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VOL. X.

MONTREAL AND TORONTO, NOVEMBER, 1900

No. 11.

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.

BESIDES THEIR POPULARITY

WITH WELL-DRESSED WOMEN

PRIESTLEY'S DRESS GOODS

HAVE WEARING QUALITIES
WHICH ARE UNDOUBTED.

YOUR CUSTOMERS KNOW THIS---

KEEP THEREFORE YOUR STOCK ASSORTED

FOR FALL TRADE.

S. GREENSHIELDS, SON & CO.,

Montreal and Vancouver, B.C.

Sole Agents for Canada.

Lister's

Silks
Velvets
Sealettes

To be had from . . .

WHOLESALE DRY GOODS
and MILLINERY HOUSES.



We have
for . . .
Assorting

**Smox
Pants, Shirts
Overalls**
ETC.

FOR FALL AND WINTER

Skirts—Everything in heavy Fall and Winter lines.

Plaid Back Skirts—"Rainy-Day" and Regular
Lengths, ready for delivery about Nov. 15th.

Our Travellers are now out with a full range of Spring Samples.

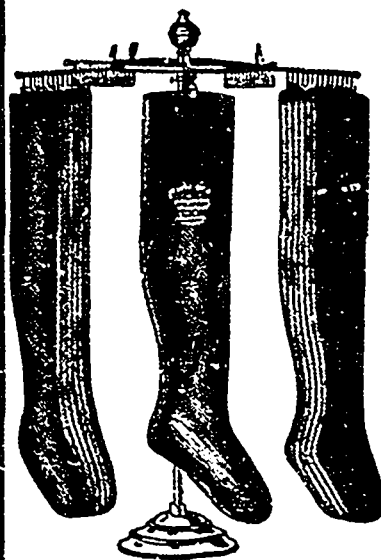
Robert C. Wilkins

198 MCGILL STREET

Manufacturer

MONTREAL

Display Fixtures



No 300

We manufacture
everything in the line
of Window Display
Fixtures, Papier
Mache Forms and
Wax Figures, all the
latest designs. Price
within every mer-
chant's reach.

Write for
Catalogue.

Toronto Brass Mfg. Co.

91 and 93 Richmond St. West.

S. GREENSHIELDS, SON & CO.

MONTREAL AND VANCOUVER.

We are now showing

FULL LINES of Samples

for **SPRING**

We have the

Finest Assortment and Best Values

In PRINTS we have ever shown.

Our **SPECIAL LEADERS**

At 61-2c. and 8c.

and **CRUMS' WELL-KNOWN CLOTH**

ARE GREAT BARGAINS.

Full Ranges 

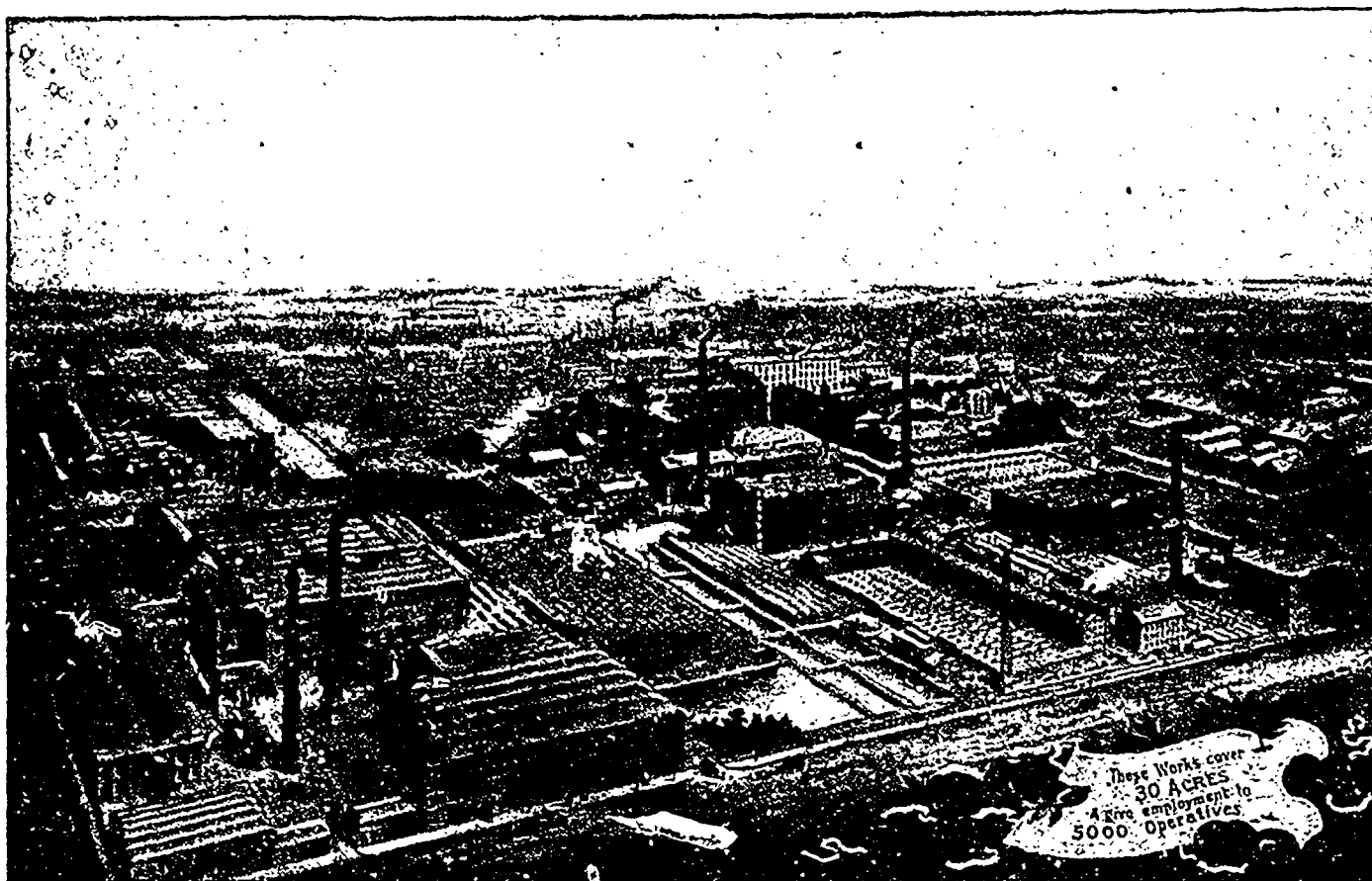
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**COTTON GOODS, DRESS GOODS,
MEN'S FURNISHINGS, TWEEDS,
SMALLWARES and WOMEN'S WEAR.**

Do Not Purchase Your Goods Before Seeing Our Travellers.

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, 1869	GOLD MEDAL, CALCUTTA	1884
GOLD MEDALS, PARIS	1867, 1878	GOLD MEDAL, LIVERPOOL	1886
DIPLOMA OF HONOUR, VIENNA	1873	GOLD MEDAL, EDINBURGH	1886
GOLD MEDAL, CAPE TOWN	1877	FIRST AWARD, ADELAIDE	1887
DIPLOMA OF HONOUR, LONDON	1884	FIRST AWARD, MELBOURNE	1888

GRAND PRIX, PARIS, 1900.

RYLANDS & SONS

MANCHESTER, ENG. LIMITED.

Cotton Spinners

Merchants

Manufacturers



Bleachers

Dyers

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS

Heapey, Longford works, Gorton, Swinton, Wigan, Crewe, Chorley, Bolton.

Capital, \$14,500,000. Employees, 12,000

LIST OF DEPARTMENTS:

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| Plain Dress Goods, British and Foreign | Bleached Calicoes, Sheetings |
| Fancy Dress Goods, British and Foreign | Oxfords, Harvards, Galateas |
| Silks and Velvets | Dyed Linings |
| Velveteens | Floor Oilcloths |
| Irish and Scotch Linens | Laces |
| Table Damasks, | Prints and Cretonnes |
| Towels and Tray Linens | Shirts, Underclothing |
| Muslins, Curtains and Handkerchiefs | Ladies' Blouses |
| Flannelettes, Hosiery | Boys' Blouses and Sailor Suits |
| Flannels and Blankets, Quilts | Umbrellas, Gloves |
| Smallwares, Haberdashery and Trimmings. | |

THE LIGHT
- OF -
EIGHT OIL LAMPS

- FOR THE -
COST OF TWO.

100 CANDLE POWER
FOR

50 cents a month with
gasoline at 40 cents a
gallon.

Satisfaction guaranteed or money
refunded.



No. 8.

THE AUER GASOLINE LAMP

CHEAPER BRIGHTER } THAN { ANY OTHER LIGHT

Write for Catalogue

AUER LIGHT CO.

1882 Notre Dame, MONTREAL

E. SIMPSON & CO., MOOSE JAW, Agents for the Territories.

Perrin's Gloves

are the best.



QUALITY GUARANTEED.

"Grand Prix"

AT THE PARIS EXPOSITION OF 1900.

Our Travellers are now on the road with our Samples
for the Spring trade. Do not place your orders before you
have an opportunity of seeing what we show.

Perrin Freres & Cie., 5 Victoria Square, **Montreal**



Giving Value to Your Stocks.

It may count as an item on paper, but that's about all
the worth there is in stock that is faded, off color, or out
of fashion. It means no money to you.

But it is our place to transform such goods into good
salable stock.

We come to the rescue of the merchant who is
burdened with unsalable dress goods, tweeds, braids, hosiery, ribbons, silks, etc. Let him
send these goods here and we will dye them some fashionable or staple color—sending them
back to him with all the appearance of new goods and just as salable.

We are saving thousands of dollars for the dry goods men of Canada.

R. Parker & Co.

Dyers and Finishers

Head Office and Works—787-791 Yonge St.
Montreal Branch—1958 Notre Dame St.

Toronto, Can.

..THE WORLD RENOWNED..

“Oxford”

FLANNELETTE UNDERCLOTHING.

(Write for Samples and Price List.)



“Oxford” Underclothing



TRADE MARK



“Oxford” Underclothing

MANUFACTURERS

W. F. LUCAS & CO.

129a LONDON WALL,

LONDON, ENGLAND.

“PLANTAGENET” FRILLINGS

Highest Award, Paris, 1889.

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments, Blouses, Children's Hoods, Robes, Full Dress and Bassinette Trimmings.



This special make of Frillings far exceeds all others in beauty of Design, fine quality of Cambric, exquisite finish and general utility. **THE “PLANTAGENET” GOODS** are sold ready for sewing on, avoiding vexatious and tedious labor. They are also much cheaper than any other make, and once bought are sure to be repeated.

A very large range of Designs and Prices. To be obtained from all leading firms.

DRESS GOODS DEPT.

Spring
1901



Spring
1901

The . . .

GAULT BROTHERS CO., MONTREAL LIMITED

Now control the celebrated English "**Tiger Brand**" of Black Dress goods for Canada, comprising all the latest novelties in Fancy and Staple Lines.

Fancy Dress Goods. A large variety from 10c. up.

The new "**Embroidered French Flannels**" for waists and costumes.

Prints, Sateens, Printed Dress, Art Muslins, Cretonnes. Full range of Canadian lines; also one of the choicest collections of British and Foreign goods.

Linen Dept.—Some special qualities in Damask Napkins and Bleached Tablings. Nice assortment of Fancy Doylies, Cloths, etc. All values in Towelings

Silks—Full assortment of Black and Colored Silks and Satins.

Special drives in Black Taffeta and Black Peau de Soie.

Sole Agents in Canada for Fownes' Gloves.

1840—ESTABLISHED—1840



WHOLESALE

DRY GOODS.

*
General
Staple
and
Fancy

*
Canadian
American
and
European

DRY GOODS

WHOLESALE



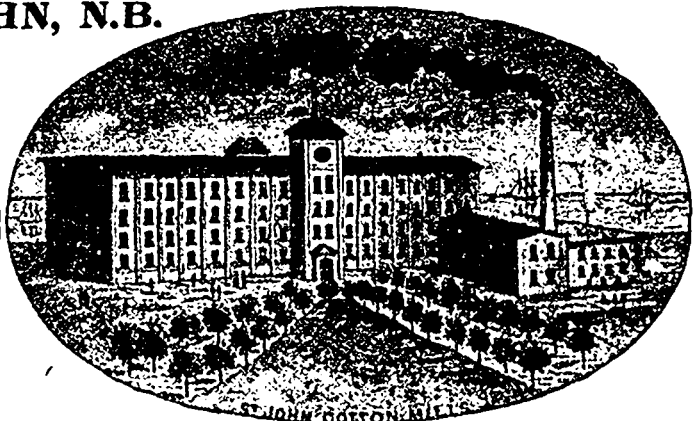
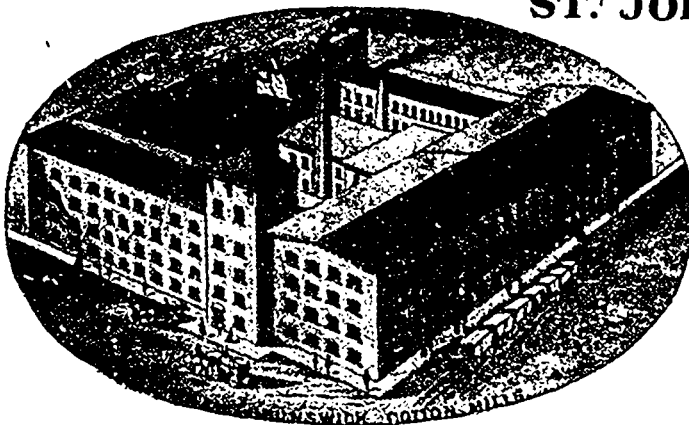
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Temple Building,
MONTREAL.

P. GARNEAU, FILS & CIE.
QUEBEC.

Sample Rooms:
Sandford Block,
WINNIPEG.

W.M. PARKS & SON, Limited

ST. JOHN, N.B.



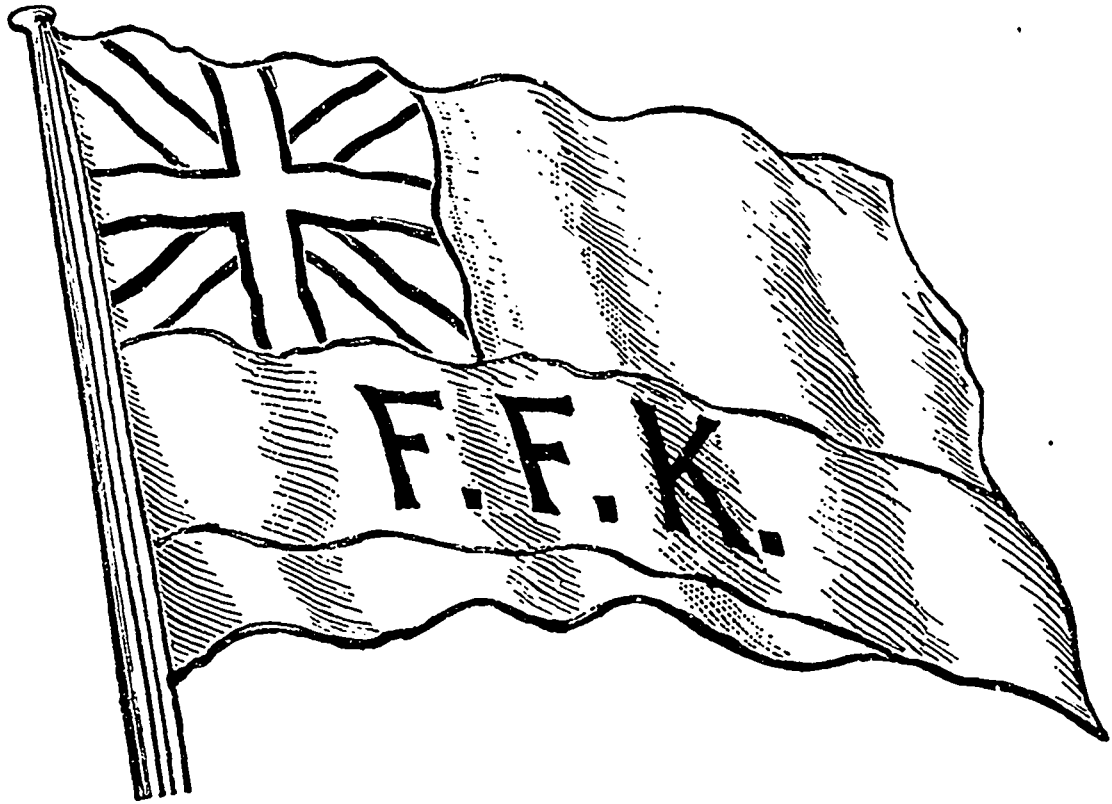
**Cotton Spinners,
Bleachers, Dyers
Manufacturers**

**Flannelettes,
Saxons, Yarns,
Beam Warps.**

Agents . . .
J. SPROUL SMITH, 71 Front Street West, Toronto.
DAVID KAY, Fraser Building, Montreal.
JOHN HALLAM, 83 Front Street East, Toronto, Agent for Beam
Warp for Ontario.



The Only "WATER TWIST" Yarn Made in Canada.



This Month We Job

*Ladies' Flannelette Wrappers
and Blouses*

PRICES: \$9.00, \$12.00, \$12.50, \$13.50, \$15.00,
\$18.00, \$21.00. All worth 25 per cent. more.

Gents' English Linen Collars

Men's Mufflers

Men's Wool Gloves

Men's Lined Gloves

Waterproof Coats

Men's Ties, including full range of plain Whites and
Blacks in Silks and Satins.

Have you ever seen our

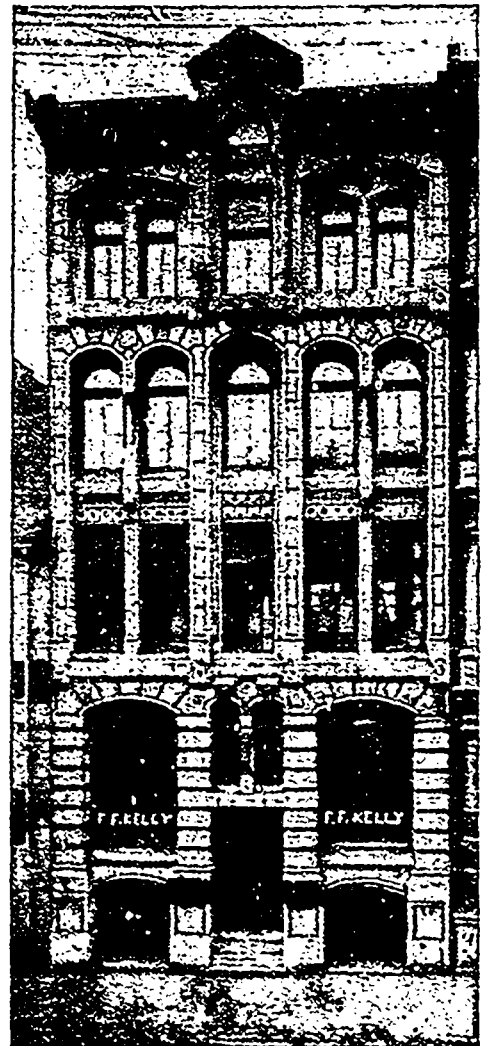
Banner Blouses for Spring?

If not, do so, in your own interest.

F. F. KELLY

196 McGill St.

MONTREAL.



The Lace Warehouse of Canada



SEQUIN ROBE, No. 200.

WE ARE SHOWING a very choice lot of **Novelties** for the Holiday trade, in **Sequin Robes, Silk and Embroidered Trimmings, Tinsel Allovers, and Insertions,** and a large range of **Tamaline, Colored Peau de Soie, Taffeta, Japanese, and Blouse Silks.**

Sequin Robes . .

We are offering at prices much below figures usually paid for these exquisite **Evening Costumes.** We show them in **Black and Silver.**

Our **STOCK** in every department is fully assorted.

"Spring, 1901"

We are now showing for Spring, 1901, our full line of **Blouses, Wrappers, Bolero and Zouave Jackets, Parasols, Cotton and Silk Underwear, Silk and Lisle Hose, Silk, Lisle and Taffeta Gloves,** and an extensive range of **Ladies' Silk Ties and Bows, and Silk Pulley Belts,** specially made for use with our **Blouses.**

"Letter Orders Carefully Executed."

Kyle, Cheesbrough & Co.

16 St. Helen Street

MONTREAL.

The W.R. Brock Company, (Limited)

Toronto, November, 1900.

N

IS THE TIME *to pick up bargains for present use.*

SPECIAL OFFERINGS

before stock-taking (Dec. 1st) in FRENCH CANVASES, TOWELLINGS, FANCY LINENS, (for Xmas trade), FLANNELLETES, WRAPPERETTES, FANCY BLOUSE SILKS, FANCY DRESS GOODS, TWEED COSTUME CLOTHS, MEN'S NECKWEAR, FLEECE UNDERWEAR, OVERALLS, FLANNELETTE AND WORKING SHIRTS, BROKEN RANGES OF HOSIERY AND UNDERWEAR, TAPES-TRY CARPETS.

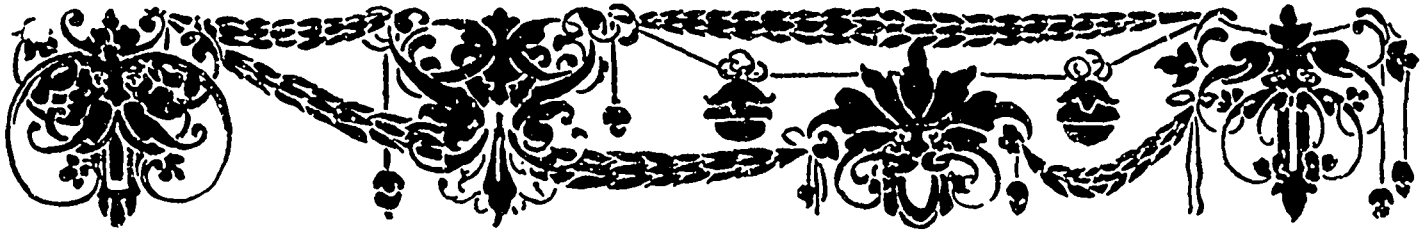
O

IS THE TIME *to place orders for SPRING PRINTS to secure prompt delivery, the latest novelties, and the advantages gained by our extra early contracts. . . .*

W

IS THE TIME *to use our LETTER ORDER DEPARTMENT to obtain quick shipment of goods wanted in a hurry and samples of lines mentioned above. . . .*

The Dry Goods Review.



Vol. X.

MONTREAL AND TORONTO, NOVEMBER, 1900.

No. 11.

TRADE IN MANITOBA AND THE NORTHWEST.

General Report on the State of Trade and Returns From Crops in the West—
Our Special Correspondent's Personal Investigations.

WINNIPEG, October 20, 1900.

YOUR correspondent left Winnipeg on Wednesday, October 10, and returned Friday, October 19. The fine weather began with Sunday, October 7, and three days of crisp wind and bright sunshine had dried the grain, and stook threshing and stacking were going rapidly forward all over the country between Winnipeg and Brandon. Men getting on the train at the different stations showed samples of grain surprisingly good, considering the long wet spell through which it had passed.

STATE OF THE CROPS.

At Brandon, Wednesday afternoon was devoted to a visit to the Experimental Farm and surroundings. Mr. S. A. Bedford, the superintendent, who keeps in close touch with the farming of the entire district, reported that all crops were yielding more per acre and the sample was better than expected. In some few instances the farmers had made the mistake of attempting stacking where the grain was not thoroughly dry and in such cases the loss would be heavy. The majority, however, had waited patiently for the fine weather, and found that, though the outside of stooks was much discolored, the inside was in very good condition and had really been wonderfully preserved. This was amply verified by what your correspondent saw at threshing machines in operation on the farm where stook threshing was then in progress.

Thursday morning was spent in the city of Brandon, calling on the trade. Brandon received a full descriptive write-up in the pages of this journal some two years ago, and since that time there have not been many changes in the personnel of the business community. Only one new firm name was noted, that of Hunt & Nash—Mr. Hunt having formerly been in business alone.

REPRESENTATIVE MERCHANTS SPEAK.

Wilson & Rankin are doing business at the old stand, but increased facilities for handling the stock have been introduced. The Fall millinery opening was in full swing, and the handsome showrooms presented a charming appearance. By the

way, this house are finding the fur-trimmed hats especially popular.

Asked as to business, Mr. Rankin said that business up to September 1 had been the best in the history of the firm. The wet weather after that had the effect of reducing it considerably, and trade, at the moment, was quiet, owing to the fact that farmers were threshing, but everything pointed to a fairly prosperous Fall trade, which, however, was delayed about four weeks. That is, the trade we usually do in October will be done in November this year. Collections will be slow, and no doubt there will be cases where accounts will have to be carried over, but the general tone of business is healthy, and though this is not a banner year for Manitoba, it is by no means a disastrous one.

Mr. Shewan, of Nation & Shewan, practically made the same statement, except that, in the case of this firm, their business is practically a cash one, and they are even more hopeful for the Fall trade.

Mr. Ross, of Fraser & Co., endorsed the sentiments of his neighbors, and in addition said that the scare as to a short crop coming early in the season the stocks of clothing and furs were not so heavy as usual.

Smith & Burton and T. A. Murray, representative grocery houses, gave testimony to the same effect, excepting that, owing to the class of goods carried, they had not felt the depression during September to the same extent.

Brandon has the neatest, most convenient and up-to-date lunch-room in the west. The building was erected for and owned by Bertrand & Co.

The Brandon creamery has had a most successful season. Up to October 10 they had manufactured and sold 126,000 lb. It is the intention to run all Winter with the exception of January, when they will shut down in order to overhaul their building and double the capacity.

HARDWARE.

Brown & Mitchell and Johnson & Co., general dealers in shelf and heavy hardware and stoves, reported business quiet. There had not been the amount of building in either city or

TRADE IN MANITOBA—Continued.

country that had been anticipated in the earlier portion of the season. Still, on the whole, the outlook for Fall trade was fair.

In passing, it might be noted that among the new buildings of note erected in Brandon this season is the new Baptist College now approaching completion. It occupies a fine site on the western outskirts of the city, and, in order to give the required campus, the city council have closed two streets for two blocks. A further concession is the extending of sewer connection at the expense of the city to meet the requirements of the college. The college is a fine brick and stone structure, three storeys high, standing in the centre of a 15-acre campus. From its upper windows the city, the Government Asylum, the Indian Industrial School, the Dominion Experimental Farm, and miles and miles of open rolling prairie can be seen. It is an ideal situation for a college and makes a handsome addition to Brandon's fine public buildings.

INDIAN HEAD.

Between Brandon and Indian Head, a distance of 178 miles, 35 threshing gangs were counted at work and scores of teams and men engaged in stacking. As the nights at this time were beautifully moonlight most of the gangs of threshers worked all night.

Reached Indian Head at 9 30 p.m. and went out to the Government Experimental Farm which is a fine block of 700 acres of arable land, half a mile from the town of Indian Head. The morning of October 12 was spent on this farm. It is perhaps the finest illustration in the West of what can be done with open prairie country. Eleven years ago the first sod was turned on the prairie which was without so much as a scrub bush. Now there are 10 miles of avenues of trees and hedges on the farm, many of the trees large enough to arch over a wide roadway. The Experimental Farm is a good index of the state of the crops in this district, and Mr. McKay, like Mr. Bedford, is thoroughly posted on the state of the grain crops for the whole district. The extreme dryness of the early part of the season necessitated the resowing of a large proportion of the oats and barley, and in some instances these crops did not mature before the first frost caught them. On the other hand, the bulk of the second sowing showed an excellent quality and a good yield. Only a little over a third of the threshing had been done up to this date, but threshers were then busy in all directions. From the cupola of the barn on the Experimental Farm the country for a radius of over 20 miles could be overlooked, and in all directions the smoke of threshers showed in the clear air. The yield of wheat was nearly double what had been looked for and the sample very fair as to both size and color. The small amount of damage done by rain was very surprising. It should be remembered, however, that the rainfall in Assiniboia was by no means as heavy as it had been in Manitoba.

INDIAN HEAD MERCHANTS SPEAK.

The town of Indian Head is pleasantly situated in the centre of an excellent farming district, and contains a number of substantial brick buildings and is growing steadily. A handsome six-roomed school is approaching completion, and a number of other buildings have been erected this year.

Brooks & Co. have one of the largest departmental stores, and carry full lines of general dry goods, clothing, boots and shoes, millinery, housefurnishings, groceries, crockery, etc. Mr. Brooks, the head of the firm, has been in business in the West for many years, and understands the situation thoroughly.

He reported business fair and prospects encouraging for good Fall trade. As elsewhere, trade had been delayed, owing to unfavorable weather. All reports from customers, however, indicated larger yield and better sample than expected. Collections had been slow, and he did not look for much improvement until about November 1.

Mr. McKay, the head of the firm of McKay & Brooks, hardware, stoves and sewing machines, reported business in their line quiet, but expected an improvement as soon as the wheat was on the market. He had been through the country considerably, and felt sure there would be rather more than two thirds of an average crop. The country was all right.

One or two other houses were called on, but the proprietors were in some instances attending sittings of court, and in others taking advantage of the quiet time in business, occasioned by the threshing, to secure a few days' shooting.

REGINA.

Regina, the capital of the Northwest Territories, is a progressive little town, as far as business is concerned, but a more unprepossessing situation it would be difficult to imagine. The site chosen is a bed of something closely resembling gumbo, and report hath it that, when it rains, the mud is worse than the justly-celebrated Winnipeg article. Your correspondent felt truly thankful that it had been fine and dry for a week prior to this visit.

Regina has some fine business houses, and readers of this journal will remember last year a cut of the Glasgow House, Regina, appearing. This departmental store is owned by R. H. Williams & Sons. The house is one of the oldest in Regina and carry a full stock of dry goods, clothing, boots and shoes, housefurnishings and groceries, all admirably arranged and displayed.

The firm report the country all right. Business was delayed, of course, but even in September trade had been very fair, and they considered the outlook for Fall trade good. Collections had been very slow, but were improving slowly. The farmers were many of them in better shape than formerly to stand a poor crop, and all threshing returns showed the crop much better than expected.

LEADING MEN INTERVIEWED.

E. McArthur & Co. claim to have 5,000 feet of floor space, and their premises are well filled with dry goods, clothing, housefurnishings, boots and shoes, groceries and flour and feed. In the last named department considerable jobbing is done. The dry goods department is presided over by Mr. Steene, who was at one time in business in Winnipeg, and the grocery and feed by Mr. J. Kenzie. This house report a satisfactory business and are evidently laying out for a large Fall trade.

John Dobbin is another large general or departmental store carrying a fine stock. This house has been in business in the West for years and their report that the country is all right, although trade for the nonce is quiet, carries much weight.

The Regina Trading Co., Mr. Young manager, make the proud boast that they are the only absolutely complete departmental store west of Winnipeg. This house carry general dry goods, clothing, boots and shoes, furs, millinery, carpets and housefurnishings generally, groceries, crockery, hardware, and a complete drug store. This is one of the newer business houses in Regina, and have found it necessary to double their floor space in the last 12 months. The manager reports the September turnover as 40 per cent. better than that of last year.

Hugh Armour is a house devoted entirely to groceries, of

NOVEMBER WILL BE A BUSY MONTH.

We will clear out many lines of Fancy Black Goods, Colored Dress Goods, Costume Tweeds, Costume Cloths, Silks, etc.

This means that you can buy from us during November these lines at **reduced prices.**

UNDERWEAR.

Our stock of Men's, Women's and Children's Underwear, Hosiery and Fancy Woolens is too heavy. The warm weather has delayed sales. **We will clear them out before stock-taking.**

Snaps in Ribbed Shirts and Drawers to retail at 75c., 90c. and \$1.25 per suit.

Snaps in Scotch (Heavy and Fine) Shirts and Drawers to retail at \$1.00, \$1.50 and \$2.00 per suit.

Snaps in Fleece (Cotton and Wool) Shirts and Drawers to retail at \$1.00, 1.25, 1.50 and 2.00 per suit.

Snaps in Top Shirts to retail from 25c. to \$1.00 each, in all makes.

Snaps in Ladies' and Misses' Vests and Drawers, all prices.

Our Two Hosiery Leaders, Our Own Manufacture.

Black Worsted Hose, 4 to 10-inch, No. 45, to retail from 12½ to 40c. per pair.

Black Worsted Half-Hose, No. 261, to retail at 25c. per pair.

FANCY WOOLENS.

Ringwood Gloves, our specialty. We now have a complete range in Misses' and Women's Black, White and Fancy Heavy English make; also Boys' and Men's domestic and imported.

Misses' and Women's Mitts in Cardinal, White and Black, \$1.25 to \$3.00 dozen.

Infantees, Bootees, Gaiters, Tams, Tuques, Sashes, Caps, Hoods, Clouds, Polkas, Fascinators, Infants' Coats, Knitted Shawls.

ENGLISH FUR RUFFS.

Imitation Sable, Bear, Mink and Chinchilla and Real Thibet, at all prices.

BROPHY, CAINS & CO.

23 St. Helen Street,

MONTREAL.

TRADE IN MANITOBA—Continued.

which a most complete and choice stock is carried. The manager reported business to date fair and the prospect good for Fall trade.

HARDWARE.

Smith & Ferguson are wholesale and retail hardware merchants and dealers in agricultural implements. This firm act as agents for the McCormick Harvester Co., and Mr. Smith, senior partner, spends much of his time traveling through the country. Your correspondent was fortunate enough to find Mr. Smith in town. He reported the general outlook for trade very good. He had visited many of the threshings, and in every case had found the yield larger and the quality better than anticipated. Although generally considered an off year for implements, the sale of reapers had exceeded that of last year.

In regard to the general hardware business, it had been good, though not so large as the early opening of the season had led them to hope. Still, trade had been very satisfactory, and they found yearly an increasing sale of furnaces, particularly to farmers.

After calling upon the trade generally, a visit was paid to the Government Buildings, and your correspondent had a pleasant chat with Mr. Peterson, Deputy Minister of Agriculture. Mr. Peterson is extensively interested in farming operations, and expressed the utmost confidence in the country. His land lies within the irrigation belt of the Alberta District, and should dry seasons succeed this present wet one he will be in a position to defy them. From the Government Buildings we drove to the barracks of the N.W.M.P., and back to the Dominion Government creamery, where Mr. Ferguson showed his cold storage filled with thousands of pounds of choice butter in neat boxes, each box enclosed in a jute sack. The temperature of this room is not allowed to go over 34 degrees.

The system of Government-managed creameries has been of immense benefit to the Northwest Territories, and the cash paid for cream makes the farmers who send to the creamery sure of a steady income no matter what may be the state of the crops.

Your correspondent has to acknowledge much kindly courtesy on the part of Mr. J. W. Mitchell, Government Superintendent of Creameries for the District of Assiniboia, who spent the entire day in the capacity of cicerone.

(To be Continued.)

CHANGE IN AN ALMONTE FIRM.

The stock of the firm of Paterson & Thom, general merchants, Almonte, who lately dissolved partnership, has been purchased by Mr. Edward Duffy, who has taken possession. Mr. Thom will continue to assist Mr. Duffy for a time, while, Mr. Paterson, it is understood, intends going to the Southern States.

THE AUER GASOLINE LAMP.

The general use of incandescent gas and electric lighting has been brought about by the constant demand for increased and cheaper illumination, and consequently the inconvenient and in places of any size the dangerous oil lamp has been driven out of use. The smaller towns and country places, however, still continue to use this old system from force of circumstance. But The Auer Incandescent Light Manufacturing Co., Limited, Montreal, have lately placed a gasoline lamp on the market which, by reason of its strong light, extreme convenience and fine appearance, bids fair to

make lighting even more brilliant and economical for out-of-town places than it is in the cities.

The Auer Gasoline Lamp is a nobby affair that gives 100 candle-power for each burner at half the cost of oil, acetylene or incandescent electric light. It is claimed to be the only lamp giving 100 candle-power for 50c. per month, used three hours a day, and this reckoned on a high cost of gasoline.

The strength of the light may be better imagined when it is remembered that the ordinary incandescent electric light is 16 candle-power, and the usual oil lamp is even less. It is convenient because it is the only lamp that does not have to be taken down to fill, the reservoir being removable. It is also self-cleaning.

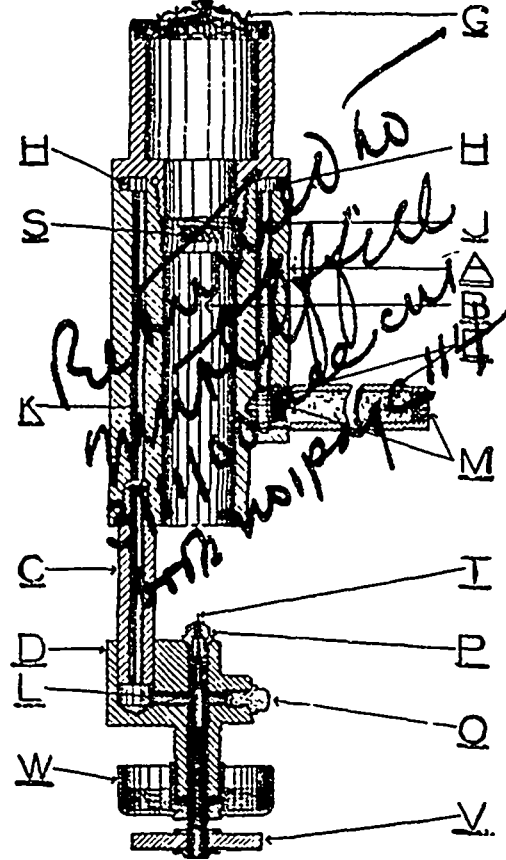
The idea of a lamp burning gasoline is liable to frighten some people,

but the absence of any attendant danger is proven by the approval it has secured of The Canadian Fire Underwriters' Association. The best of material and workmanship are employed, and the makers will give satisfaction or refund the money. It is made in four styles, one to set on the table (\$7.50), one a bracket lamp (\$7), one to hang from the ceiling (\$8), and another with a double burner (\$11).

The accompanying illustration shows the mechanism of the generator and the progress of the gasoline from the reservoir to the burner tip. After leaving the stop valve on the fixture arm, the gasoline passes into tube E., packed with sand to act as a filter, held in position by gauge cups M, then into casting A, through channel J, into vaporizing chamber H, where the gasoline is vaporized by heat supplied from subflame burning at S, a feature of the lamp. The gas or vapor now leaves chamber H and passes through channel K to channel L, where it passes through needle hole in nipple P into tube B. Here it is mixed with air to secure a blue heating flame at guage G. The size of the flame can be regulated by the needle valve.

Altogether it is a complete and ingenious arrangement that ought to come into use both in the home and place of business, particularly where a lamp must be used.

James Coristine & Co., Limited, Montreal, are hustling for business and are getting it. Fifteen travelers, covering the road from Harbor Grace to Victoria, are sending in substantial orders.



Mechanism of the Auer Gasoline Lamp.

PREPARATIONS FOR CHRISTMAS TRADE.

As it is now but a few weeks till Christmas the wise retailer will soon lay his plans to secure a share of the increase in business general at this season. To do this the store should be made in every way as attractive as possible. The merchant who has not yet installed a modern showcase is at such a disadvantage in this endeavor that it is not surprising that John Phillips & Co., Limited, Detroit, Mich., have found such an excellent demand for their "Silent Salesman" in Canada. This showcase has been secured by many dry goods houses in Canada, the most recent buyers being Playfair, Preston & Co., Midland, Ont.; R. S. Ford, Petrolia, Ont.; J. F. Hardison, Sydney, C.B., and L. A. Bayley, Sherbrooke, Que. Merchants using an up to-date showcase like this should never allow it to lose its value by filling it with a poor display of ordinary goods, but should make it an attractive feature in the store by arranging in it goods which, because of their beauty or reasonableness, are sought for by shoppers. By thus properly making use of it, a showcase can be made to draw customers and to sell goods. And the Christmas season is the time to make the best use of such attractions.

THEIR REPUTATION THEIR GUARANTEE.

Frankenthal Bros., manufacturers of muslin underwear and "Geisha" waists, New York, make their guarantee of quality the reputation that they have made for themselves in their 34 years' experience as manufacturers by making reliable garments, of excellent make, attractive style and perfect fit. The fact that their goods have in the past been of the class that sells well and satisfies buyers has given them such a firm hold on the trade that their reputation makes it a comparatively

easy matter for them to make sales. The demand for their "Geisha" waists continues so great that the firm are constantly adding to their force of workers and gladly employ all the skilled operators they can secure. This firm are offering special advantages in muslin underwear just now, as they bought their raw materials before the recent advances.

EXQUISITE ALL-OVERS.

For December 1 delivery, Brophy, Cains & Co. are showing some exquisite all-over embroideries, in the new open work Schiffli make, so much favored now. These are put up in 9 and 4½ yard lengths, to retail at from 60c. to \$4 per yard and are exceedingly choice.

The recent heavy advance in Chinese straw plaits caught many dealers napping. James Coristine & Co., Limited, Montreal, report having placed heavy advance orders some months ago, and guarantee deliveries at regular prices, regardless of the advance.

The H. B. Claffin Co., of New York, have exceptional facilities for the manufacture of pillow cases and bed sheets, which they are placing on the market under the "Defender" brand. Several recent enlargements of the manufacturing plant testify to the popularity of these goods. Every advantage that the most modern equipment and sanitary arrangements give, as well as the benefit of the lowest prices for the raw material, combine to insure the purchaser of these goods that both quality and price are all that can be desired. A full line of muslin underwear is also included in the "Defender" productions.

We can supply SORTING WANTS

IN . . .

*Shirts and Drawers, Hosiery, Gloves,
Ladies' and Children's Underwear
and Dress Goods.*



Stock Specially Re-enforced to
meet this month's demands.

SPRING LINES. . . .

Samples of following in travellers' hands—see them:

*Prints, Gingham, Blouses, Hosiery,
Balbriggan Underwear, Gents' Shirts,* ALL
KINDS.
Canadian Staples.

We are strong in all these lines. Our values and styles surpass those of any former season.

Knox, Morgan & Co.

Wholesale Dry Goods, = = HAMILTON, ONT.

Montreal Wholesale Trade.

S. GREENSHIELDS, SON & CO.

THE cotton department of S. Greenshields, Son & Co. is giving some startling bargains, considering the advancing market. The Spring samples of the goods carried by the A1 department, such as printed and plain flannelettes, dress and apron gingham, shirtings and fancy cotton dress goods are now on the road, and orders are now pouring in from the hosts of travelers. It is safe to say that a more handsome range of goods was never shown by the house than it is showing for next Spring. A particularly pretty feature is the bordered apron gingham.

Spring prints are also being shown on the road, and the success the travelers are meeting with is proof of their being able to stand the competition in this line. Besides the usual lines of Canadian prints, a nice assortment is shown in Crums' prints. Large patterns and large stripes bid fair to be popular. A big range of American muslins are being shown. The new blue, a little darker than the Kitchener blue, continues to be the best selling color this season. Some new light shades of linings are on the market; mercerized sateen is selling well again for skirts, while linnette and percaline are good stock.

In the fancy goods departments, some novelties are being shown. Prominent among these are new metal frames for making silk bags; they suffice also for small purse tops. One of the latest hits is ribbon tips made of metal in gold color used on the ends of velvet ribbons for both neck and dress. A large line is coming in. Gold brands are in great demand and bid fair to be very popular; tinsel webbing in variegated tints and gold for belts and collars will be the correct thing for Spring. This firm expect to show a large line of patent leather belts, trimmed with gold and tinsel. Patent leather with white and gold stitching is another new idea. These can be had with plain buckles, black or steel. Another feature of the department is chatelaine bags made of seal, alligator, and imitation seal. Ebony goods are in large stock and there is a handsome assortment of cushion tops in tinted, Turkish design and tapestry. They have a large line of gilt buttons and, as gilt is the rage, they ought to sell.

The ladies' department is replete with holiday specialties. There is a large variety of handkerchiefs still selling well for the Christmas trade in Irish and Swiss embroidery and in Japanese goods. The new "Excelda" handkerchief is a specialty. The "Excelda" is a new fabric which retains the lustre after washing. It is stronger than ordinary goods and is claimed to be more serviceable than silk. The most popular parasol handles are of gun metal and horns. A full range of imitation cluny laces is being carried. The English manufacturers have succeeded in making this imitation cluny in beautiful patterns which compare well with the real French cluny laces both in style and shade.

In gloves, tans, beavers, browns and greys will probably be popular for Spring, while white will reign supreme for opera wear. Suedes will be popular for Spring wear. The dome fasteners stand without a peer.

In the house-furnishing department they are showing some special lines in cretonnes, both single and double widths. Their stock of carpets, curtains, oilcloths, blankets, etc. is well assorted, and all orders for these goods can be executed

on the shortest notice. In blankets especially they are offering some very special values. For Spring 1901 they are showing a full and complete range of carpets and curtains in latest patterns and styles.

KYLE, CHEESBROUGH & CO.

Kyle, Cheesbrough & Co. have had such satisfactory results from their newly-inaugurated ready-made department that they are encouraged to give this branch of their business special attention and they are bringing out, and, in fact, now showing, a larger and more attractive lot of costumes, bolero jackets and blouses than ever before. The indications throughout the trade are that ready-to-wear garments will grow in general favor.

This firm are showing as new additions to their silk department a full line of colors in peau de soie, tamaline, Japanese silks. These are new lines and, added to this firm's already heavily-stocked silk department, make up a display of silks such as cannot fail to interest every drygoodsman.

One of the unlooked for demands that often spring up for some special line has arisen, and at present "Draw Ribbon" lace insertions or beadings, and Battenburg lace braids are scarce articles in the trade. Kyle, Cheesbrough & Co. have a good shipment on the sea and should have them in stock very shortly. Tinsel or gold effects are the latest rage in trimmings, gimps or braids. Kyle, Cheesbrough & Co. report they have coming forward a shipment including a lot of the most attractive lace and tinsel mixtures in trimmings, insertions and all-overs that could be secured in Europe. These will be specially desirable for use in trimming and making up evening and party gowns. Ribbon and beaded pulley belts are among the latest novelties attracting attention in the London and Paris zones of fashion. These are being produced in new and very artistic designs and combinations of colors. A good line of them will be in this firm's stock in time for the holiday trade. For the holiday trade they are also providing an unusually tempting lot of novelties in the line of fancy bags, handkerchief sachets, etc.

One of the most popular and expensive garments for evening wear is the sequin robe. When made up the effect of the sequin worked upon the net is the production of perhaps the richest and most genteel evening gown obtainable. The immense popularity of this article in London and Paris on all dress occasions is readily understood when the article is seen. Thesequin net and costume are now being produced at prices well within the reach of lovers of rich and stylish dress, and Kyle, Cheesbrough & Co. are now offering them in black and silver and in a fine variety of patterns.

F. F. KELLY.

Although he has decided to discontinue the regular furnishing business, Mr. Kelly has added numbers in this line, and will show full ranges for the Spring. He is constantly on the qui vive for specialties, such as manufacturers' clearing lots, wholesale bankrupt stocks and goods sold in transit for charges, and can always offer inducements to live buyers. His range of Plauen laces is immense.

With Mr. Kelly the blouse is a leader, not a side line; he realizes that no house can make a success of the blouse business running it as a side line; it requires too much attention. His line of blouses is very complete, and buyers who order from him may feel certain that they will get satisfaction in style, fit and delivery.

The Matter of Skirt Binding

(while an inexpensive article in itself) is by no means a trifling one, for, if you please your customers in this article, they return and bring their friends, who in turn bring their friends, and so commences the "endless chain" of constantly increasing sales.

But, in order to do this, you should carry the best lines. There is but one BEST in anything, and in Skirt Bindings it is the celebrated-

S·H·&M·

which are made from Velveteen manufactured especially for skirt bindings by a firm who are experts in the business and who manufacture nothing else.

There are more women to-day buying the S. H. & M. Bindings than there were yesterday; there will be more to-morrow than to-day, and the next day there will be yet more. The demand is constantly increasing, and to keep up with the times you should handle these lines.

MOREOVER, THEY PAY YOU A HANDSOME PROFIT.

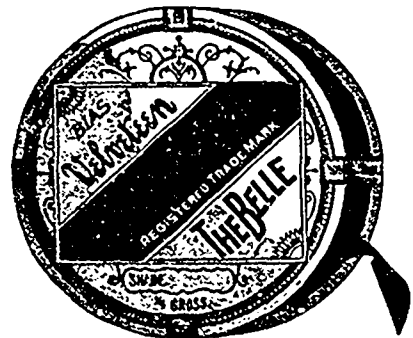
Write for Sample and Shade Cards, and Price List.

WE CARRY THE FOLLOWING LINES IN STOCK AT OUR
TORONTO WAREHOUSE:



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

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



The STEWART, HOWE & MAY CO.

Originators and Manufacturers of Bias Velveteen Skirt Bindings.

24 Front St. West, Toronto, Ont.

Manchester, England.



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

Foster's

KID GLOVES

Best made
in France.



Trefousse Gloves

Best sold
in Canada.

*Rouillon
Gloves*



Careful attention given to Letter Orders.

TORONTO:
25 COLBORNE STREET.

WINNIPEG:
McINTYRE BLOCK.

OTTAWA:
Carleton Chambers,
SPARKS STREET.

ST. JOHN, N.B.:
2 CHURCH STREET.

❁ WINDOW AND STORE DECORATING. ❁

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

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

WINDOW DRESSING IN CHICAGO.

THAT window dressing has become the recognized secret of successful merchandising is evidenced by the fact that merchants all over the country are leaving no stones unturned to make their window trims attractive and paying. Especially is this so in the great American centres, such as New York, Chicago and other large business places.

Having just returned from a trip to Chicago in the interests of window dressing, I thought possibly readers of these columns, interested in the art, might find the following instructive and profitable as well as interesting to them.

I will endeavor to give our readers an idea of what an advance has been made and of what great value window dressing is considered in some of the large establishments I visited in New York and Chicago. My first idea, when I started out Monday morning, was to search out the head trimmers in the largest establishments, introduce myself, explain my mission, and throw myself on their generosity, and have them explain the different systems, etc., to me.

The first place I visited was the largest firm on State street. On inquiring from the floor-walker on main floor where I would be likely to find the head window-trimmer, I was told that it would be impossible to interview him as he was a busy man and did not hold interviews with anyone during business hours, except those relating to business. I told him that I was on business, and that it was necessary that I should see the head trimmer. The floor-manager then said I would have to see the superintendent of the store first. I went to the superintendent's office and asked him if I might see Mr. So-and-So, the chief window-trimmer. The superintendent very kindly called a cash girl and told her to take my card up and ask him if he desired to see me. I waited a while, and, on the cash girl's return, was told that Mr.— would see me on floor 10. I had, first of all, to get a pass from the superintendent, as all business in connection with the getting up of these window trims was private, and no persons but those engaged in the window-trimming department were admitted to that floor.

On entering the trimmers' department I could see on all sides evidences of beautiful trims that had been in the windows at some time or other. Piles and piles of framework, covered with expensive plushes, silks, satins, etc.; dozens of different kinds of novelties and fixtures, etc., that had cost hundreds of dollars to get up, were piled everywhere, most of them never to be used a second time.

Men and boys were tacking and carving and sawing out fancy designs in wood, papier-mache, etc. Some were covering framework with plushes, etc. Others were wiring fancy designs for electric lights. Some were painting.

Altogether I was surprised at the number of helpers and the amount of valuable material they were using up. Asking one of the boys where the head trimmer was, he told me to keep straight on and I would find him in his office at the end of the room.

At last I saw the office ahead of me. It looked more like a broker's or a lawyer's office than anything else. Over the door was a sign reading, "Chief Window-Trimmer's Office, Strictly Private." At a handsome large desk sat the gentleman I took to be the head trimmer, busily engaged with a large drawing of an interior decoration. Another gentleman was sitting there, and I immediately sized him up as one of the chief's lieutenants, and, judging from a few remarks that passed between the two before I said anything, I was not far out, as I learned afterwards he was second in charge of the interior and window trims.

After introducing myself the chief shook hands with me, and, on learning that I was a brother member of the National Association of Window Trimmers of America, he became quite interested in me, and started to question me about the way things were conducted in Canada. Gradually I started to "pump" him, as it were, and had no difficulty in getting him to answer my questions. Some of them were as follows:

"Do you trim all of the windows yourself?"

"How often do you change them?"

"Do you use your own judgment as to what to display and when to change same?"

"Do you get a cash appropriation each year to run window trims on?"

"Have you a free hand as to buying necessaries to trim the windows?"

"Are you at liberty to take stock from any department to complete your trims?"

These were just a few of the questions I asked. The answer to the first question was, "No, I do not trim the windows myself. I merely design them and see that they are carried out satisfactorily."

As to the second question, he informed me that most of the trims were changed every week but that special trims were often left in for 10 days or two weeks.

The answer to the third question was that he used his own judgment as to what to display in most cases, but in cases of special sales was generally notified by the superintendent.

As to expenses in connection with getting up window trims I was informed that some houses set aside a fund for that purpose, but that this firm did not, but purchased whatever was required almost regardless of cost of same.

The trimmer also told me he used his own judgment in selecting fixtures and the necessaries to complete his trims without any dictation from the firm. Of course, they expected him to keep the expense as low as possible but did not want him to "skimp" himself of anything that was going to attract and return the amount expended in it with interest, as a good attraction always does.

I was then asked to take a walk and he would show me the ins and outs of their system.

He showed me a room where all nickel fixtures are kept. Dust-proof cupboards with numbers of wax figures, different

FAIRE BROS. & CO., Limited
LEICESTER, ENG.

Manufacturers of

SMALLWARES

- SKIRT BELTINGS
- WOOL MENDINGS
- SHOE LACES
- CORSET LACES
- BINDINGS
- BELT WEBS
- BLIND CORDS
- TAPES

Order Through
 Wholesale Houses

Representative for
 Canada:

**Mr. Stapleton
 Caldecott,**
 45 YONGE ST.,
 TORONTO.



PRACTICAL SHOW CASES.

We make all kinds of Show Cases for practical use.

For displaying all kinds of goods.

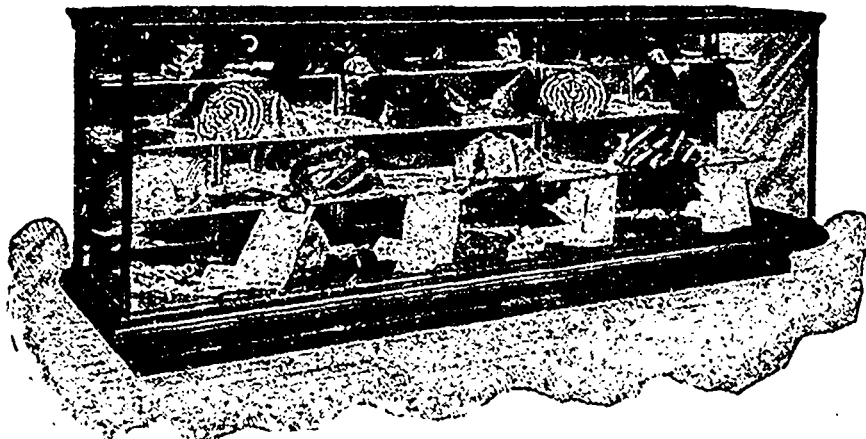
If this style doesn't suit your requirements, we can furnish other styles that will.

What is your Show Case Problem?

Send for descriptive circular of Phillips' Illuminated

Silent Salesman

It costs you nothing.



PATENTED IN THE UNITED STATES AND CANADA.
 JOHN PETZ PATENTEE.

John Phillips & Co., Limited

ESTABLISHED 1864.

Canadian Branch, Windsor, Ont.

= =

DETROIT, MICH.

WINDOW DECORATING—Continued.

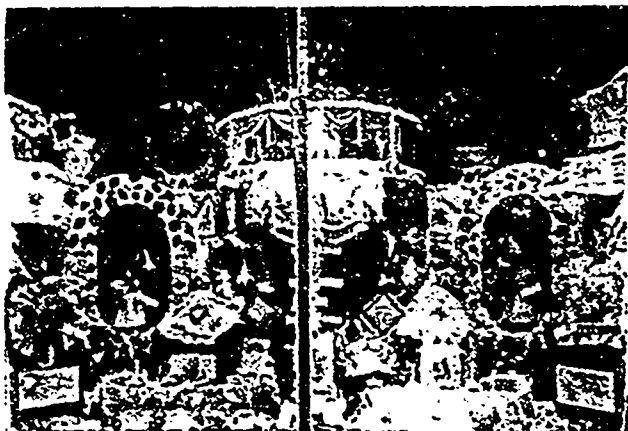
styles of wax arms and hands. A cupboard filled with plush and silk draperies. A room full of brass and nickel rods, hoops and wooden fixtures of all descriptions.

As we strolled along this immense room, here and there were fancy designs in backgrounds in sections all ready to go in the Christmas windows.

Everything was made and put up on this floor months beforehand. They were even working on trims for next Easter. Here is where time is saved. Everything is fitted up first of all in sections (marked), ready to be taken down and set up in the windows, thereby saving a lot of time that would otherwise mean dollars lost if the time was taken to make them up after the trimmers went to work in the windows.

On inquiring as to how many windows the house had I was told there were 59 altogether. He also said his staff numbered from 15 to 25 window-trimmers, who received from \$12 to \$25 per week.

After spending about half an hour in looking around and watching the other assistants doing their parts of the trims,

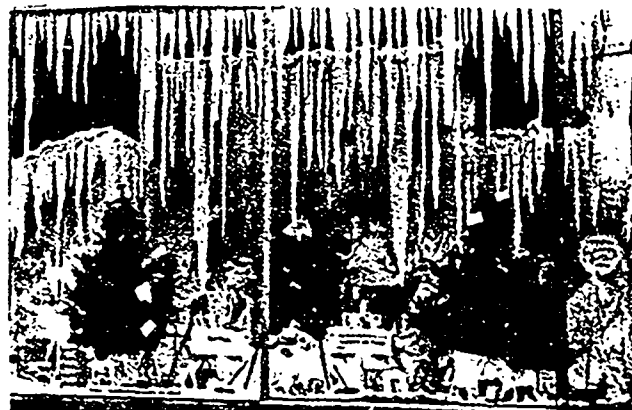


untarily to inspect them. Artistic devices and attractions should be resorted to, for is it not the time when people crowd the thoroughfares, and eager men, women and children all bent upon one common object, to see whatever is to be seen that is reasonable, and to procure whatever their means will permit for their loved ones. Don't wait till a few days before Christmas to think what you are going to do but make preparations now.

Let us consider how Winter scenes, effects, etc., are made up and arranged for the Christmas displays.

The windows during the holiday season are full of illusions to the beholder, and a person not knowing the secrets of the art, would suppose that a great deal of ingenuity is necessary to accomplish what is really simple to those who know how to imitate nature. We do not propose to imitate that class, but we desire to give some hints to those who would like to present such scenes as are usually shown during the Christmas season.

"Mountain effects" are made by building up a series of boxes from floor to background in any irregular manner, then cover over with white cloth, over which lay white batting



HOLIDAY IDEAS IN WINDOW TRIMS.

I told the trimmer that I would not take up any more of his valuable time, and, thanking him for the interesting information given me, I bade him good morning.

From here I went to the other big houses and met with similar incidents. They were all very nice and polite with the exception of one of the big "know-it-alls," who gave me anything but a pleasant reception. However, I gained all the information I desired and came away with lots of good pointers. I trust these few remarks will give our readers who have never had any idea of the point window dressing has reached an insight into part of the machinery of the great business enterprises that employ modern methods of advertising.

CHRISTMAS DECORATIONS.

Now is the time to be thinking out your Christmas trims.

Don't leave everything until the last moment. If you do you are going to have many an hour's worry that otherwise you would not have if you put all your spare moments during these next two weeks into working on your Christmas window trims.

The windows and the store should be made so attractive for the holiday season that the passers-by are detained invol-

which should be split (the sheet is split apart) and the rough side pulled out, then throw on a little flour and sprinkle with frosting and you have a good imitation of a mountain of snow.

"A frozen pond" is best imitated by laying a mirror on the floor and covering it over lightly with frosting. If mirror cannot be got, then a large sheet of tin will answer the purpose.

"Moon scenes" are made by cutting out a circular hole in the cloth that represents the sky and white tissue paper pasted on the back of the opening. Behind this is placed a light for night effect. It's best to saturate the tissue paper with kerosene oil before placing it in position.

"Icicles" are made by cutting them to shape from wood. A quantity of alum is placed in a receptacle containing water, which should be heated until warm, and, when dissolved, place the sticks in receptacle and allow them to remain in it for a day. The sticks will then be found coated with the alum and to have an ice effect.

To give trees the appearance of being covered with ice and snow is best represented by making a paste of flour and water, and, with a brush, daub on here and there for snow effect. Bits of cotton may also be added. For ice, glue on flake. The flake is in small particles which resemble gelatine.

Bricks may be imitated by using red cloth and by marking

YOUR PROFIT IS GUARANTEED.

There is a better profit for the retailer in one dozen of the Dr. Deimel underwear than in five dozen ordinary goods. The retail price is fixed; the profit is guaranteed by keeping the goods out of the hands of price-cutters.

In all but a few large cities we give the exclusive sale to one merchant. The only problem remaining is: Have you sale for a fair-priced article that appeals to sensible people on the score of health and comfort?

It's the most interesting proposition that has been made to a merchant in many a day. We are ready to talk to you. Call or write

THE DEIMEL LINEN-MESH SYSTEM CO.

LONDON, ENGLAND,
10-12 Bread Street.

2202 St. Catherine Street,
MONTREAL, CANADA.

MILLWARD'S

CHURCH BRAND SEWING NEEDLES

SOLE AGENTS FOR CANADA

GEO. D. ROSS & CO.

52 Wellington St. W., TORONTO.

648 Craig St., MONTREAL.

WINDOW DECORATING—Continued.

out the lines with white chalk. This is first tacked to a frame. Dashing flour against the bricks will produce snow effect.

DECORATING MATERIALS.

THE MATERIALS NOW BEING USED FOR DECORATING SHOW WINDOWS.

In making a tour of the windows in Chicago and New York, I notice cheesecloth is being greatly discarded by trimmers, and in its place such material as velvet, canton flannel, figured crepons, silks and velours are being used. Fancy papers are also in evidence in the clothing, millinery and mens' furnishings houses.

The background draperies consist of plush hung on a curtain pole at a certain height and hung loosely to the floor.

Others have the padded backgrounds, using white and old gold canton flannel with the rough side shown.

Many shoe stores showing the padded backgrounds of velvet have a fancy or gilt moulding as a border. This is placed above the mirrors at the back and sides of window. Lattice work made of ribbons is prominent in the dry goods displays. The mirror lattice background is very pretty. This is done by forming a lattice over the mirrors with ribbons. Where no mirrors are used, plain cloth or netting is tacked to a frame and the ribbons formed over the frame as described. Another new decoration is with onyx paper.

This is mostly used for columns and arches. As the paper can be had in assorted shades it is very effective, especially if given a coat of varnish afterwards. This same paper is also splendid for floor covering for shoe displays.

The illustrations in this number convey a few good ideas for holiday displays.

Any information regarding holiday trims will be cheerfully given by THE REVIEW to any reader desirous of obtaining such. All communications should be addressed to THE CANADIAN DRY GOODS REVIEW, in care of window-dressing department. H. H.

NOVELTY AT NEW WESTMINSTER.

The ram in W. S. Collister & Co.'s millinery window is attracting the attention of the numerous spectators and guests from the different cities, as well as the local people. It is a pet from one of the stock yards of Messrs. Reichenbach Co., of this city. The ram is to be adopted as the mascot of the lacrosse champions of the world and wear their colors and the now famous salmon badge of the W.L.C. A wag has suggested that Messrs. Collister & Co. have added an item to their trade and are now dealing in a new line: "Good country butter."—Vancouver World.

AN INTERIOR DISPLAY.

We show in this issue a reproduction of a portion of one side of the store of Atkinson & Switzer, Richmond Hill, Ont. The decoration is a tastefully-arranged display in connection with the firm's millinery opening last month. The decoration was designed by Mr. F. Redditt, who has made a good disposition of the space at his disposal. It will be seen in the foreground that the front tables show a display of dress goods and silks, so arranged as to strike the eye of the incoming customer. The back table was devoted to carpets and curtains, and, to set off the store, the curtains were draped back to the side over the counter. The back of the store was draped with

curtains also, and had wall blinds to set it off. On an easel, which may be noticed in the foreground, was a framed advertisement to the effect that this was millinery opening day. The store of Messrs. Atkinson & Switzer presents a number of features which are of value to country trade all over Canada. Richmond Hill is very close to the city of Toronto, and the electric cars go past the store every little while running between



Photo by Miss Elliston.

Interior of Atkinson's & Switzer's Store, Richmond Hill.
Trimmed and arranged by F. Redditt.

Newmarket and the city. Yet, the store holds its trade because of the adoption of up-to-date methods. Interior decorations are changed every week, and the windows, of which there are two large ones, are trimmed always once a week, and sometimes twice, according to the season. One window is devoted to dry goods, and others to men's furnishings, crockery, groceries, as the occasion suggests.

The photograph from which our picture is taken was done by Miss Elliston, of Richmond Hill, by means of a flashlight.

A TASTEFULLY DECORATED STORE.

Mr. A. O'Connor, of Halifax, N.S., has just moved into his new premises on Barrington street. The building is 40x60. In the centre of the store is a large circular window. It, in itself, being a new idea and well finished, attracts passers by; but when nicely draped, one cannot do else than stop to admire it.

The first floor is devoted to millinery and ladies' ready-to-wear garments. The second flat is a millinery, show and work rooms, with a ladies' waiting-room with writing-table and material. Also a ladies' toilet room off the waiting-room. This is a great convenience to shoppers, and in the short time Mr. O'Connor has been in his new place he has found it to take well and is quite a drawing card.

The store is lighted with hollow flame Auer lights. The ceiling is of metallic sheeting painted white, while the shelving and whole building is painted white, which helps to show off the bright-colored goods.

The Robinson Co., dry good merchants, Napanee, have purchased the large stock of the estate of the late W. Mowat, amounting to some \$15,000, and have moved it to their own premises. They report business for the season good.

Christmas .is. Coming

We have Ready for Xmas Trade

Eiderdown Coats

Cardinal Pink
Blue.

To Retail \$1.75 to \$5.00



Eiderdown Cloaks

Just the finest for house wear.

To Retail \$5.50 to \$10.00

Silk and French Flannel Blouse Waists



To Retail
\$3 to \$10

50
Styles



We
always
keep
the
Latest
in
Waists



All the Latest Military Trimmed Styles

BOULTER & STEWART

Manufacturers . . .

TORONTO.

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.**

You are Thinking of Your Fall Glove Sales

ARE YOU NOT?

IF YOU WANT THE BEST TRADE

Pewny's Gloves

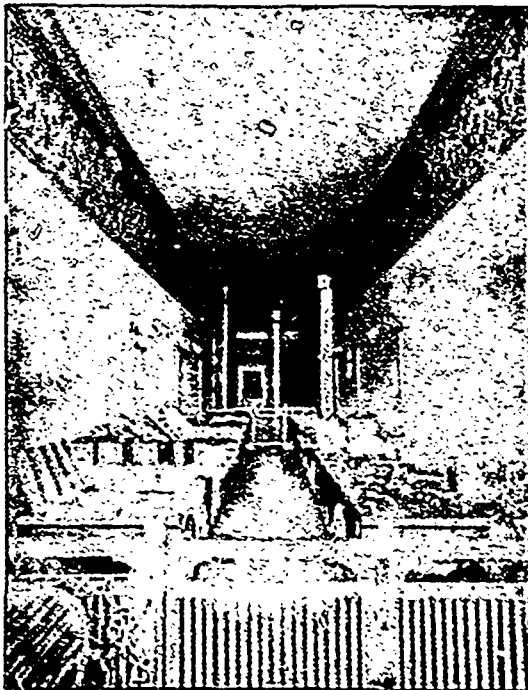
SHOULD BE YOUR LEADERS.

STOCK FULLY ASSORTED
WITH LATEST SHADES AND STYLES.

Your sample order is wanted if you do not already keep these lines.

S. Greenshields, Son & Co.

Solo Agents
MONTREAL and VANCOUVER.



Luxfer Prisms successfully lighting 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 ST. WEST,

TORONTO.

Up the Ladder of Prosperity

The first rung in the ladder that so many garment men want to climb is: to keep your customer's trade; please her the first time she buys.

This problem depends on the dealer, as a rule, but in the garment business it depends on the maker. It is the looks of the garment that sell it, and the skill of the maker determines whether your customer will have those looks in actual wear. A pleased customer means further sales.

The more prosperous you are, the more prosperous we will be. We want to make as much money as legitimate trade will bring us. We want every local garment man in Canada to share our prosperity. The whole secret lies in the permanent looks we give our garments.

We give as much thought to the fit and wear of a Northway garment as to its style. Every Northway jacket must wear effectively as well as look effectively. It is these permanent looks that build up the local trade of the dealer.

Many dealers are seeing this, and we are filling their repeat orders for winter. We are filling all these repeats, because each Northway garment you sell this Winter means that another garment will be sold in the Spring to the same wearer. Any repeat orders you send us will be filled promptly.

Do not be afraid to send these repeat orders. You can be sure of getting them. The more of these satisfactory garments you sell this Winter, the more Northway garments you will be able to sell in the Spring. That is what you and we want.

Salesmen are on the road with Spring garments. Northway garments are the best for Canadian dealers, because their permanent shapeliness holds local trade. The more Northway garments you sell, the better your start "up the ladder of prosperity."

John Northway & Son, Limited
Shape Keeping Garments, Toronto

Regulations for Store Management.

RULE 1.—Keep your eyes on the front door. Customers should be waited on promptly and pleasantly.

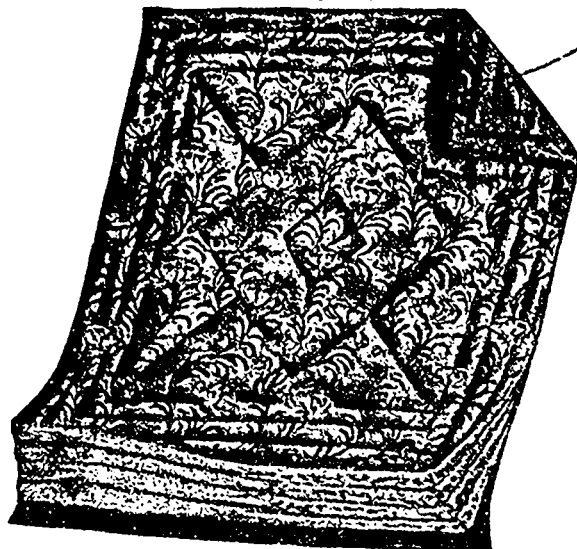
2. Wait on children as politely as you do on grown people. They are our future customers.
3. Salesmen, when disengaged, will take position near the front door, instead of the back. Customers do not come in at the rear.
4. Don't stand outside the front door when at leisure. It is an excellent notice to competitors and customers that trade is dull.
5. Salesmen are paid for waiting on customers, and are not expected to turn them over to the boys or new men who are learning the business, while they busy themselves arranging or putting away goods.
6. Don't take a customer away from another salesman until he is through with him.
7. Don't turn a customer over to another clerk, if possible to avoid it, except for the dinner hour.
8. Go for business in every direction ; in the store or out of it ; wherever you see a chance to make a sale, work for it with all your might. RUSTLE !
9. Salesmen will sell at marked prices. Do not go to office for a cut price. It always makes trouble.
10. At retail the dozen price is to be allowed only when the customer takes half a dozen of each kind, or more. Less than half dozen, in all cases, to be at price for each.
11. Sorting up a line of goods allowed to make the quantity, the highest dozen price of the lot to be charged, when half a dozen or more are bought.
12. Clerks or other dealers are to be charged regular retail prices. If the houses they work for buy the goods for them it is a different matter.
13. Don't send a customer up stairs or down by himself.
14. Salesmen will avoid the responsibility of trusting customers whose credit is unknown to them by referring all such cases to the manager. Extending credit without authority makes the salesmen responsible for the amount.
15. In opening a new account get the business and post office address of the customer correctly.
16. Never show a price-list to a customer ; it confuses him.
17. Salesmen are expected to sell the goods we have, not the goods we have not.
18. Salesmen are responsible for their mistakes and any expense attending their correction.
19. Always charge goods first in the day book. Make out the bill from the charge in the book. Make this an invariable rule.
20. If you have a charge to make, enter it before waiting on another customer ; your memory is apt to be defective and the sale forgotten before it is entered.
21. All cash bills over \$5 enter in your sales book.
22. Make your charges accurate in detail or description by number, size, etc. By so doing, it facilitates correction, in case of a dispute with the customer.
23. Close your entry books after making entry. Valuable information may be gained by competitors.
24. Clerks receiving change from the desk will count the same and see if correct before handing to the customer. Always hand the cash memorandum with the money to the cashier.
25. If you know of an improvement of any kind, suggest it at once to the manager ; it will be impartially considered.
26. Keep retail stock full and complete on the shelves, so as to avoid detaining customer. Notify each man in charge of a division when you find anything short in it.
27. Always put the stock in order when through waiting on customers.
28. Each clerk is expected to see that his department is kept clean and in perfect order.
29. In arranging goods, put the smallest to the front ; when the same size, cheapest to the front.
30. Use the early part of the day and the last hour before closing in sorting and straightening up.
31. Prices are not to be cut. Report every cut price by other firms to the manager after the customer is gone, unless he is a well-known and regular customer, in which case report at once.
32. Do not smoke during business hours, in or about the store.
33. Employes are requested to wear their coats in the store. It is not pleasant for a lady to have a gentleman waiting on her in his shirt sleeves, or with his hat on.
34. Employes are expected to be on hand promptly at the hour of opening.
35. Employes will remain until the hour of closing, unless excused by the manager.
36. The company will ask of you as little work after regular hours as possible. When demanded by the necessities of business, a willing and hearty response will be appreciated.
37. If an employe desires to buy anything from stock, he must buy it of the manager ; in no case take anything without doing so.
38. In purchasing for individual use around town, under no circumstances use the name of the company as a means to buy cheaper.
39. Employes pay for whatever they damage ; they are placed on their honor to report and pay for it.
40. Employes using bicycles will keep them in the cellar or in the back yard ; they must not be left where they will cause inconvenience.
41. Conversation with the bookkeeper or the cashier, except on business, interferes materially with the work. Do not forget this.
42. Watch the ends of stock, make as few as possible, and always work them off first, to keep the stock clean.
43. Keep mum about our business. Always have a good word to say for it, and never say it is dull. Keep your eyes and ears open about your competitors.

IT WILL PAY YOU TO LEARN THE FOLLOWING
BY HEART.

Towards customers be more than reasonably obliging ; be invariably polite and attentive, whether they be courteous or exacting, without any regard to their looks or con-

Rechecked to make sure 1/11/20 see and by the 20 page 27

TRADE MARK.



A 5 x 6 ft. Puritas Comforter. Open at one end to show the filling.

Why Puritas?

Look at the picture, that's why.

See the filling? Several layers of pure, white, carded Cotton Batting, laid in cross-laps to give extra strength.

The "Puritas" Comforter costs no more than other makes and is a far better selling article. Every "Puritas" Comforter has a printed label sewn on, stating our GUARANTEE. This is a silent salesman, even after the quilt is sold, and brings you that pleasant demand from satisfied customers for "the same kind as I had before." Prices run from \$14.00 per dozen to \$36.00 per dozen. Handsome and exclusive designs in Art Satteens, Silkalines, Muslins, etc. Your jobber carries a full range in stock. If he substitutes, write us direct. Always insist on having "PURITAS," "PURITAS," "PURITAS," and if he asks, Why? tell him, because of the PURITY of its filling, its purity, PURITY, PURITY.

THE ALASKA FEATHER & DOWN CO., Limited
301 St. James Street, Corner Victoria Square, MONTREAL.

PATENT LOCK STITCH HOSE

For MEN, WOMEN and CHILDREN.

TRADE MARK

10 FOLD KNEES and
6 FOLD ANKLES.



IMPORTANT NOTICE.

Any hose not stamped with this registered trade mark are a spurious imitation and not the genuine lock-stitch.



REGISTERED No 31

WILLIAMS & BELL MONTREAL

—ASK YOUR WHOLESALE HOUSE FOR THEM—

dition, unless, indeed, you be more obliging and serviceable to the humble and ignorant.

The more self forgetting you are, and the more acceptable you are to whomsoever your customer may be, the better you are as a salesman. It is your highest duty to be acceptable to all.

Cultivate the habit of doing everything rapidly; do thoroughly what you undertake, and do not undertake more than you can do well.

Serve buyers in their turn. If you can serve two at once, very well; but do not let the first one wait for the second.

In your first minute with a customer you give him an impression, not of yourself, but of the house, which is likely to determine, not whether he buys of you, but whether he becomes a buyer of the house or a talker against it.

If you are indifferent, he will detect it before you sell him, and his impression is made before you have uttered a word. At the outset, you have to guess what grade of goods he wants, high-priced or low-priced. If you do not guess correctly, be quick to discover your error, and right yourself instantly; it is impertinent to insist upon showing goods not wanted. It is delicately polite to get what is wanted adroitly on the slightest hint.

Do not try to change a buyer's choice, except to this extent: Always use your knowledge of goods to his advantage, if he wavers or indicates a desire for advice. The worst blunder that you can make is to indicate in a supercilious manner that we keep better goods than he asks for.

Show goods freely to all customers; be as serviceable as you can to all, whether buyers or not.

Sell nothing on an understanding; make no promises that you have any doubt as to the fulfillment of, and, having made a promise, do more than your share towards its fulfillment, and see that the next after you does his share, if you can.

Never run down your competitors to customers. By so doing you advertise them. It won't pay you to get trade in that way. Competitors can talk back.

To sum up and put this whole matter in a few words: Attend strictly to business when on duty; be invariably polite and obliging to everyone, not only for the benefit of the company, but for your own good. Remember that civility, while it may be one of the scarcest articles in the market, is also one of the cheapest, and the net profit on it to you, in the end, will be greater—not only from a social and moral point of view, but in dollars and cents—than on anything else you may have to offer a customer.

R.

A PUBLIC FAVORITE.

The sales of "Puritas" comforters for the Fall season of 1900 have been twice the number of 1899. The constant and extensive advertising of this brand to the general public in such mediums as The Canadian Magazine, The Delineator, The Standard Designer, etc., is bringing its results. Dealers who keep the "Puritas" brand of comforters (made by the Alaska Company) in stock, and also other brands, find that the "Puritas" are the first sold, because women ask for that particular brand, and when they see the name on the label of the quilt, it reminds them of the advertisement, and straightway they buy. On page 29 of this issue there is an advertisement regarding this brand, which is well worth reading.

QUEBEC MERCHANTS AND INSOLVENCY LAWS.

At the meeting of the Quebec Board of Trade, October 9. there were present: Messrs. M. Joseph (president), J. Geo. Garneau, Geo. Tanguay, Lachance, T. Verret, J. A. Chabot, E. F. Wurtele, Wm. Brodie, A. C. Champagne, L. E. Thompson, Jos. Archer, jr., J. B. Morissette, R. F. Crean, Ulric Barthe and T. Levasseur.

The report of the council referred as follows to the question of an insolvency law:

"At a recent meeting, your council, justly alarmed at the frequency of fraudulent insolvencies, felt it proper to take anew the matter in hand and to work in earnest, in order to obtain from the Federal authorities a strong and severe bankruptcy law, covering all cases possible, and whose dispositions and rules would be uniform for the entire Dominion.

"The following resolutions, which were proposed by Mr. P. B. Dumoulin, seconded by Mr. J. Geo. Garneau, and unanimously carried, speak for themselves:

"Whereas, commercial insolvencies are of an alarming frequency, and that, in many cases, the assets represent only an insignificant portion of the liabilities, and sometimes absolutely nothing;

"Whereas, in a great many cases these bankruptcies seem to have been systematically and purposely prepared, to the great detriment of the trade in general and the credit of every one in particular.

"Whereas, it is more than ever the time to remedy such a condition of affairs and that the only possible remedy is the enactment of an equitable bankruptcy law to repress commercial frauds, which are now more glaring and frequent than ever.

"Resolved, that the council of the Quebec Board of Trade, which has already many times taken the initiative, of a movement favoring the adoption of a bankruptcy law, but hitherto without achieving its wish, as public opinion had not been awakened to its necessity, renew its representations to the Federal authorities to urge the adoption of a bankruptcy law aiming at the protection of both creditor and debtor.

"Resolved, that a committee composed of Messrs. Montefiore Joseph, President of the Quebec Board of Trade, Geo. Tanguay, J. Ritchie, J. E. Dupre, J. G. Amyot, E. Garneau, and of the mover and seconder of this resolution, be instructed to study the most practical means to be taken in order to obtain from the Federal authorities the adoption of an efficient bankruptcy law, as above mentioned, and that the committee have power to add to its number."

HOW TO OATER FOR THE MILLINERY TRADE.

Mr. G. H. Marr, Moncton, N. B., enterprising millinery dealer, has one of the finest millinery stores in the Maritime Provinces. The showcases are all made of glass, which, with nicely trimmed hats, give a good effect.

At the rear of the store Mr. Marr has a room where ladies can go and try on hats. In fact, it is fitted up as well as any showroom, and is nothing more or less than a private showroom.

The workrooms are all on the second flat. Mr. Marr said: "I keep nothing but the very latest styles, and I make a trip every season to Montreal, Toronto and New York; also I send three of the head milliners some time ahead of me to pick up ideas, so as to be able to give anything a customer may ask for." When the representative of THE REVIEW was in Moncton, Mr. Marr was just having his millinery opening.

SOMETHING NEW.

READ THIS.

Henry Campbell & Co.

— Limited

BELFAST

Who have a world-wide reputation
as manufacturers of

LINEN  
THREADS

HAVE APPOINTED AS SOLE SELLING
AGENTS FOR CANADA

John Gordon & Son
MONTREAL.

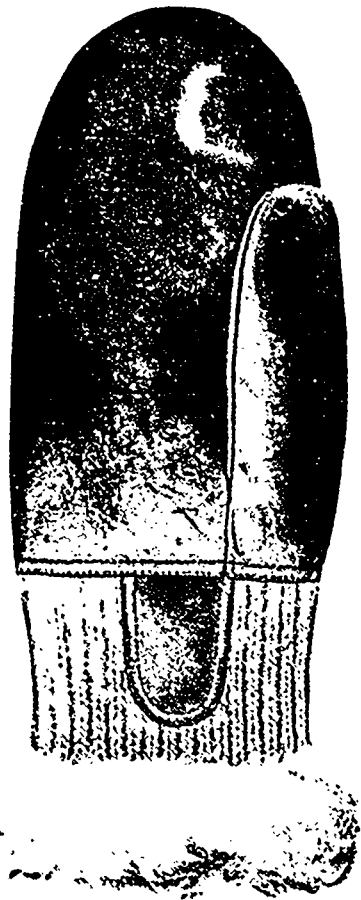
A full stock of these celebrated threads is now carried
in stock in Canada.

As these threads have just arrived they are fresh goods,
strong, and reliable in every way.

Full length and full weight, all as represented.

All orders will have immediate attention.

Self Sellers.



Nothing dead about the "Kumfort Mitt."

It's a matter of into stock and out again.

Just a case of sowing and reaping in short order.

Never have to put this Mitt away in the Spring and haul it out in the Fall and try all Winter to rid yourself of a "white elephant."

It does not take the best salesman in the world to sell it—it's a **self seller**.

A customer figures as much on the **value** he gets as the price he pays.

The "Kumfort" gives the wear that makes the value.

It has a solid muleskin palm, an oil-dressed sheepskin back, with pure wool knit wrist and lining that remains intact until worn out.

It costs you but \$4.50 per dozen, net 30 days. Sell it for 50 cents per pair. Good profit, eh?

Hudson Bay Knitting Co.

30 St. George Street

=

MONTREAL



The MacLean Publishing Company, Limited.

President, JOHN BAYNE MACLEAN, Montreal.

Publishers of Trade Newspapers that circulate in the Provinces of British Columbia, Northwest Territories, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

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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, NOVEMBER, 1900.

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

WORTHY OF IMITATION.

A SOCIETY has just been formed in Ireland, says The Cork Constitution, for the purpose of pushing the sale of Irish goods, and of putting a stop to the sale of foreign goods under Irish "colors." This society is called the Irish Shop Assistants' Industrial League, and is the result of a resolve among young men patriotically disposed to serve Irish goods wherever possible. The members sign a pledge which runs as follows:

"I hereby promise to do my utmost to sell an Irish-made article on every occasion (when not detrimental to my employer's interests), and to do all in my power to promote the objects of the league for the sole purpose of upraising the industries of my country."

We venture to say that no country is in more need of an organization such as this than is Canada. That Canadians are troubled with the European-product-worshipping malady is an undoubted fact. And those who ought to be applying palliatives—our storekeepers—seem to be encouraging the national disease. Why do our large merchants have their imported shirts marked "made in Austria"? Is Austrian

print better than Canadian? We venture to say not. Is the workmanship better? In this land of public education we claim to have the most skilled and intelligent working class under the sun. Why, then, are the imported goods considered better quality than the domestic manufactured article? Is it not simply prejudice? Familiarity with the Canadian workman seems to have bred contempt for him. It is not necessary to multiply illustrations. Which hat, the foreign or the domestic article, is recommended the more highly by the Canadian merchant? Take almost any article ordinarily sold in the stores, and consider whether it would not suffer in a comparison made by most Canadian merchants. And the consumer thinks about the same thoughts. The only products we take pride in as Canadians are the products of the farm. This should not be. Canadian industry has been tenderly nursed and fostered since 1879, and we have had time to rear a class of mechanics skilled in the different technicalities of their trades until our workshops can now turn out articles of first-class style and finish.

It is reasonably certain that our storekeepers would not take this view of the situation if such a league as has been formed in Ireland were established here, where a patriotic view of business would be cultivated and where the ideas of the Canadian business public would be opened to the superiority of domestic manufactures. This is, at least, something worthy of attainment. The Canadian merchant thrives upon the Canadian workman, and the assistance should be mutual.

That Canadian goods are worthy of patronage is evident from this year's success of the Montreal Cotton Co., who have secured a Grand Prize for their textile display at the Paris Exposition. Great Britain got three and the United States two Grand Prizes. So, for a "wooden country," as they would call us, we did not do so badly. It is only some 22 years since some of the prominent wholesale merchants refused to look at goods manufactured by this concern; it was not believed that salable goods could be made here. At the present time the pay roll of this firm is \$60,000 per month, and the amount of money spent in this country for supplies, including starch, tallow, beeswax and a hundred other incidentals, is tremendous. If merchants realized to what extent we were dependent upon our industries for our national prosperity they would, at least, modify their views. We are now exporting woollens, yet there exists a profound prejudice against these goods among our own people. That Irish league is certainly worthy of imitation.

QUEBEC MERCHANTS FOR A FAIR LAW.

The resolutions, on another page of this issue, passed by the leading merchants of Quebec, regarding a new insolvency law, are satisfactory, and do credit to the gentlemen concerned.

They want an honest law, which is always in favor of the honest merchant, and the framing of which is no great task if people are only determined to have it.

This is an opportune time in which to agitate for new legislation, so that insolvency reform may be associated with the other issues of the general election campaign.

A POINTER FOR LIVE MERCHANTS.

THOSE readers interested in window trims will read with benefit the account of Mr. Hollinsworth's visit to Chicago, and the description he gives of the stores there.

Of course, most of our readers have visited the large cities in the States and have seen for themselves the elaborate interior decorations and window displays that prevail with all the big retail establishments. There is nothing startlingly new in that.

But where the editor of our Window Dressing Department strikes quite new ground is in revelation of the methods and system practised by big stores. He takes us behind the scenes in this respect, and we get a better idea of the high value placed on window and store decoration by the average big American store.

Every Canadian merchant cannot conveniently do these things on so large a scale, but, in each case, according to his volume of trade and the opportunities of enlarging it, the decoration department should be put on a better footing.

The Chicago or New York store does not go in for all this work from sentiment, love of display, or any empty reason. Dollars and cents determine the expenditure. If money was not made by it, money would not be spent on it. Remember that.

THE GLOVE TRADE.

THE mild weather of the past few weeks has affected the glove trade, and dealers are postponing the placing of import orders.

Careful buyers will not do this. Easter comes early next year, and many orders placed late cannot be delivered in time. This is not the fault of the importing agent, nor of the manufacturer, but of the retailer. Glove manufacturers are expected to do many impossible things, and retailers would be astonished if they were told the length of time taken to fill a special order for gloves. Ordinary stock lines are ordered about six or eight months before required, and an easy order to fill takes four months. We are speaking of French goods, as the gloves made in Germany and Austria do not get the careful attention in preparation of skins that is given by the best manufacturers of France.

There is not much likelihood of any radical changes in styles for some time to come. The trade seems easy to follow at present, and no retailer, with the present indications for colors next Spring, need hesitate about placing his order.

Suede gloves are to be fashionable, that is certain. The colors for the next season are indicated so strongly to any ordinary judge that it is unnecessary to mention them here. Cheap suede goods should be avoided. Nothing can be so unsatisfactory to trade.

Most retailers in Canada make of their glove department—if, indeed, they have anything worth calling one—a mere side-show. In the stores across the border the glove department is one of the leading departments—one of the brightest, and best advertised in the establishment. Here, anyone can sell gloves,

and in any fashion, hence the many damaged gloves returned under the name of being guaranteed.

Let the same person handle the gloves all the time, not outsiders from some other part of the store. See that the correct sizes are sold. Get good wearing lines, and turn stock over by being satisfied with a moderate profit. And the rest is easy. Do not present a new pair of gloves to a customer to please her at the expense of the manufacturer or agent. This is done repeatedly—"I had to exchange them to please her"—and the gloves are passed on. Nothing could be more unjust.

It is to the interest of the retailer to try to sell the best goods. In by-gone days the guarantee of a glove was given only to first choice; now it extends to goods sold at \$1 a pair, and people expect, because it is guaranteed, that the \$1 glove is to wear like the \$1.50 glove.

It must be remembered that skins, whether lamb, kid, or anything else, are imperfect; they are born, not made, so people should not expect the same wear and tear from gloves that they get out of some manufactured articles.

TO GROW BETTER HEMP.

The United States Department of Agriculture has been conducting experiments to see if hemp of a quality equal to that of Russian and Italian production cannot be grown in that country. Hemp-growing has been for some time one of the chief industries of Kentucky, but the article grown there has never attained to the excellence of the Russian or Italian hemp. The fact that Kentucky hemp has been inferior to that imported is attributed to the fact that the farmers have not used the proper methods in raising it, and that they have not had so good methods for treating it as have their foreign competitors.

A large portion of the flats of the Potomac region was devoted to the experiments made by the Department of Agriculture. These have been very successful so far, hemp having been grown to the height of 14 feet, which is fully up to the average height of the imported article, whereas the Kentucky hemp rarely grows over eight feet.

The success of these experiments, combined with the invention of a new decorticator (the machine for preparing the product) has given rise to the hope that United States textile manufacturers will be, in the near future, in a much better position to compete with European manufacturers, who use hemp grown in Russia or Italy. No attempt to grow hemp in Canada has ever been made by our Department of Agriculture.

NO MORE COTTON UNDER FOUR CENTS.

Contemporaneous with the recent advance in grey cottons, No. A, 27 and 34 in., was withdrawn. This takes every cotton below four cents out of the market. The advance in raw cotton and wages has rendered the manufacture of such cheap cotton unprofitable, and the attention that has been directed towards these cheap products will now be given to the better grades.

THE WHOLESALE PRICE OF COTTONS.

MERCHANTS should bear in mind that, although cottons have been very appreciably advanced at the mills within the past month, there are some lines still obtainable at old prices.

It is unfortunate for both wholesaler and retailer that, when cotton mills mark up goods, the other dealers, through whose hands they pass before they reach the consumer, do not advance values on a parity with the first cost. If a drop occurs, every wholesaler has his prices down in half an hour, but, on a rise, the most he can seemingly benefit is to encourage business before he has to buy at the increased quotations. He loses on a drop but yet he makes nothing on a rise. They say "It is a poor rule that doesn't work both ways"; this rule ought then to be changed. If the mill dictates what prices shall be in one case, its commands ought to be obeyed in the other, if justice is to be meted out. The trouble is that the jobbers are afraid of one another, and mutual confidence is entirely wanting.

If the wholesale houses would take as well as give, the retailer would also be able to profit by an advance. Neither would he need, in that case, to scurry around to ferret out the dealer who is the last to advance his prices. A uniformity of price is eminently desirable.

The unprofitable influence of overwrought competition is well illustrated by the fact that there are cottons going out of dry goods warehouses at the present moment at values below those set by the mills. Sheetings, both grey and white, which have been advanced, in the former case, 3½c. a yard, and in the latter, 3c. a yard, within the past year, are actually selling below makers' prices to-day. Warehousemen seem to be willing to sell their goods at old prices, so long as they last; they will worry their brains about the future of a market, and perhaps speculate by buying ahead, and then, when the tide turns their way, they will make no use of it, but throw all, or nearly all, its advantages to their customers. No wonder there is not the money in the dry goods business that there once was.

A BIG THREAD DIVIDEND.

IN the discussion caused by the organization of the great combines, trusts, etc., formed in recent years, a great diversity of opinion was shown. The one conviction which was most generally maintained, especially by defenders of the combines, was that the matter would right itself in the process of time, that any conditions not in accord with the principle of the most economical production and distribution could not exist, no matter how strong the combine, unless the sources of supply were controlled.

If this argument is sound, and it seems so on the face, there must soon be a revolution in the cotton thread industry. No one would assert that any thread combine could in any way control the supply of its raw material. Yet the Coates thread combination of Scotland and the United States

announce a profit for the year of £2,427,000 (about \$12,135,000). A dividend has just been recommended sufficient to make a total of 50 per cent. for the year on the ordinary shares. Last year the combine paid 40 per cent. When the company was organized, about two years ago, it issued £3,000,000 in ordinary shares. These shares have now risen in value to about £24,000,000, so the return this year nets about 6 per cent. on the present value of its stock.

The same day on which the despatch relating to this dividend was received, the mails brought advices that the central agency, which comprises the Coates, Clark, Brooks and Chadwick concerns had advanced prices of thread.

Here we have the four great thread-producing concerns raising their prices while one of their number is making 50 per cent. dividends on £3,000,000 or \$15,000,000. There undoubtedly seems to be a good opening for an independent concern, but who, having a knowledge of the conditions, would have the temerity to start it?

DRYGOODSMEN IN PARLIAMENT.

THERE have just been elected to the British Parliament several prominent gentlemen connected with the textile and dry goods trades.

Among these may be mentioned Mr. S. F. Ridley, floor cloth manufacturer, Bethnal Green; W. A. McArthur, colonial merchant, St. Austell; A. Wylie, calico printer, Dumbartonshire; G. McCrae, hatter, East Edinburgh; James Reid, worsted and yarn spinner, Greenock; George Kemp, flannel manufacturer, Heywood, Lancashire; T. C. Taylor, woollen manufacturer, Radcliffe, Lancashire; N. W. Helme, baize and leather cloth manufacturer, North Lancashire; W. L. Jackson, worsted manufacturer, North Leeds; Maurice Levy, clothing and woollens, Loughborough; John Barker, draper, Maidstone; Sir William Thorburn, woollens, Peebles; Sir John Baker, woollen merchant, Portsmouth; C. B. Renshaw, carpet manufacturer, West Renfrewshire; John Brigg, worsted spinner, Keighley, Yorkshire; J. H. Duncan, worsted spinner, Otley, Yorkshire; G. Whiteley, cotton spinner, Pudsey, Yorkshire; Colonel Milward, needle manufacturer, Stratford-on-Avon.

In Canada, several prominent members of the dry goods and allied trades are candidates in the election about to take place, including Mr. William R. Brock, Centre Toronto. Mr. James D. Allan, West Toronto; Mr. John Flett, Centre Toronto; Mr. S. F. McKinnon, Halton; Mr. Bennett Rosamond, North Lanark; Mr. M. K. Richardson, South Grey; Mr. J. Kendry, West Peterborough; Mr. T. B. Caldwell, North Lanark, and others. The fact that worthy men of this kind are offering themselves for the House of Commons is one of the most salutary features of present political life. We have already in the Senate several gentlemen, like Senator McSweeney, who are a credit to that body. The more dry-goodsmen who get into Parliament the better it will be. There are enough lawyers and professional politicians there already.

GOOD ADVERTISING FOR WIDE-AWAKE RETAILERS.



***This department is conducted and prepared by Mr. Edmund Lister, a Canadian resident in New York, and one enjoying a high reputation as an expert and authority on all advertising matters.

Mr. Lister will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him.

It is intended that the department shall be helpful, practical and well up-to-date.

Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

OF advertising there are two distinct schools. One dates back to the very inception of the art, and is still in great vogue, best described as display type. The other, of more modern origin, employed by Wanamaker, Rogers, Peet and imitators ad infinitum, known as the powers or pica reading matter style. The former has many votaries; the latter many admirers. Indeed, so enamored of the new form are many theorists that they can no longer see any merit whatever in the old. Both, it appears to me, have their respective advantages and are capable of equal possibilities. Results, be it remembered, are dependent not so much upon the mold in which the advertisement is made as upon the constituents and make-up of the matter itself. Given a Wanamakerian writer, who would hesitate about choosing the pica reading matter? Yet, what could be worse than that style in the hands of the amateur ad-maker? It is not so much a question of which style is best, but which is best adapted to the conditions. But, into a discussion of the conflicting claims of the two schools, I must not now digress. Suffice it to say that out of every five advertisers of the present day at least four favor display type, and my object at the present time is to draw the attention of merchants, who employ that style, to the importance of effective, artistic typography.

Many imagine that when the ad. is written they have completed their task. They have touched the button and the rest must be left to the tender mercies of the compositor. Yet, no greater mistake could be made. No one knows as well as the writer what he really wishes to convey; no one, therefore, can so intelligently determine the typographical dress essential to its clearness and effectiveness. Why, then, leave such a vital matter to the caprices of a compositor, who has not the same interest, and, if he had, cannot possibly divine the writer's conception. It is, indeed, wonderful how well compositors succeed with such little data to guide them. But they cannot do impossibilities, and their conception of proper display and effective setting may be diametrically opposed to the writer's plan and purpose. Typos are not mind readers. The subject matter should, of course, be the star attraction, but there is no printed matter so intensely interesting that the method of arranging the types, by which it is conveyed to the reader, can be passed over as of trivial importance.

In the first place, Mr. Merchant, supply yourself with specimen cards of display types used by the papers in which you advertise. A slight study of these will easily familiarize you with any technical terms hereinafter employed. Leave nothing to the judgment of the compositor. Be assured he has enough to worry him without acting architect of your advertisements. Decide yourself what types you want, how you want them set and spaced, and mark the same on copy, so that there can be no room for doubt or misconception.

Before the novice can reasonably hope to become expert in the arrangement of type, it is important that he should have a clear idea of the effect he wishes to produce. He must first know what good display is, and what are the points that make it read.

If he undertakes to study the matter, he will first perceive that, in most pieces of display, there are various sizes and styles of type. He will rightfully infer that contrast is one of the methods by which the desired effect is produced. He will notice contrast in the sizes, shapes and shades of type. He will see that a line of capitals is often followed by a line of lower case; that a long line is preceded by a short line; that the prominent lines are black while the catch-lines are small and light; that antique type appears all the blacker and bolder by reason of its juxtaposition with light-faced roman; that prominent lines are most prominent, when they are not followed or preceded by lines of the same length.

In a word, the inference would be that bold and effective display can be secured only by using the best method of making contrast; indeed, that display itself is nothing but contrast. To a great extent this is true, but not always correct. True it certainly is in regard to posters and all printing intended to be read at a distance, but not so in newspapers or bookwork, where violent contrasts are useless and in bad taste. Harmony in the grouping of type was essential in one case as contrast is in another.

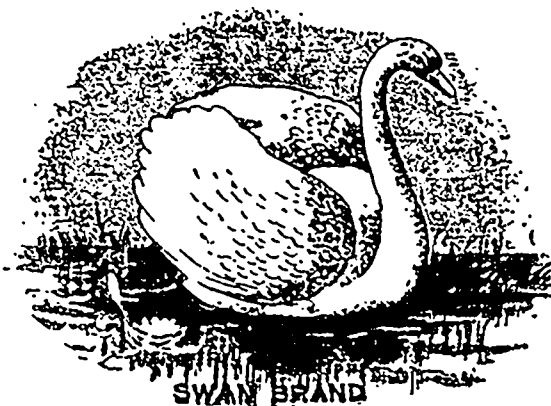
And here we come to another rule—the finer, more artistic and elegant the class of work the less need of contrast and the more need of harmony. There may indeed be contrasts in the lines of the types, sometimes in the shapes, but there

Christmas Trade Specialties

DOWN COMFORTERS in SATINS, SILKS and SATEENS.

MADE UP HANDSOMELY.

Fancy Plush Cushions
Fancy Satin Cushions
Fancy Silk Cushions
Fancy Sateen Cushions



Fancy Tea Cosies
Fancy Chair Backs
Fancy Head Rests
Fancy Chair Seats

SEE OUR ALBUM OF COMFORTER DESIGNS.

Complete line of White Cushion and Cosie Forms. Letter orders promptly attended to.

The Toronto Feather & Down Co., Limited

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

WYLD-DARLING

COMPANY, LIMITED.

November
Buyers sorting up
for Winter trade
will find in our stock
many novelties
as well as a
large assortment of
our regular lines
in all departments,
at old prices,
including

Men's Fleece-Lined Underwear.

Heavy Wool Half-hose.

Black Cashmere Half-hose.

Men's and Boys' Wool and Cashmere Gloves and Mitts.

Lined and unlined Kid and Mocha Gloves and Mitts.

Mufflers, Umbrellas, Collars.

Special values in White Shirts.

Complete range of Ladies' Underwear, Ribbed and Natural Wool.

LETTER ORDERS PROMPTLY ATTENDED TO.

WYLD-DARLING COMPANY, Limited - TORONTO.

GOOD ADVERTISING—Continued.

must be harmony in the general effect. All the lines must look as if they were in some way connected.

Methods of securing contrast may be thus classified :

I. Contrast of Size.—That is, types of various styles from agate up.

THIS IS AGATE
THIS IS MINION.
THIS IS BREVIER
THIS IS LONG PRIMER.

II. Contrast of Styles.—As roman, italic, antique, gothic, ornamental, scripts, etc.; also by the radical difference between capitals and lower case.

III. Contrast of Shade.—Roman type is light, while antique, gothic and titles are black in shade. By the skillful contrasting of these two distinct shades, the most violent contrasts are produced. Ornamental types occupy a middle position twixt the Tartarean blackness of antique and the "octoroonness" of roman.

IV. Contrast of Shape.—The plain form, condensed and expanded. The style of type used in one line must be in contrast to, yet in agreement with, the type in preceding and following lines.

Now please note, Mr. Ad maker, the following hints, and, if deemed worthy, apply the shears and file them for future reference.

Hint 1.—Two displayed lines of the same size and length should not be allowed together. Their proximity and uniformity prevent contrast and defeat display.

Hint 2.—Large display advertisements should have one leading line, superior to all others in size, clearness and effect. The words that give a key to all the other matter should have the greatest prominence; all else subordinate.

Hint 3.—Minor display lines should be of irregular length.

Hint 4.—When a number of display lines are grouped together, and all are intended to be set in the same style of type, the effect is heightened by giving them an irregular indenture, thus

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.....
.....
.....

Hint 5.—There is no objection to many very large display types, provided there are not too many similarly prominent lines in same advertisement.

Hint 6.—Large display lines should never be close together; separate them by blank space or printed matter in smaller type.

Hint 7.—The value of large type is dependent on its contrast with the type preceding and following it. Frequently, the smallest type, by its very minuteness, if there be no large type in the same ad., makes nearly as conspicuous a line as one set in the largest type.

Hint 8.—Avoid a profuse peppering of italics or capitals.

Hint 9.—Display lines should be as nearly equidistant as possible. Nothing more disfigures display advertising than the huddling together of the leading lines.

Hint 10.—Seldom employ more than one style of display type in one advertisement. Vary the size as you may, but let the style be the same. This also applies to the reading matter.

Hint 11.—If dry goods be the theme, set introductions to items in, say, small pica lower case, and descriptions of goods, in brevier.

Hint 12.—If these rules and cautions at first perusal appear needless and unprofitable, be pleased to take up any Canadian or American newspaper, scan advertising columns carefully and critically, and, honor bright, is't there another guess coming?

These columns, it is the intention of the writer to make very practical. From time to time he will present specimens of what he considers display masterpieces, and, by comments and annotations, endeavor to convey some hints or suggestions that may prove helpful and valuable.

SPECIMEN INTRODUCTIONS FOR ADVERTISEMENTS.

A Constant Study

of the people's wants— tireless search of the world's markets to supply them — determination to always carry a complete stock, coupled with the resolve never to be undersold. These are the things that have made this store great. These, the things that will continue and increase it.

Suggestion for heading :

Isn't it Queer that No One Else can Draw Such Crowds ?

The Substantial Advantages

we offer are attested by the heavy sales. The largest sales October ever brought, came to us last week. There must be substantial reasons for such patronage

Cheap Furniture

is not always good, nor is

Good Furniture

always cheap, but we claim that ours at all times is both

Cheap and Good.

**A
M
B
I**

Knows no rest. One goal reached, another rises in advance. That's the spirit that made this superb stock the best we ever had. That's the spirit that pushes prices to the lowest level ever known. That's the spirit that watches and perfects every branch of our zealous service.

**T
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N**

NEVER BEFORE

were Prices and Purses on such a friendly footing.



MEN'S FINE TAILORED GARMENTS

Have You Seen Them ?

If not, and you have your own interests at heart, do not complete your Spring purchases until you have seen our samples.

3 REASONS

WHY YOU SHOULD HANDLE



GARMENTS.

FIRST—They are the best made and best fitting garments on the Canadian market. If you doubt this, don't take our word for it, but send for a few sample garments and sample cuttings.

The other 2 reasons you will discover upon examination.

THE...

Lowndes Company, Limited

61 Bay Street . . .

TORONTO.

GOOD ADVERTISING—Continued.**No Advertisement**

which promises more than it performs will be of value to the advertiser. We recognized this truth long ago, and our success is largely due to the fact that we have never violated the confidence of our customers.

A Comprehensive Exhibit of the Lowest-Priced Good Things, the Most Luxurious and every grade between.

In the desire to force Business

there is great danger of

OVERSTATEMENT IN ADVERTISEMENT

Or at least, of conveying erroneous impressions regarding qualities or values. At this time, more than ever, we desire to avoid such danger, by the use of moderate and conservative statements only; realizing that the prevalent practice of exciting great expectations, which are liable to disappointment, is a grave blunder, even as a matter of business policy.

Of this, at least, you can be assured, that no descriptions of dry goods can possibly be sold under any circumstances for lower prices than our great facilities enable us to sell them. Nor is this all. In certain lines, advantages over any and all competitors are constantly found at our counters. Put it to the test

IF

Saving counts the same as gathering, these items cannot fail to interest:

BARGAIN SALES.

Poll the drygoodsmen from Maine to California, and ten to one will be the verdict in favor of "bargain sales."

While almost every merchant will concede that not another method is so effective in attracting new trade, a select few affect to be in doubt whether the benefit thus derivable be not bought too dearly, when purchased at the sacrifice of dignity and prestige and ostentimes at the expense of regular and legitimate business. By the latter, the 400 of trade, it is contended that bargain is a term to be tabooed—a business vulgarism suggestive of Bowery and buncombe—the mere mention of which would be fatal to a firm catering to a select and fastidious clientele.

But, were this objection invalid, another is at hand. A bargain, to be genuine, presupposes and implies a desirable article at an appreciable reduction in price. Now, the contention is, that in proportion as a bargain is under price, does it become difficult to sell regular lines at par. Hence, that the adoption of the "bargain sale" system is not only a negative detriment, but a positive injury to regular and legitimate trade. And, from many a standpoint, the argument is as sound as it appears plausible.

Very circumscribed, however, is the circle of a "smart set" and millionaires, alas, even in these days of trusts and monopolies, they are in a sad minority. As nine merchants out of ten are dependent for patronage upon the masses, not the classes, the objection to "bargain sales," as above cited, lose all their pertinence.

"Bargain sales" have been tried and tested in every form and field, and the almost universal verdict is handed down that if of genuine merit and rightly conducted they cannot fail of satisfactory results.

So long, indeed, as economy is a consideration and money an object, the word "bargain" will prove a potent one to conjure with. Now, how should these sales be conducted?

In the first place, the bargain, so called, should, of course, be so in more than name. An attempt to palm off an everyday value as an extraordinary bargain may be temporarily successful, but, depend upon it, there will be a recoil as of a boomerang. Polished pewter may occasionally pass for solid silver, but, when returns are all in, the profits thus made will be difficult to distinguish from loss. Be positive that the bargain is a bargain.

In a small business, where the merchant is his own advertiser, no excuse can exist for misstatement. He not only writes the ad. but buys the goods, and knows whereof he affirms. In large establishments, however, where department buyers prepare their own list of "specials," misrepresentations are very common. This is a point calling for close scrutiny and ceaseless vigilance on the part of the proprietor. Heads of departments cannot always have real bargains on hand at advertiser's beck and call, and, in their anxiety to increase sales without sacrifice of profits, are prone to masquerade regular lines as extraordinary values.

The writer was once advertiser for a leading New York department store where this practice obtained. The junior partner undertook to stamp it out and succeeded. He called a meeting of his buying staff and said to them, in effect, thus: "Boys, there has been too much misrepresentation about advertised bargains. I am convinced of it. You may not think it a blunder. I deem it a crime. It must stop. Hereafter, every item before being admitted to advertising columns must be submitted for my inspection. You must tell me all about it. I don't expect you to be always buying bargains for special sales. You will make mistakes in forecasting fashions, or be too optimistic in gauging demands. That's natural. Don't be afraid to own it. Don't hide those blunders in stockrooms, or top shelves, only to be inventoried yearly at increasing depreciation. Bring them out, boys, and let's make bargains out of our mistakes."

That new policy almost revolutionized the returns from that firm's advertisements. They began to have a drawing power never before experienced. Yet the style and arrangement of the ads. were in no wise altered. But the magnets were stronger.

Secondly,—As the preachers say, the bargain should be an article both new and desirable—never a collection of shopkeepers or Rip Van Winkles. If, as in instance above cited, buyers make mistakes, as all will, they should be encouraged to clear them while still salable at whatever sacrifice.

Thirdly,—There should be a present demand for the goods. The sale of furs in Summer, or gauze underwear in

The St. Thomas Import Company

ST. THOMAS,
ONT.

*A New Concern
with New Ideas.*

Dry Goods Specialties
and Notions.

See Our Travellers' Samples.

Umbrellas

FOR . . .

Christmas

Place your order early and
thus secure good delivery.
Our representatives will
call on you shortly.

The Irving Umbrella
Company, Limited.

20 Front St. West, TORONTO.

IN STOCK

20-inch and 27-inch Japan Silks,
23-inch Taffeta Finished Habutai,
(in complete range of colors)

Initial Silk Handkerchiefs,
Silk Scarfs and Drapes.

Ladies' Silk Ties,
Ladies' Crepe de Chine Ties,
Windsor Ties.

K. ISHIKAWA & CO.,

24 Wellington Street West, TORONTO, ONTARIO.

GOOD ADVERTISING—Continued.

Winter, though now somewhat the vogue, is not to be recommended. It is assuredly unsound in theory and very dubious in practice.

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Fourthly,—The ad should describe the article—the fuller the better. For example :

Women's night-gowns, worth 60c., only 39c.

Now, belief in the genuineness of this bargain is purely a matter of faith in the veracity of the advertiser, whereas a fuller description would corroborate and emphasize the value thus ascribed, as for instance the same article thus described :

Women's night-gowns, fine muslin, tucked yoke, and V shaped, embroic ruffie—regular value 60c—for this sale 39c.

By such a description any woman knows that the garment must be worth the value claimed, which at sale price is an undoubted bargain. This lessens the tax on credulity.

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Fifthly,—The same "bargain sales" ad. should seldom appear twice in the same medium. There are, of course, exceptions to this rule—such for example, as in event of inclement weather. Otherwise, the inference is clear that the goods have not met with takers and are still endeavoring to awaken a drowsy public to an appreciation of their merits. If in daily mediums, change ads. every day. So in weeklies. Almanacs eschew.

MONTMORENOY COTTON MILL OWNERS.

At the annual meeting of the Montmorency Cotton Mills Co. the following shareholders were present: C. R. Whitehead, H. M. Price, John T. Ross, Alex. Pringle, Thos. Pringle, and L. G. Craig, also the following shareholders: John Dillon, Hon. P. Garneau, Robert Brodie, Wm. Brodie, Geo. W. Sadler, E. McDougall, G. Lemoine, E. Vadeboncoeur, W. D. Brown, N. Fortier, J. L. Hardy, F. Billingsley, S. H. Dunn, T. A. Piddington, E. W. Methot, L. C. Marcoux, F. G. Daniels. Mr. C. R. Whitehead, the president, was in the chair. A satisfactory report of the year's business was presented. The shareholders inspected the mill, as well as the new buildings, and appeared to be pleased at the size and capacity of the works. Samples of the product of the mills were shown in the room where the meeting was held, so that the shareholders were able to see exactly what sort of goods were being produced. The new cotton shed is an extensive building, being 245 ft. long, by 90 ft. wide. The upper storeys will also be used for manufacturing purposes.

VELVET RIBBONS.

An American exchange says: "Much to the surprise of the general trade, who predicted that the demand for velvet ribbons was spasmodic, the demand increases from narrow widths extending to the entire line." For our own market Brophy, Cains & Co. have just received a large shipment, in both cotton and satin backs, and are prepared to fill all orders promptly.

Lace of all kinds, says an English correspondent, but especially Honiton lace—hand-made—appears to be in high favor just now. The Queen's fondness for it is well known, and she has always preferred it for the wedding dresses of her daughters. Not so, however, with the generality of ladies. Brussels lace appealed rather to their taste, but with the new patriotic wave that has swept over the country the interest in British lace has been revived.

PROTEST OF THE SHIRT AND COLLAR MANUFACTURERS.

At a meeting of The Shirt and Collar Manufacturers' Association of Canada, held on October 12, 1900, in Montreal, the following statement was submitted to and approved by the meeting :

1. The shirt and collar industry in Canada was one of small compass previous to the introduction of the National Policy, but, having received a measure of protection thereby, it became one of great importance and prospered under that policy.

2. It has been conclusively proved that our industry has had to contend in a great measure against the pauper labor of Europe, and the slaughtering of goods by United States exporters.

3. Immediately before the last general election the then Mr. Laurier sent a request to this association not to oppose his party, and at the same time giving his assurance that in the event of the Liberals being returned to power no tariff legislation would be passed that would in any way injure our position.

4. The present Government, in readjusting the tariff, swept away all specific duties previously given, leaving the same duty on raw material as on finished products (manifestly unfair), thereby almost eliminating every vestige of protection which our industry had previously enjoyed.

5. After several petitions had been sent and depositions had called upon the Government in connection with our industry, the Cabinet recognized the justice of our complaint and inserted Clause 331-A in the revised tariff, but through influence, best known to the Cabinet, they withdrew this measure of protection, and by doing so left our industry liable to be seriously affected at any time, when business conditions were such that foreign exporters could seek our country as a market for the product of their underpaid labor or to slaughter goods.

6. The association has, on several occasions, waited upon the Government by depositions, and has pointed out the injustice inflicted on our industry by tariff legislation.

Private members have called personally on the Ministers regarding such injustice.

Members of Parliament on the floor of the House, and the press of Canada, irrespective of party, have pointed out the said injustice, but, notwithstanding this, the Government has refused to grant any measure of relief or to give our appeals a fair and businesslike consideration.

Wherefore, we, The Shirt and Collar Manufacturers' Association of Canada, in meeting assembled, hereby unanimously resolve: That the present Government having seen fit to take away from the shirt and collar manufacturers of Canada the protection they had in their several lines of manufacture, notwithstanding the protests of this association, of members of Parliament and of the press of Canada; and having since refused to grant any measure of relief from the injustice inflicted upon the shirt and collar industry, which injustice affects about 8,000 working people and a vast amount of capital, we, The Shirt and Collar Manufacturers' Association of Canada hereby put on record our unqualified condemnation of the action of the Government, in connection with our respective manufactures, and declare that the Government of the day is unworthy of the support of this association and of its members.

M. MARKUS

Foreign Manufacturers' Agent

..and..

IMPORTER

**Dry Goods, Tailor Trimmings,
Smallwares.**

Specialties

**Silks, Satins, Velvets,
Felts, Trimmings**

for Clothing, Shirt, Mantle, Fur, Cap and Whitewear
Manufacturers always carried in stock.

For Import: Dress Goods, Silks, Linings, Hat Ribbons, Laces, Hosiery, Gloves, Buttons and Smallwares

Correspondence Solicited.

30 Hospital St., - Montreal.

Toronto: 3 WELLINGTON ST. E.



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

14
Place D'Armes
Square,

MONTREAL.



Design K.

THE ...
Colonial Bleaching and Printing Co.
LIMITED
MONTREAL.

Spring Samples

NOW READY.

PRINTS,
FOULARDS,
DUCKS,
MOLESKINS,
SATEENS,
SILESIAS,
DRILLS,

A DRY GOODS LETTER FROM NEW YORK.

Trade quiet pending the Elections—The Recent Silk Sales—Velvets having a Big Run—Gold Decorations Overdone—Fashions in Cloaks, Suits and Skirts—The Bishop Sleeve making way—Features in the Corset Trade—Latest Styles in Millinery.

From THE DRY GOODS REVIEW'S special correspondent.

New York, October 29, 1900.

THE general trend of business in the entire dry goods field for the past month has been along the same lines as from the beginning of the Fall season; viz: a great deal of activity but no volume to the individual transactions.

The season was slow in opening, and the evident inclination of buyers to hold back and be conservative, while not so pronounced, is still present. The questions of style that have been so long in coming to a head have been, to a large extent, eliminated, and there is nothing now in the way except a conservative policy and a lack of cold weather. On the whole, merchants have settled down to the firm conviction that there will be no change in the general run of light business, but that, in the end, the aggregate of sales will not be behind the record of previous years.

THE EFFECT OF THE ELECTIONS.

The outcome of the elections is a matter of great moment to the dry goods trade, and is the great topic of discussion at the present moment, for the time being even more important than style considerations. The entire business community has fixed its attention on this one event, and business has not that buoyancy and snap which should characterize it at this time of the year. Buyers are very cautious and will not commit themselves on any large deals till after the election—November 6.

The general uncertainty has apparently not extended to the public, as they have responded liberally, and after every period of cold weather a new batch of orders comes in, indicating that the people's wants are largely influenced by the thermometer.

STATE OF AFFAIRS IN SILKS.

The sensation of the silk trade was the auction of the surplus production of three large silk mills, consisting of over 7,000 pieces of black and colored taffetas, peau-de-soie, satin duchesse, foulards and chiffons, and about 1,000 pieces of imported novelties. Declining conditions in the silk trade have been responsible for overproduction, and a narrowing market has forced a good deal of the manufactured product on the market at prices lower than the actual cost of production. The auction sale was attended by some of the largest silk buyers in the country. The effect of the sale was more or less demoralizing on certain lines, as the silk market is none too firm. Black taffetas brought only fair prices, while the colored taffetas were sacrificed. The novelties also went very low. The purchases were well distributed between retail houses and manufacturers, and furnished the material for a series of special sales among metropolitan retailers, in which taffetas were offered as low as 37½c. per yard at retail.

VELVETS AT THEIR HEIGHT.

Velvets have had a very successful run this season and are still prime favorites in many directions. Plain blacks are the favorites for the medium trade, while panne and miroir effects have been singled out for the fine trade. There are many

novelties in striped, dotted and figured pannes, as well as raised floral designs and embossed and corrugated effects, that have been taken up with enthusiasm. For costumes and cloaks, plain velvets are most in requisition, while for waists, panne has the call. Exclusive of black, the popular shades are brown, cardinal, tan and grey. Velvets are also extensively used for trimmings on waists, jackets, skirts and hats. The finer goods are being imitated in the cheap cotton pile, and this may eventually operate against the whole field.

THE FAD FOR GOLD EFFECTS.

The most noticeable development in women's lines has been the craze for gold effects. Everywhere and on everything is being placed indiscriminately, and seemingly without any other reason than that it is the prevailing fad. Belts and chatelaine bags, partially or entirely of gold, gold braids for trimming waists and suits, gold and tinsel effects on neckwear and feathers, and such a mass of gold that it becomes tiresome to the eye. Gold braids that have in some instances been held for seven years have been brought out and marketed at prices that were not dreamed of a short time ago. The large unusual demand has created a shortage in the supply which has raised prices and has indirectly contributed to the greater prominence of this latest popular fancy.

CLOAK STYLES.

In the cloak field there is a greater degree of confidence than has obtained for many a day. The marked earlier tendencies in favor of long garments have developed into a tent demand, and many re-orders on long garments show which way the wind blows. The transition is not yet complete, and there is a compromise on the medium lengths, but the extreme long garments already predominate in the fine grades. The lengths from 36 to 40 inches are those on which the main business is being done. The most popular models have a semi-tight fitting back and box front. The box coat, 24 to 26 inches long, retains its hold and is a formidable rival to the longer garments. Of course, short jackets have not been thrown over entirely, but it is very generally agreed that the bulk of the demand for the rest of the season will centre on the long cloaks. Fur trimmings are very popular, as well as fur collars and revers. Silk brocades combined with furs are popular in the extreme lines. The popular colors are tan, brown, pearl, mode, grey, red, black and Oxfords. Plush and velour jackets, mostly in the longer lengths, are also in fair demand, as well as combinations of furs and plushes.

TAILOR MADES HOLD THEIR OWN.

The demand for tailor-made suits holds on remarkably well, probably on account of the continuance of mild weather. The blouse front is unquestionably the leader, but bolero effects are also prominent. There is a marked preference for trimmings, embroideries and gold effects rather than the plainness which has characterized this class of garments for so long. Military effects with gold braid are the newest addition to the line.

THE WALKING SKIRT.

In separate skirts, the walking skirt is still "king of the walk." The persistence of the demand for these garments

The Defender Mfg. Co., New York

LARGEST MANUFACTURERS IN THE WORLD OF READY-MADE SHEETS AND PILLOW CASES.

They are made under the most approved sanitary surroundings.

Absolutely no sweat shop work.

Every article is produced in the Company's own factory.

The magnitude on which we work reduces prices to a minimum.

We claim absolute perfection for these articles.

Principal Brands : DEFENDER MILLS SELKIRK MILLS
PALMA MILLS WEXFORD MILLS

SPECIAL FEATURES.—Every Sheet and Pillow Case made by the Defender Mfg. Co. IS TORN, giving straight edges after washing. The stamped measurements on Defender Mfg. Co.'s goods indicate the length of the sheet or pillow case after hem is turned in, giving greater length than is customary.



Made of Defender Mills Sheeting.

A popular and well-known brand. For all ordinary conditions the most popular and economical.



Made of Palma Mills Sheeting.

A beautiful, fine and soft sheeting—improves with laundering. A favorite among people who are sensitive to the touch.



Made of Selkirk Mills Sheeting.

Very heavy and durable, resembling linen. In special favor with Hospitals, Hotels, Steamships, etc., where quality and hard service are required. Has the effect of linen and can be used with advantage in its place.



Made of Wexford Mills Sheeting.

The most beautiful sheeting manufactured. This fabric is strong, durable and fine in texture. The ne-plus-ultra of sheetings.

ALL GRADES MADE IN PLAIN HEM, HEMSTITCH AND HEM AND OTHER STITCHES WITH EMBROIDERY INSERTION.
Booklet of Principal Styles Sent With Samples and Quotations on Request.

NEW YORK LETTER—Continued.

indicates a widespread popularity that is bound to affect the skirt business in general and has appreciably affected some other lines. Prices (wholesale) run all the way from \$1.50 to \$25, depending on the quality of the material and the class of workmanship. In dress skirts, taffeta and peau de soie are in moderate demand, especially in flounced models and variously trimmed with ruffles and worked in tucks, plaits and hem-stitched effects. Graduated flounces are also in evidence. Broadcloths, plain and corded, and zibelenes are also selling well. There is a noted tendency to exaggerate the flare of the skirt at the bottom, and to accentuate the bell forms.

WAIST FASHIONS.

In waists there is a more decided movement in favor of flannels, which are beyond question the leaders of the market and engross the attention of all classes. All grades have come in for their share of popularity, from the waist that retails for 69 cents to the one that retails for \$15. In the medium grades, the more popular models are with vest and rever effects and Etons in contrasting colors.

Gold trimmings are very much used on the new styles—narrow and wide braids, bowknots, etc., are variously employed. The tendency to overdo is already apparent and will be the first thing to turn the tide of popular favor against this gaudy finery. Beyond this, there have been no radical changes since the beginning of the season and the earlier models with tucks, plaits, box plaits, fancy stitching and chenille are still in the foreground. Stripes of self material and color are much called for.

The "Bishop" sleeve is increasing in popularity and is regarded as the coming sleeve for the Spring season as well as for the balance of the Fall. A great variety of cuffs are shown, but, with the exception of fine dress waists in silk, the preference is for neat effects approaching the shirt cuff.

SILK PETTICOATS HEARD FROM.

A revival of interest in taffeta silk petticoats is apparent. For a long time the sale of silk petticoats has fallen off, but there is again a movement in their favor. Originally, mercerized cottons interfered with the cheaper grades and then white petticoats during the Summer. The unsettled price of silks was also another factor which operated against the taffeta underskirt, as neither manufacturers nor buyers could afford to load up on a declining market. The rainy-day skirt also exerted an adverse influence. However, the silk skirt is again popular, and is being bought very freely both for immediate needs and the holiday trade. Lace-trimmed effects are the most popular in the fine grades; the cheaper end still sticks to plain and novelty accordeon plaitings and ruffles. The favored shades are turquoise and old rose, but black is far and away the leader. The prices range from \$3.25 to \$75 whole sale. The most popular styles are those which retail from \$5 to \$10. The rainy day skirt is responsible for the demand for a rainy day petticoat which differs from the regular models only in length, being approximately 36 inches. Mercerized sateens, and various grades of domestic and imported mohairs are the popular fabrics in these models. In the general lines, mercerized sateens, and mercerized moreens are the favorites for the popular trade.

THE CORSET TRADE.

In the corset field the straight-front models have gradually worked their way into favor, and are now the most popular in the list. Of course, the regular shapes have not gone out of style, but, as is usual, every new departure is welcomed and

boomed along with so much noise that the staples seem to be neglected. Straight-front corsets have been selling for some time in the fine grades, but it is only lately that they have been brought out in the popular-priced \$1.50 and \$1 corsets. The accepted models have an uncurved steel and a medium bust, but there are extremes either way, with a preference for the low bust. The era of the straight-front corset marks a revolution in the corset industry, as it necessitates new patterns and a more radical change of models than has appeared for years. Whether the straight-fronts are here to stay, or will be only a passing incident of the same character as the short corset, is the burning question of the corset trade. The public are taking very kindly to the straight-front models, and there is every reason to believe that, for a time at least, the demand for straight-fronts will be on the increase.

THE FASHIONS IN MILLINERY.

Business in the millinery field has been active, but not brisk. The new play, "L'Aiglon," is responsible for many things, including the popularity of the Continental-hat, three-cornered, in felt, variously trimmed with gold braid and a cockade of ribbon or fancy feathers.

For the popular trade felt hats hold their own.

For the medium and fine trade the short-back toque with uplifted brim twisted into various shapes with trimming under the left side of ostrich or fancy feathers, the latter preferred.

Amazon plumes are very much in evidence, especially on the Amazon hat, which is shown in variously modified forms with the front brim pointed down and plain or trimmed rolling sides and a bell crown.

Plume effects also are quite prominent in hackle and nageois, usually combined with ostrich plumes and set off with steel or gold buckles.

Mirroi, panne and embossed velvets are in the front rank of popularity.

WM J. BRANDT.

CHRISTMAS PRESENTS.

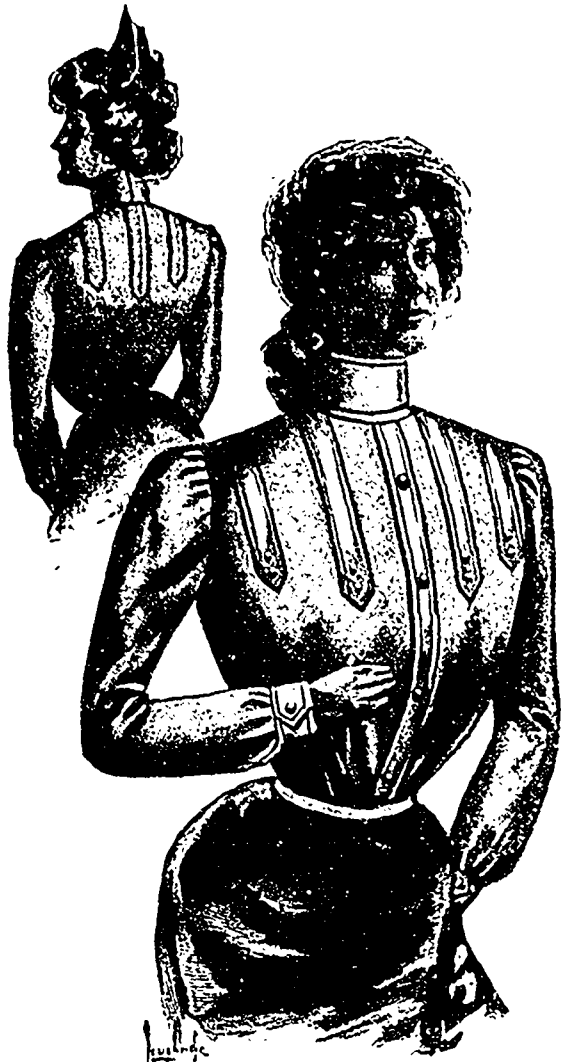
A very inexpensive present for the Christmas time is a fancy box of handkerchiefs (and, too, a profitable line for the retailer). Brophy, Cains & Co. have just received a full range of childrens' and ladies' handkerchiefs, put up in fancy boxes in $\frac{1}{4}$ and $\frac{1}{2}$ dozens. All prices, from \$1.30 to \$7.50 per dozen boxes. These are all exclusive designs, very free sellers, all put up in cartons of half dozen boxes.

Mr. J. W. Elliott, of Windsor, N.S., has enlarged his store by taking in the one next door, and using it entirely for men's furnishings. There will be an archway connecting the two stores together in the rear. This gives Mr. Elliott a frontage of 75 feet.

Messrs. Hebert S. Cowan, V. E. Ashdown and H. B. Johnston, son of W. R. Johnston, of Toronto, were about starting a window shade factory in Toronto, under the name of The Merchants Shade Co., but before completing their arrangements they were successful in buying out The Menzie-Turner Co., Limited, manufacturers of window shades, etc. The new firm will run under the style of Menzie-Turner, Limited. Mr. V. E. Ashdown will represent them in Western Canada. Mr. Heber S. Cowan, who was formerly representing Geo. H. Hees, Son & Co. in the Maritime Provinces, will resume his old ground for the new company.

The Pride of America!

A leader in FLANNEL WAISTS from the "F.&R." line.



No 1123 Made of all-wool French flannel, front and back with graduated straps, gilt buttons on box plait and straps in front; all leading shades.

\$2.25

Complete line of Waists in French Flannel, Cashmere and Henrietta Cloths from \$2.00 up.

The most popular line of SILK WAISTS in America. Prices from

\$2.37½ up.

Also Satins and *Peau de Soie*.

SEND FOR SAMPLES

Our only terms: 3 per cent. 10 days No dating.

Prompt Deliveries.



Floersheimer, Roman & Hahn,

Export Department 73-75 WOOSTER ST. NEW YORK.

SYSTEMATIC SAVING

Can be accomplished by taking out an

Unconditional Accumulative Endowment Policy

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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

THERE'S A DIFFERENCE IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



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

THEY NEVER DISAPPOINT.

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

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

Among Our Retail Readers.

Phases and Incidents of Trade in the Stores
of Progressive Merchants.

SPOT CASH & CO. is the very suggestive name of Robert Sterling's dry goods store in St. Thomas, Ont. The firm have lately been compelled to move to more commodious apartments on account of the increase in their business, and on September 15 held an opening in the new store which was a huge success. Hundreds of people took the opportunity to make selections from Spot Cash & Co.'s well-assorted stock. During the opening a phonograph rendered a programme of the latest selections in vocal and instrumental music. The firm are giving to their customers 1,000 souvenirs of the St. Thomas boys in South Africa. The new store presents a handsome appearance, both outside and inside, the windows being especially attractive.

HAS ADOPTED THE CASH SYSTEM.

James Buchanan, dry goods, Deseronto, who has adopted the cash system, is well pleased with the results.

BUSINESS IS GOOD.

Crumley Bros., Kingston, have moved their finely-assorted dry goods to new buildings. The new store is up to-date in every detail, the size being 27x133. It is heated by hot water, and lighted by prisms. Their cash system is the Sampson's electric cable system, run by a motor of their own. They report business as far ahead of other years.

A FREDERICTON STORE'S SUCCESS.

Three years ago, Mr. M. Fickler came from Quebec city and opened a dry goods store in what is known as the John Macdonald Block, Fredericton, N.B. At that time he only had half of the block. But, with rapid growing business, Mr. Fickler was forced to take in the whole block. Last Spring he bought the stock of T. G. O'Connor and took over his store, which adjoins his own.

Mr. Fickler said "I am running a dry goods departmental store, carrying everything in that line." When asked how he could account for such growth of trade in so short a time, he merely answered "advertising. I use the daily papers regularly, but I never allow one ad. to remain more than 24 hours without being changed."

"One thing I do, and which I find pays me, is to give my clerks two weeks' holidays every Summer. They come back fresh and with more vigor for work."

Mr. Fickler visits Quebec, Montreal and Toronto about four times a year for ideas and to pick up job lines that he might happen on. Between the stores is a door leading to the second storey. In this he has placed a mirror the full size of the door. On the top is "M. Fickler & Co.," and the bottom, "Dry Goods, Etc." It is so placed that one cannot pass without noticing it, and the ladies pass up and down to see if their dresses set right, which makes a good ad.

Tennant, Davis & Clarke, of Fredericton, have made improvements in their fine store, and the addition made not only gives them more room, but adds as well an exclusive department which their increasing business made necessary. A large and ornamental balcony has been built along one side

at the rear of their main store, the balcony being supported by iron rods from the ceiling, is reached by an easy flight of steps. This balcony has a polished hardwood floor, and is finely fitted up in every way. It is used exclusively as a cloak department.

A. Sweet & Co., general merchants, Winchester, report business very prosperous, and wrote their receipt 1902 for the first time.

Fahey & Co., Napanee, show a pair of the best dressed windows we have seen. "Study and perseverance" is their artist's motto.

J. Thompson & Bro., general merchants, Havelock, report having a successful season's business and are now opening a general store at Cordova. The gold mines at this place are just now booming.

R. Miller, Deseronto, has enlarged his premises to make room for his ready-made clothing and men's furnishings, which now occupy a separate department, entered from the main store by an arched doorway, and is enjoying a prosperous season's trade.

Petterson & Heckbert's store at Chatham, N.B., is being greatly improved. The high steps in front have been removed, and the floor lowered nearly to the sidewalk level. Workmen are changing the other half side of the building, formerly used as a residence, into a store.

Graff & Weppler, of Hanover, will remove their entire stock into E. S. Cressman's old stand, and the owner of the block is making extensive improvements. The store will be painted, new plate-glass windows will be put in, and the windows will also be deepened, in order that the firm may make a good display. The changes made will give easier access to the spacious millinery department on the second flat.

Frank Stevenson, Simcoe, has moved into handsome new premises in the Mather block. No expense has been spared in the renovating of the place. A fine plate-glass front, with expensive paper of artistic design and the best graining unite to make the new store one of the most commodious and handsome tailor shops in Western Ontario.

NEW BELTS.

For the Christmas trade, Brophy, Cains & Co. are showing some new patent leather belts, in novel shapes and finishes, such as the tapering belt which is still a hot favorite, the "shaped" belt, a novelty tending to lengthen the waist, the pointed belt and, of course, also staple lines, with snap and buckle fasteners; also some lines in the soft Swede finish, so much asked for now. Popular prices in all makes.

TWO GOLD MEDALS.

Messrs. G. D. Ross & Co., 648 Craig street, Montreal, Canadian agents for Henry Millward & Sons, Limited, Redditch, England, have just received information to the effect that the exhibit of needles and fish hooks that their firm made at the Paris Exposition won for them two gold medals. The list of awards that this firm have won for their celebrated products is growing quite lengthy, for they obtained the highest awards in needles, fish hooks and fishing tackle at Chicago in 1893; Antwerp, 1894, and Brussels, 1897. This is eminent proof of the superiority of workmanship of the Washford Mills.

REDS →

are very fashionable this season, and one can notice the growing popularity of this color on our city streets where blue and red mixtures are strongly in evidence amongst well-gowned women. We are showing various shades in

WOMEN'S SPINNS
 FRIEZES
 SERGES

VENETIANS
 BROADCLOTHS
 BEAVERS

BOX CLOTHS

and gentlemen leading in trade in their respective towns should place their orders while our assortment is fresh.



ENTER TO THE TRADE BY OUR OFFICE

Nisbet & Auld

TORONTO.

"Lawrus" Fabrics.

(REGISTERED TRADE MARK NO. 176206.)

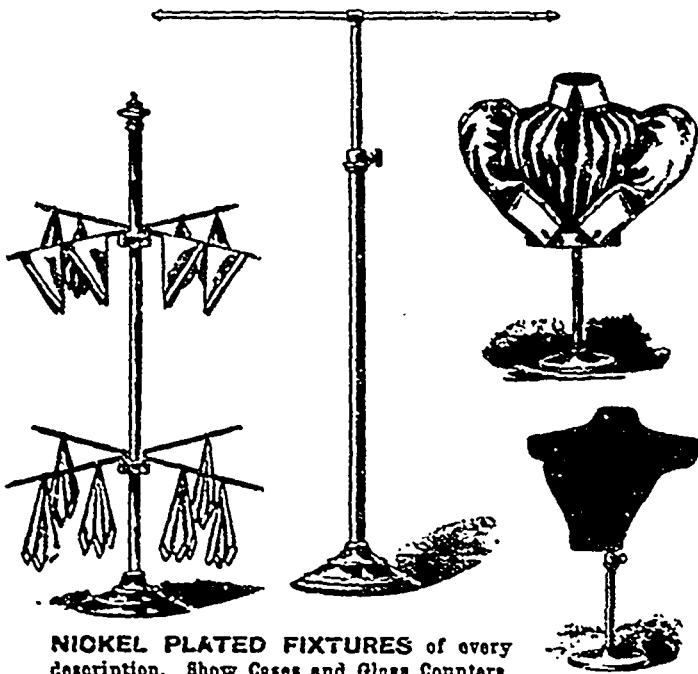
These Dress Fabrics can Only be
Supplied by      

Law, Russell & Co.

BRADFORD.

EVERY YARD IS STAMPED "LAWRUS."

DISPLAY FIXTURES.



NICKEL PLATED FIXTURES of every description. Show Cases and Glass Counters, Mirrors of all kinds, Wax Figures, Ribbon and Lace Cabinets, etc.

Write for prices now and be ready for the Christmas trade.

CLATWORTHY & CO.,

46 Richmond St. West,

TORONTO.

BEAVER LINE ROYAL MAIL STEAMERS.

Sailing weekly between Montreal and Liverpool in Summer, and St. John, N.B., and Liverpool in Winter.

Calling at Queenstown and Halifax, N. S., each way, to embark and land Passengers and Mails.

"LAKE ERIE" and "LAKE CHAMPLAIN" (New) 9,000 Tons, Twin Screws.

Special Notice. - The New Twin Screw R.M.S. "Lake Erie," now engaged in the transport service by the British Government will be placed on this service as soon as she is released, and revised sailing lists will be issued announcing her sailing dates.

For full particulars apply to any of our agents or write direct

ELDER, DEMPSTER & CO.,
- 6 St. Sacrament St., MONTREAL.

A Letter from Ontario.

MESSRS. THE BRITISH AMERICAN DYEING CO., MONTREAL

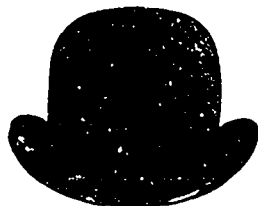
DEAR SIRS, - We wish to congratulate you on the very satisfactory manner you have dyed and finished the goods which we sent you in June, and as per your invoice of July 13th. For redyes, they are the best finished goods we have ever seen, every piece being as perfect as if the work had been done in France, and we have had no difficulty in selling them from stock as new goods. The writer has only recently returned from Europe or we would have written you upon receipt of goods. Your statement is to hand (\$40.15) and draft will be paid with pleasure when presented. We are, yours very truly,

I hereby swear that this letter is a true copy and came to us absolutely unsolicited. Name will be given to any intended customer.

Letter Address: Box 158, Montreal.

JOHN CLIFF, Cashier

Hat, Cap and



Fur Trade.

Present Retail Trade.

The retail hat trade has not been so good for a number of years as it is this Fall.

The American tourist trade has been exceptionally large in the cities during the past few months, the sales being principally on fedoras, in all shapes and styles. The grey shades are now disappearing and for cooler weather dark browns are being worn.

The trade in stiff hats is at present equal to, if not greater than, that in fedoras. The small shape is selling particularly well to young men, while a large crown and brim is worn by older buyers.

Sables In England.

Sable has become so prohibitive in price of late years, writes "Norah" in *The Draper's Record*, that the fortunate possessor of good sables is scarcely to be blamed for taking every opportunity of displaying the same. Fortunately, the soft beautiful hues of good sable render the fur equally suitable for evening or for day wear. Thus, nothing could have been more glorious than a long white cloth wrap, trimmed with the inevitable cloth applique—in this case stitched on with silver thread—and garnished with a high collar, and revers of the matchless fur. The sleeves were very smart, and might have been inspired by one or other of the altogether admirable "Stuart" sleeves in the "Nell Gwyn" pieces. They are very wide and open, and bordered with sable, but underneath were undersleeves gathered unto a wristband, and of very rich silk guipure of the fashionable Paris ecru shade. I have seen, with great admiration, several wired colors of this lace, and duly envied those who wore smart little boleros of it. There is a certain quiet chic about the tone, which will for ever preserve it from being the beloved of the "Arriettes," who providentially prefer a good, deep, effective, coffee-colored garniture.

Hat Trade Notes.

Rabbits, once a pest in Australia, are now a source of considerable wealth. The skins are exported for hat fur. For the year ending June 30, 1900, the colony of Victoria exported nearly \$1,250,000 worth of rabbits.

W. A. Giguere & Frere have commenced the hat and fur business in Montreal.

F. C. Fraser & Co., London, Ont., have commenced the manufacture of hats and caps.

A. Gorn & Co., hatters and furriers, Montreal, have assigned to Bilodeau & Chalifoux.

James H. Rogers, hatter and furrier, Winnipeg, Man., has assigned to E. R. C. Clarkson, Toronto.

Hats for men are imported into Paraguay from England, France, Buenos Ayres and Montevideo. The selling prices are exorbitant, twice as high as in the United States for the same class of goods. A derby, which costs about \$2 in the United States, sells there for \$4 and sometimes \$5. Soft hats are

very much in demand and sell at even a greater profit. The hats which have the largest sale are of good, but not of the best, quality.

British hat makers supply most of the Egyptians with headgear. In men's hats they do the most trade; Italy, whose trade is increasing from year to year, coming second; in soft hats Britain is almost unrivalled. France practically monopolizes the trade in ladies' and tropical hats, and also does a good trade in caps, but in men's straw hats she has lost her trade in favor of the cheaper Greek article. English felt hats are the dearest, costing from \$1.25 to \$2 apiece, whereas the Italian article only costs from 5 to 7 francs.

Decline in Furs.

The October fur sale of C. M. Lampson & Co., London, Eng., which has recently taken place, showed a decline in the majority of goods offered, especially in the article of fox. The decline on this latter line amounts to from 25 to 50 per cent. on the different species, the red showing the heaviest reduction, of 50 per cent., from the values of last March. This was anticipated, as red fox has been considered by all the dealers to have gone considerably beyond its value during the past season. Beaver remains at the same value it maintained last Spring; wolf is 50 per cent. lower. A few of the Australian furs have held their own in price, one or two lines advancing slightly above last year's prices—about 5 to 7½ per cent.

The March sales will, no doubt, be governed to a certain extent by the prices obtained at the October sales, and a general decline in values is anticipated.


There have been newspaper reports to the effect that Persian lamb has advanced 20 per cent., but reliable sources of information could not confirm the statement. Persian lamb is firm, but any change in price is not noticeable.

The Boer and His Hat.

The Boer is not a stickler in the matter of dress. As long as he is more or less covered up and protected from the cold—for heat has no effect on him—he is all right. His clothing is, as a rule, a collection of odds and ends picked up at the trading store, and no two Boers are dressed quite alike, with the exception of their headgear, and in this respect they all exactly resemble each other. A few of the leaders of the nation, including the President, have adopted the silk hat, but these do not represent the country; they are hut sands in the desert and have no bearing on the subject. The Boer hat is what is called in South-African parlance a "smasher." Like its wearer, it invariably presents every appearance of neglect. It is always in the last stage of decay. The man who has seen a Boer wearing a new "smasher" has not yet been discovered.

The Boer uses his hat for many purposes besides the one for which it was originally intended. When he is on the veldt he will use it to take the kettle off from the fire. If he wants

ALL ABOUT HATS.

SOFTS.	STIFFS.	STRAWS.	CAPS.	NOTIONS.
<p>We have them in the following makes:</p> <p>STANLEY RICHMOND BERESFORD MILNER</p> <p>and Rough Riders in . . .</p> <p>STEYSON ROELOFS RUTAN</p> <p>ALL CHOICE GOODS.</p>	<p>Never had so large a variety.</p> <p>CARRINGTON COOKSEY THORNTON STANLEY BERESFORD</p> <p>are some of the makers.</p> <p>The trade admit our samples excel anything shown.</p>	<p>We placed . . heavy advance orders in view of an expected rise in price of</p> <p>CHINESE PLAITS.</p> <p>The advance has come but does not affect us. Others are less fortunate.</p>	<p>1901 is to be a big</p> <p>CAP YEAR.</p> <p>We are ready with lines to retail from 10c. up.</p> <p>Handsome Patterns. Exclusive Designs. Rock Bottom Prices.</p>	<p>RACKS STANDS BRUSHES BANDS GUARDS ETC.</p> 

JAMES CORISTINE & CO., LIMITED
 (469 to 475 St. Paul St.) **MONTREAL.**



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

HATS AND CAPS—Continued.

a drink he will dip the hat in the stream and drink from the brim ; in this case he will turn it inside out to let the damper part dry, and will wear it in this manner. When he does this he presents an even more bizarre appearance than is usually the case. When he feels the need of a handkerchief the hat again comes into use as a substitute, and when he goes to bed at night he uses it as a nightcap by pressing it well down over his ears. I lived on one occasion for several months on a farm in the Transvaal. During this period, the only occasion when I saw the "old man" without his hat was one night when, as we were driving back to the farm from the dorp, it blew away, and he was unable to find it. When we arrived at the house he went hastily into the back room, and presently returned wearing another head-covering, which was an exact duplicate of the one he had recently lost. It is this incident which leads me to hold the opinion that in some far gone age the Boers laid in a stock of hats, and that they keep them until they have, so to say, properly matured before using them. The Boer in question had lost over 20 head of cattle by the rinderpest, but the loss of his hat seemed to prey on his mind more than the loss of his cattle ; and in his grief he finished the bottle of whiskey I had brought back with me before he retired.

On the farms the women also wear the Boer smasher. It is painful to have to speak ill of the weaker sex, but the Boer woman is the most unlovely specimen of femininity that the world has yet produced, and the smasher does not in any way detract from this appearance. To see a Boer woman, weighing about 15 stone, wobbling across the yard in ill-fitting "veldtschoen," and with a dirty smasher hat crushed down on her ill-kempt locks, is enough to turn a man into a woman-hater on the spot, until he returns to the colony and fairer objects drive the hideous spectacle from his mental vision. I have never yet penetrated into the inmost recesses of a Boer hat, and I do not know where they were originally manufactured, and whether the maker put his name inside them or not, but I would be willing to lay reasonable odds that he did not do so. —Sydney Storekeeper.

Military Headgear in Africa. Nearly all of us out here in South Africa on service keep two different kind of hats, writes a military correspondent of The London Times. One which we wear on parade and in which we do our work, and another which we keep for comfort, and change into as soon as we arrive in camp. The first is, of course, the helmet, and its qualities may be summed up as follows: It is uncomfortable, and is the cause of many a headache after a long day. It is heavy and hard for the head. It leaves nearly the whole of the side of the head exposed to the sun, by reason of its being cut away too much over the ears. It affords practically no protection to the eyes from glare. In fact, many of us out here wear it with the back part in front to obviate this as much as possible. You cannot see through your glasses properly unless you tilt it on to the back of your head, as the front part gets in the way. The other is the broad-brimmed soft felt hat, better known, perhaps, to people at home as the "Buffalo Bill" pattern. This is the most practical headgear for any country, except India, that has ever been invented.

A Canadian Hat Man Honored. Recently the employes of Robert Crean & Co., Toronto, which for a long time was known as Dunnet, Crean & Co., held a pleasant meeting in the sample-rooms of the factory on Balmuto street. The occasion was for the honoring of Mr.

Thomas Dunnet, the retired partner, who is going to take a well-earned rest. In order to assist him in his laudable intentions, the firm made him a present of an enticing easy chair, covered with leather. The presentation was made by Mr. Frederick E. Bailey. In doing so, he referred briefly to the admiration and respect which everybody who knew him had for Mr. Dunnet, who had taken such a considerate interest in all who worked under him. Short speeches in a similar vein were made by Mr. Williamson and Mr. Lunkerley. Mr. Dunnet was completely surprised by the gift, and expressed his appreciation of it and of the spirit which had prompted it in a feeling response. Before concluding, he expressed every possible hope for the success of the new firm, and was cordially thanked for these sentiments by Mr. Crean. The new firm are starting out with the good prestige obtained by the old, and, therefore, under good auspices.

THE CORSET TRADE.

The introduction this season of the straight-front corset marks a new era in the manufacture of this necessary addition to ladies' apparel. While many manufacturers have placed on the market a straight steel corset, they have not yet carried out the idea of the French model, which throws all the muscles of the chest forward, and gives a desirable effect and an erect form, a name that several manufacturers have adopted. When this was first introduced it was looked upon as a fad, but the actual wear of erect-forms proves that it is no fad, but will soon be the only shape that will be accepted by the ladies of Canada. This statement may seem bold, but examination of erect form corsets, as manufactured by Brush & Co., clearly demonstrates that such is the fact ; and, when the views of the principal buyers and many manufacturers in the United States are taken, the prophecy will not seem to be exaggerated.

Brush & Co. are the first Canadian firm to take up the manufacture of the real French model straight-front corset, and they are of the opinion that this corset has come to stay and will revolutionize the manufacture of this garment.

MONTREAL BUSINESS DIRECTORY.

Messrs. John Lovell & Son have just published their thirteenth edition of Lovell's Business Directory, that book indispensable with Montreal business men. It contains an index to streets, tariff of Customs, and names, business and address of every firm or person doing business in Montreal. It is corrected up to July, 1900. A miscellaneous directory has been compiled with great care and adds to the book's worth. A guide to streets will serve as a handy reference. The binding is tasty and reliable. In board the Directory will sell for \$1.50, 400 pages.

Trefousse & Co., manufacturers of kid gloves, Chaumont, France, having secured all highest awards at previous Expositions, were placed "hors concours" (beyond competition) at the Paris Exposition. Nothing could emphatically confirm the known merits of Trefousse gloves as this honor conferred by the French Government.

The pretty town of Omeme can certainly boast of its fine stores. The firm of T. Ivory & Sons, general merchants, of that town, have fine premises and one of the largest stocks of dry goods and groceries in that part of the country. The store is fitted up with all the modern fixtures, and lit by gas (their own plant). They intend to introduce plate-glass counters soon in which they will show their splendid assortment of smallwares.

Our Illustrated Catalogue of FUR GARMENTS, CAPES, NECKWEAR, etc., for season 1900 will be issued shortly. Send for one. You will find the styles are up-to-date and it will pay you to write us for prices.

Our travelers are now on the road with our full range of Hats, Caps and Straw Goods for Spring 1901.

EDGAR,
HATS
 and
FURS.

CORISTINE & CO.
 517-519
 St. Paul St., **MONTREAL.**

Successors to GREENE & SONS COMPANY.

**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—\$5 per hundred clippings, \$40 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
**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

"Maritime" Wrappers

Known throughout the land for their individuality, admired for their exclusiveness of design and perfection of fit, and handled everywhere by the best trade.

We Want Your Order

FOR THE
20TH CENTURY.

THE ...

Maritime Wrapper Co.

Limited

Agencies in

Halifax, St. John, N.B.,
 Montreal, Toronto, Win-
 nipeg, and Victoria, B.C.

WOODSTOCK, N.B.



WHITE HORSEHIDE

is the material of which

**KLONDIKE
 BRACES** are made.

This guarantees wear, and the crowds who buy them because they find them comfortable and convenient, proves that they are otherwise satisfactory. Price, \$4.50 per dozen.

For sale by—Gordon, McKay & Co. - Toronto
 Thibault & Bros. & Co. - Quebec.
 McGill, Shehyn & Co. - Quebec.

W. J. CHAPMAN, Mfr., WINGHAM, ONT.

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.

CARPETS, CURTAINS AND WALL PAPERS.

TRADE OUTLOOK IN THE UNITED STATES

THE disposition of many jobbers to make no arrangements for the coming season until after the election has been somewhat modified in a number of instances of late, as, for example, in the orders recently given to certain Philadelphia ingrain manufacturers to start on Spring goods, on their full capacity and time. This, says The New York Carpet Trade Review, may be fairly taken as the result of the growing confidence in the success of the sound money candidates, and it now seems probable that a considerable number of other orders may be placed before the election.

It is not wise for buyers to figure very confidently upon any reduction in prices for the coming season, and it is certain that there can be no slump. It is indeed not at all probable that prices will be any lower.

The new lines of ingrains will be complete by November 1, but the new samples of 3 4 goods will not be shown earlier, as a rule, than November 10.

The advance on certain grades of straw mattings has been forced by these goods being now only procurable at a cost which makes them subject to a higher duty than was ever before imposed on them. The latest news from China is not reassuring to the matting trade, for it seems to show that the feeling against foreigners is growing stronger and bolder in the South, including the matting districts, where it has hitherto been held well in restraint.

Retail trade has been quite active during the past fortnight, and would doubtless have been much better if the unseasonable weather had not interfered with it.

Cotton carpet yarns keep advancing and the prices of all cotton carpets are stiffer than a few weeks ago. Smyrna rugs are selling at extremely low prices and seem to be a good purchase.

WALL PAPER AND ITS INCREASING USE.

A representative of a leading wall paper company dropped into our office the other day regarding his advertising, and we asked whether the limit of demand had been reached in his line. He appropriated our easiest chair, lit a cigar, and said: "I'll tell your how it is, Mr. Editor, I contracted for a 7-foot board fence between a lane and the end of my lot. It was to be painted on one side. When I went out to see it I found it painted on the lane side, leaving a rough wood landscape decoration viewed from my dining room. Now, about half the people in the country are still decorating the outside, which they don't see, and neglecting the interiors, which they only see, but are greatly influenced by. A man need not own a pretentious dwelling to secure all that is good in decorative wall treatment within. If he uses ordinary taste he can give character to each room, and everything in it will borrow from the result. It is, in fact, the chief furnishing of an apartment, besides covering what was possibly an unsightly wall.

"In art, nothing is too high for its influence or too low for its attention. Yes, it's an artistic age. Why, I know a small house which quickly rented at \$100 advance after it had been

papered in an artistic, yet in an inexpensive way. I'll give you an idea of the scheme:

"The drawing-room was hung with a fine rococo combination in embossed cream, greens, gilt and silver; the dining-room with a rich red English velvet design, the library or smoking-room with

upper thirds of a fine 12-color French floral on a buff ground, softened by tapestry treatment, the hall, an exquisite Empire filigree design in blues, browns and aluminum, which appears suspended before a steel blue ground, producing a most original and beautiful effect, of which the eye never tires. Then the bedrooms. In each a different influence was obtained. In the largest, the 'white room,' a life sized yellow rose and vine lost itself in a fine frieze above, in another, a colonial stripe in blue silk and minute pink florals, another, a dainty chintz in a pansy design, while an exquisite 22-inch French cretonne, in pale pink and yellow wildflowers, completed what proved to be 'unity in variety, which is the standard of beauty,' and that decorative art which nearest approaches this rule represents all that is best and worthy of aspiration, its highest idea being to make useful things beautiful. Nor need such a result as I have outlined be beyond the reach of anyone of very moderate means, nor imported material used, which many years ago there was some excuse for.

"In the case I have referred to, every pattern was produced by The Watson, Foster Co., Montreal, whose papers, owing to their progressive style and color effect, find increasing sale in the United States and other countries. For, while existing Canadian factories can more than supply home demand, they really require an export trade to fully employ their machines, yet the interest in better qualities and artistic effects is rapidly increasing. The younger generation is developing an artistic taste which is very noticeable—in bedroom papers to begin with. This is only natural, for there is something so cool and refreshing about a bright, pretty, wall-papered chamber, that one's sleeping reflections and waking thoughts are positively influenced by it."

THE ENGLISH CARPET TRADE.

Business in carpets at Kidderminster is awakening, after the slack season and the interruption of the elections. Orders begin to come to hand, and in an encouraging way, insomuch that many are for prompt delivery. Stocks are evidently low, and buyers are inclined to restock themselves before the busy season, when they may not be able to get their goods as quickly as they could wish. New business in yarns is quiet locally, and fairly good for foreign markets. Spinners are getting to be well engaged, and the tendency certainly is not to press sales at present prices.—Textile Mercury.

FORTUNATE FOR THE TRADE.

Foreseeing the inevitable advance in cotton and all materials entering into the manufacture of upholstery goods, Messrs. Geo. H. Hees, Son & Co., early in the season, almost "plunged" in their purchase of materials for their own factory, and also placed immense orders for imported goods. They made no mistake, and the result is they are now offering to the trade these goods at prices far below the figure they otherwise could be sold at. Their line consists of furniture coverings, curtains, draperies, portieres, in silk, cotton, tapestry and chenille; table covers and a general stock of upholstery

Geo. H. Hees,

W. R. Hees,

Stephen Haas,

Geo. H. Hees, Son & Co.

MANUFACTURERS OF

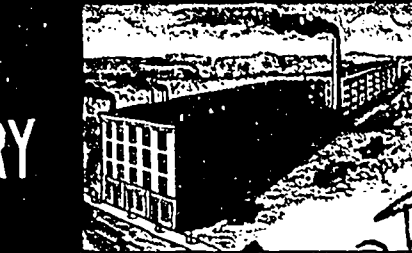
CANADA BEING A
WOODED COUNTRY

— WE HAVE SPECIAL
OFFERINGS OF
WOOD CURTAIN POLES
AND WOOD TRIMMINGS



Splendid Finish,
Handsome Patterns
and Low Prices.

TRUSS



OUR FACTORIES:

TORONTO, ONT. VALLEY-FIELD, P.Q. DETROIT, U.S.A.

OPAQUE
SHADE CLOTH.

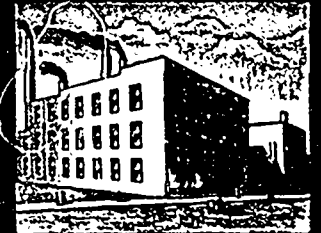
CURTAINS, DRAPERIES,
FURNITURE COVERINGS,
UPHOLSTERY GOODS,
LACE CURTAINS Etc.

OFFICE TEL. 2056

FACTORY TEL. 4299

CABLE ADDRESS

HEES TORONTO.



OFFICE: 71 BAY ST.

HEAD OFFICE: TORONTO, CANADA.

We manufacture everything in the line of

Window Shades,

and sell them at a price that affords the retailer LARGE PROFITS.

We Have in Stock Over One Hundred Thousand
Pairs of Lace Curtains.

The retailer can sell them at a good profit all the way from 35c. a pair to \$20.00 a pair.

UPHOLSTERY GOODS.

Furniture Coverings, Curtains, Draperies, Table Covers, Chenille Goods, Sash
Curtains and Nets, Brass and Wood Poles and Trimmings,
Stair Plates, Drapery Pins, Etc.

MOST OF THE ABOVE MENTIONED WE MANUFACTURE.

GEO. H. HEES, SON & CO., Head Office, **TORONTO.**

CARPETS and RUGS

Standard goods, eleven different brands as follows :

- "LEADER"—a ready seller.
- "CHICORA"—for a cheap carpet second to none.
- "ROYAL"—sells at sight,
- "ANGORA"—a cheap article with superb qualities.
- "CRESCENT"—most beautiful.
- "MAGNET"—a cracker for 50c.
- "DOMINION"—a super carpet at a medium price.
- "OXFORD"—a wearer.
- "GRANITE"—the name sells it.
- "CANADIAN"—noted for purity, the best 2-ply wool carpet in the world.
- "MONARCH"—our famous 3 ply.

YOU SHOULD SEE THEM.

Rugs, Mats, Curtains, Covers.

Canadian Agents for THE MOSS ROSE MFG. CO.
of Philadelphia.

ROYAL CARPET CO.
GUELPH, ONT.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of

CHENILLE CURTAINS
AND
TABLE COVERS

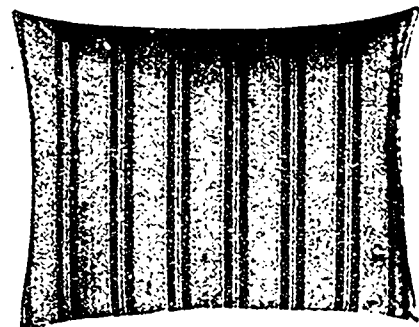
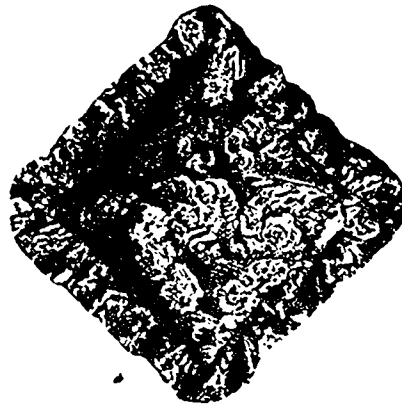
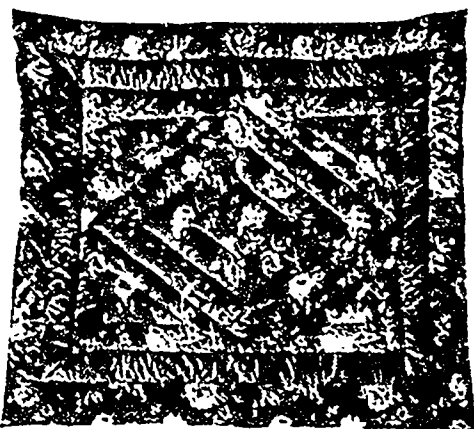
In new and attractive designs.
FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO.

Swell Goods for Christmas Trade



SPECIAL LINES IN SILK AND SATIN DOWN QUILTS,
ELEGANT DESIGNS.

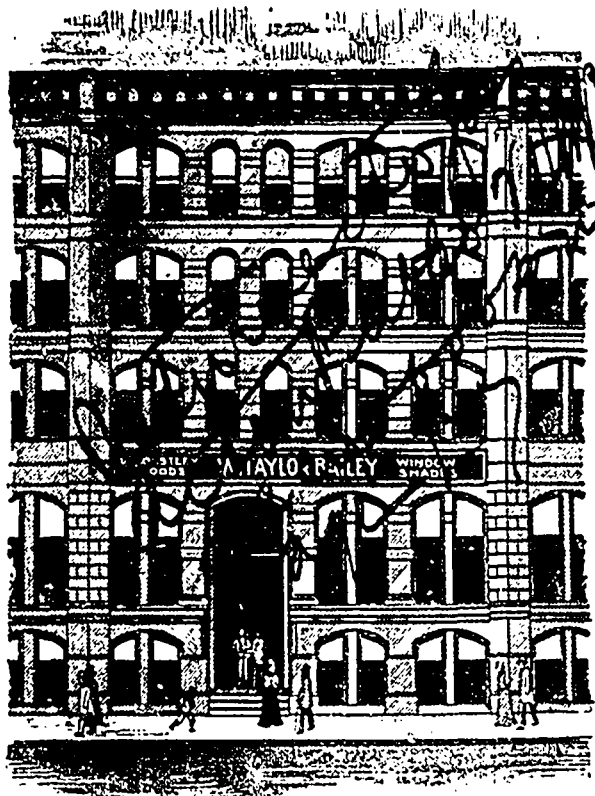
Large assortment of Fancy Cushions, all ready made, in Sateen, Silk and Satin. Besides a beautiful range of Fancy Japanese Silk Covers, 22 x 22, which we will sell filled or unfilled as desired.

This is an opportunity you cannot afford to miss, so order early.

CANADA FIBRE CO., Limited, 582 William Street, MONTREAL

Manufacturers of "PERFECTION BRAND" COMFORTERS, CUSHIONS, PILLOWS AND COSIES.

W. TAYLOR BAILEY



Upholstery Supplies,
Drapery Fabrics and
Brass Goods,

MANUFACTURER OF

Window Shades.

Our Window Shade Factory is now past the experimental stage, and we guarantee our make to be all A1 goods.

In Upholstery Goods our long connection with the old firm of PETER SCHNEIDERS, SONS & CO., New York, keeps our stock full up with the latest designs and colorings.

27 & 29 ^{Victoria} Square, Montreal.

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

CARPETS AND CURTAINS—Continued.

goods. Their new plant at Valleyfield is producing a splendid lot of new things, which the trade will find it profitable to handle. It must not be forgotten that Messrs. Hees, Son & Co. are the leading manufacturers of window shades, curtain poles and trimmings, stair plates, drapery pins and other popular goods belonging to this line. The trade will find it to their interest to deal with this progressive firm.

A LACE CURTAIN LEAFLET.

The merchant who pays proper attention to catalogues, booklets, etc., generally finds something of value to his business in the literature sent out by any of the reliable jobbing or manufacturing houses, but none too often does he receive a work that appeals to his sense of the beautiful or the artistic. A work that is calculated to appeal to him in this way, however, is a booklet illustrating the design and effect of some of the leaders in lace curtains which The H. B. Clafin Co., New York, are now offering. Some of the designs shown in this work are exquisitely beautiful and the illustrations show them to advantage. The work is well worth writing for, because of its artistic qualities as well as because of the great selling qualities of the goods described.

CHEAPER THAN COULD BE IMPORTED.

The enormous stock of lace curtains, purchased by Geo. H. Hees, Son & Co. last Spring before the advance in price, have arrived and are now in stock. A stock of over 100,000 pairs to select from should interest the closest buyer, especially so as Messrs. Hees, Son & Co. are offering these goods at much less prices than they could now be imported for. Not only is

this firm headquarters for lace curtains, but never before have any firm in Canada manufactured and imported a full line of upholstery goods, portieres, draperies, curtains, furniture coverings, etc. These they are offering at prices that suit both jobbers and retailers.

A LIST OF BOOKS.

The general or departmental merchant who handles books will find such activity in his book department during the next six or eight weeks that he should use every means to make his profits in this line as large as possible. To do this it would be well to secure from such houses as The H. B. Clafin Co., New York, their list of books. This house, which is one of the largest jobbing houses in America, have lately issued their catalogue.

A feature of this company's business is that they have such intimate contact with various publishing houses that they guarantee prompt delivery of any book desired if in print. This list of books, together with the illustrations, fills 365 pages, making it a veritable authority on books. Each of these lists sent to the trade contains an index and discount sheet, from which the net price to the retailer can easily be figured. This can be detached when desired. This book is well worth having.

The Hudson Bay Knitting Company report the Fall sale of the "Kumfort Mitt" as almost phenomenal. Never before has there been such a call for it. Retailers are daily becoming more acquainted with the selling qualities of this great mitt. It embodies both strength and comfort, and to-day it has the largest sale of any mitt in Canada. It sells for \$4.50 per dozen, net 30 days, and retails for 50c. per pair.

WREYFORD & CO.

Wholesale Men's Furnishers

ROMAIN BUILDING, TORONTO

Dominion Agents for

Young & Rochester

LONDON and LONDONDERRY.

Manufacturers of Shirts, Collars, Neckwear, Dressing Gowns, Pyjamas, Etc.

Full ranges for Spring, 1901, now ready.
Special ranges Flannel Outing Suits.

If you will not be in Toronto, arrange for our travellers to call on you.

TRESS & CO., London, Eng.

—High-Class—

HATS and CAPS.

Spring samples received. Latest English and New York shapes. Silks, Felts and Straws.

DR. JAEGER'S SANITARY WOOLEN UNDERWEAR.

TRADE MARK



For Gentlemen, Ladies and Children.
For 15 years the STANDARD OF THE WORLD.
For 5 years steadily growing in favor in Canada
UNITED GARMENTS.

For all Climates. For all Seasons.

FAVORABLE TERMS CAN NOW BE OFFERED TO THE TRADE.
If no agent in your town write us.**THE DOMINION CARPET CO. LIMITED.****Important Announcement**

We have now taken over the business of the **DOMINION BRUSSELS CARPET CO., Limited.** Our head office is in London, Eng. Capital, £50,000, for which £45,000 has already been subscribed. We are enlarging and improving our works in every respect.

We shall employ throughout the best skilled workmen to be had, and no point will be overlooked to enable us to satisfactorily meet the wants of the most critical.

Get into communication with us at once.
Best attention will be given your order or inquiry.

THE DOMINION CARPET CO. Limited

Factories and
CANADIAN OFFICE, Sherbrooke, Que.

THE WATSON, FOSTER CO'S

1900-1901 LINE.

IS STILL COMPLETE

IN EVERY GRADE, STYLE AND EFFECT
NECESSARY TO A WELL APPOINTED

WALL PAPER BUSINESS.

NO COMPETITION, DOMESTIC OR FOREIGN,
HAS THIS SEASON INFLUENCED OUR ABILITY
TO MEET THE MOST EXACTING DEMAND IN
ALL THAT IS GOOD IN APPLIED ART AND
DECORATIVE EFFECT IN WALL PAPERS.

OUR GOODS RETURN A PROFIT WHEN SOLD
AND CONTINUE AN ADVERTISEMENT WHEN
HUNG. - - - - -

THEY HAVE MADE OUR BUSINESS A SUCCESS.
THEY WILL MAKE YOURS. - - - - -

THE WATSON, FOSTER CO.

LIMITED

MONTREAL.

The New Department Store Law of Germany.

An Interesting and Dramatic Measure.

NO country in the world is probably so noted for the character of its commercial laws as Germany. One of its most recent and striking laws in this respect was one passed by the Prussian Parliament a few months ago imposing a special tax on department stores, and which has been proclaimed by royal edict to take effect January 1, 1901.

The new law, which has naturally excited a great deal of interest, has been made the subject of a special report by the United States Consul General in Berlin.

THE PROVISIONS OF THE LAW

are substantially as follows, it being premised that it applies to the Kingdom of Prussia, except the Hohenzollern Crown lands and the Island of Helgoland, and that all taxes collected under it revert to the treasury of the commune or municipality in which the store is located :

Paragraph 6 of the statute divides the merchandise to be sold into four groups, as follows :

1. Groceries and colonial produce, food products and drinks, tobacco and manufactures thereof, smokers' articles, apothecaries supplies, colors, drugs, and perfumery.

2. Yarn and twine, upholstery goods, mercery, drapery; woven, knit, and embroidered goods, underclothing of all kinds, bedding and furniture of all kinds, curtains, carpets, and all material used in interior household decoration.

3. Household, kitchen and garden utensils and implements, stoves, glassware, porcelain earthen and stoneware, upholstered furniture and materials thereto pertaining.

4. Gold, silver, and other jewelry, objects of art or luxury, bric-a-brac, articles of paper or papier-mache, books and music, weapons, bicycles, articles of sport, riding, driving, and hunting; sewing machines, toys, optical, medical, scientific or musical instruments and apparatus.

THE BASIS OF TAXATION.

Every store, bazaar, or warehouse which shall sell articles belonging to more than one of the above groups, and of which store the aggregate sales amount to more than 400,000 marks (\$95,200) per annum, shall pay a special tax graduated according to the total amount of its annual sales, as follows :

Yearly Sales.	Annual Tax.
Marks.	Marks.
400,000 to 450,000 marks (\$95,200 to \$107,100)	4,000 \$ 952
450,000 to 500,000 marks (\$107,100 to \$119,000)	5,500 1,309
500,000 to 550,000 marks (\$119,000 to \$130,900)	7,500 1,785
550,000 to 600,000 marks (\$130,900 to \$142,800)	8,500 2,023
600,000 to 650,000 marks (\$142,800 to \$154,700)	9,500 2,261
650,000 to 700,000 marks (\$154,700 to \$166,600)	10,500 2,499
700,000 to 750,000 marks (\$166,600 to \$178,500)	11,500 2,739
750,000 to 800,000 marks (\$178,500 to \$190,400)	12,500 2,975
800,000 to 850,000 marks (\$190,400 to \$202,300)	13,500 3,213
850,000 to 900,000 marks (\$202,300 to \$214,200)	15,000 3,570
900,000 to 950,000 marks (\$214,200 to \$226,100)	16,500 4,327
950,000 to 1,000,000 marks (\$226,100 to \$238,000)	18,000 4,284
1,000,000 to 1,100,000 marks (\$238,000 to \$251,800)	20,000 4,760
1,000,000 to 1,200,000 marks (\$251,800 to \$285,600)	22,000 5,236
and so on, for every additional 100,000 marks (\$23,800) sold 2,000 marks (\$476) additional tax.	

This law has been enacted for the purpose of equalizing the advantages which large bazaars, department stores, and cooperative retail establishments enjoy over the minor and middle-class merchants whose business is restricted to

a few articles and does not exceed a yearly turnover of 400,000 marks (\$95,200). At one time during the debate, it was proposed by the House of Lords—the upper chamber of the Prussian Parliament—to exempt the stores which belong to and serve army and navy officers and civil officials; but this was denounced by the House of Deputies as an odious act of class legislation, in favor of a specially privileged caste, so that the Lords were forced to yield and the law was enacted in its present form. Finance Minister Miquel, the ablest and most adroit master of taxation in Germany, who has served as sponsor for the new Act during its passage through the Diet, has issued the following declaration explaining its purpose and portraying its results when accepted in good faith and impartially enforced :

It will depend upon the mercantile and industrial classes themselves whether this law shall fulfill for them the benevolent purpose of the lawmakers. It will be their task to promptly create and organize with self-helpful motives such associations and installations as are calculated to best increase their power of competition with the department stores. They will have to provide, especially through the organization of purchasing and selling societies, for cheap purchases and profitable sale. They will have to stand firmly on the principle of cash purchases and never accept goods nor sell them on credit.

In this respect also will the system of organized self-protection offer a wide field of usefulness. The State has already, through the creation of a central bank for the finances of organized guilds, done what it could properly do to promote the interests of the smaller merchants and industrial classes. It will be the task of the middle-class dealers, who have suffered from the competition of the great department stores, to improve the opportunity created by this new tax, to strengthen themselves by improved equipment and management for competition with the large establishments. The State has done its part, it now rests with the mercantile and industrial middle classes, through intelligent, energetic self-help, to secure themselves against the competition of large capital.

Mr. Frank H. Mason, the United States Consul-General, in commenting upon the new law, says : "These are brave words, and every friend of the German people will hope that the aspirations of the Finance Minister concerning the practical effects of the new law may be fulfilled by the event. But there are not wanting many intelligent observers who are extremely skeptical as to the result. The department stores and other large retail houses have six months in which to prepare for the new regulation. It is believed that many of them will confine their future trade to articles included in one of the foregoing categories, and thus evade the new tax. Should they do this, their stocks on hand belonging to other groups will be sold out at bargain counters before January 1 at whatever they will bring, and this, it is predicted, will supply the demand for certain articles and depress the market for some time to come.

"Moreover, a large number of the smaller merchants fail to see how the new law, which simply taxes the large concerns 1 to 2 per cent. additional on their sales and turns the proceeds of such taxation over to the communal and city treasuries, is to help the middle-class merchants and their customers to unite and pay cash for their goods, which they have heretofore bought and sold on credit. The big stores, say these critics, will either add the amount of their tax to the prices of their goods or strive by increased sales to make up the amount. The line between the taxed and

Gentlemen..

Do you wish perfection ?
Do you wish the latest novelty ?
Do you wish a fine finish ?

We manufacture what the people want at prices they are willing to pay.

Notice

The charm of our garments is in their cut.
Our designs are the latest creations and possess a style of special novelty.



...Our assortment of....

Spring Costumes

For Ladies and Girls

AND OUR

SKIRTS and WAISTS

... WILL ASTONISH YOU.

ASK FOR SAMPLES.
SEE OUR TRAVELLERS.

The Victor ... Manufacturing Co.

308-310 St. Joseph Street,

Quebec, Que.

untaxed stores will be drawn more sharply than before, and the old struggle will remain between organized capital, which can always buy cheaply for cash in large quantities, and the merchants of moderate means who must buy to a greater or less degree upon credit and must sell before they can pay. The weak point which causes most apprehension is that this enactment opens the way for special taxation of all kinds of large industries and landed possessions. At a time when every interest and class is clamoring for protection, it encourages the demand for special legislation affecting specialized branches of industry and trade. With all this in view, so conservative a journal as *The Vossische Zeitung* declares that the new statute is 'economically and politically the worst law that has been enacted since the memory of man,' and adds that 'when it shall have completely failed of its purpose, the fault will not be that of the smaller merchants and their customers, but of the Government which has enacted the law and hastens to wash its hands of the results.'

"This is, however, only an opinion and may be wholly premature and misleading. Justice to the classes who have asked for this enactment and to the Government which has granted it demands that the wisdom and effectiveness of such legislation shall be tested and judged by the results of actual experience."

MR. E. H. NORRIS IN CANADA.

Mr. Edward H. Norris, the European representative of John Macdonald & Co., Toronto, is at present paying a visit to Canada. Mr. Norris has not been here for nine years. In a chat with *THE DRY GOODS REVIEW*, Mr. Norris spoke in general terms of the state of trade, at present, in Manchester, which is his headquarters, and said that, while the present situation in the cotton trade was abnormal, the general opinion was that cotton would remain high for some time to come. The Manchester trade with the United States, like that of Bradford, has fallen off owing to the high tariffs, and there was no doubt that it had increased with Canada, partly owing to the preferential tariff. It would be difficult to state in figures the exact volume of this trade, but in certain lines those who did the business were conscious of the falling off in exports to the States and the increase of exports to Canada. Mr. Norris spoke favorably of the changes in Canada since he last visited it, and expressed himself somewhat impressed with the development of domestic industries which were now turning out goods that most English exporters were not fully aware of.

AN AUTHORITY ON DISPLAY FIXTURES.

Canadian retailers have in late years taken such a wide and intelligent interest in the most advantageous arrangement of their goods, that the Barlow Manufacturing Co., Holyoke, Mass., have made a wise move in offering to the trade here a compact but exceedingly comprehensive work describing the various styles of display fixtures now on the market to any readers of this paper writing for it. The age and standing of this firm make this work an authoritative one that will be appreciated by the trade.

SPECIAL IN GLOVES.

The McIntyre, Son & Co., Montreal, have in stock the newest styles in suede gloves to retail at \$1, \$1.25, \$1.50, etc. Shades—tans, browns, modes, castors, greys, slates and black. These goods being all French, can be guaranteed, and the quality is not equalled in this market for the price. Suede gloves are usually so faulty in material that most houses will not guarantee them. This firm have also a line of real mocca in tans and browns, greys, and black.

THE "VICTOR" COSTUMES AND MANTLES.

It is well for a manufacturer appearing for the first time in a market to carry out faithfully all the promises made concerning his new goods, and this is a point which The Victor Manufacturing Co., of Quebec, are evidently determined to adhere to. The new models of this enterprising concern show this fact. One can judge of the successes of their manufacture by the illustrations which are published on another page of this issue, and also by those which accompany this article. It



The "Victor" Costumes.

is not necessary to be an expert to appreciate the elegance of these various garments and costumes, their pretty appearance, their excellent cut and, above all, their novelty. The travelers of The Victor Manufacturing Co. have just gone out to see the trade with their Spring samples. They will, no doubt, receive from all dealers a very warm reception. The splendid value which they have to offer and the prices at which they can sell the goods are sure to establish for these excellent and artistic garments the favor of the trade. Every live dealer will wish them success.

AN ENGLISH FIRM'S OPINION.

A well-known English firm, in writing to *THE DRY GOODS REVIEW*, say :

"We have given up our agency in Canada, and, until your bankruptcy laws give better protection to traders, shall decline to do any direct trade with there. Our experience has been of a most disastrous nature, and we regret ever having attempted to establish a trade."

This is a bad advertisement for Canada in the Old Country. Can we merchants not insist on getting a fair law from Parliament?

The W.R. Brock Company, (Limited)

Late James Johnston & Co., Montreal.

The Great Assorting House of Montreal.

PRINTS

FOR

Spring, 1901

A large selection of Choicest Patterns now in the hands of our Travellers.

Try our Letter Order
Department for your
immediate wants. . .



Many Special Lines

including our famous "103" cloth.

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.

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

Montreal
Toronto



Clothing and Woollen Trade.

THE DEPRESSION IN SCOTCH TWEEDS.

FOR three years the tweed industry in the district about Galashiels, Hawick and Selkirk has been seriously depressed. This depression has reached a critical stage. In Galashiels alone a number of firms, employing between 400 and 500 hands in all, have gone out of business, and their factories are standing idle. As a result of the bad trade since 1897, in that town there are nearly 500 workmen's dwellings empty, and the population has decreased fully 2,000. The firms that are still operating find it well-nigh impossible to do business at a profit.

The causes of the present bad condition of the trade are said by manufacturers to be (1) overproduction, (2) foreign tariffs, (3) the displacement of tweeds by flannel suitings, (4) the extreme fluctuations in the price of wool, and (5) foreign competition. The last named reason is one which the tweed manufacturers have been compelled to recognize only within the past year or two. Several countries that formerly were large consumers of Scottish goods have become considerable producers of the same kind of fabric. This is true as regards Canadian goods, which are admitted by some Scotch manufacturers to be quite equal to their own.

CHINESE IN TAILORING WORK.

The labor committee instructed to investigate into the conditions of Mongolian labor in Vancouver, and its effect upon the white labor market, have just reported that of 206 journeymen tailors employed in local shops 126 are Orientals. Oriental shops have no regular hours of work, but keep on often late into the night, and disregard the Sunday observance law altogether.

CANADIAN TWEEDS AT PARIS.

A Paris correspondent, who has been looking at the exhibits there of Canadian woollens, writes: "They do not show many fancy worsteds, but what there are are choice, and will stand alongside the best here. All the patterns have the selling price marked on them. The Rosamond Woollen Co., Almonte, Ont., have some good pantings at 70c., 27 in. I have no doubt they can make them cheaper to-day. As this firm employ English designers, and one member of the firm studied at the weaving classes in England, it is not to be wondered that they make such a good show. The tweeds from this firm are the best I have seen outside of the genuine Scotch. They are like what I should call the Galcar, or

Yorkshire tweed of the better class, and are marked 50c. per yard for 27 in. This is a good price for them, but exhibition prices are notoriously high. The Paton Manufacturing Co. show a good line of tweeds, and some very fair pantings at \$1.45, 16 oz. There is no doubt that the Canadians have learned the art of tweed-making, and I am not surprised to know that on certain lines of cheviots they can get into the New York markets ahead of the European makers."

SPRING CLOTHING.

The indications for Spring are that greys shall have an unusually large run in fine tweeds and worsteds for the custom tailoring trade. The up-to-date manufacturers have excelled themselves in producing a range of designs and effects never shown before, and The Lowndes Co., Limited, have now in the hands of their representatives an unequalled line of new and exclusive patterns, which it would be to the advantage of any up-to-date clothier to inspect.

A CLOTHING OPENING.

Grafton & Co., clothiers, Dundas street, London, Ont., held a grand Fall opening last month. A full orchestra was present from 7 to 10 p.m., and the firm had on exhibition one of the completest assortments of men's, boys' and children's clothing, for Fall wear, ever seen in London. Mr. J. M. Hickey, the manager of the London branch, was on hand to welcome visitors.

A WHOLESALE BUYER REPORTS.

The most interesting lines for Spring suitings, according to Mr. Begg, of John Macdonald & Co., who has just returned from a buying trip, are novelties in Scotch, English and Canadian tweeds and serges. He has secured a large range of the latest novelties in grey, brown and green mixtures in both plain and overchecked. In fancy worsted trouserings, of which they have secured a choice variety, the trend is towards large stripes, which will be used to a considerable extent for suitings as well as for trouserings. In addition to their regular lines this firm are showing a choice range of Belwarp materials which are suitable for either trouserings or suitings. The inquiry for Belwarp worsteds and serges has so grown that, being the sole agents for these goods in Toronto, they have been compelled to stock a much larger variety than heretofore.

In woollens for ladies' Spring wear homespun effects in twilled and Celtic weaves and in the latest shades of greys, browns, blacks, blues and bright colors are the popular goods.

JOHN FISHER

SON & CO.

Cor. Victoria Square and St. James Street

MONTREAL.



WOOLLENS

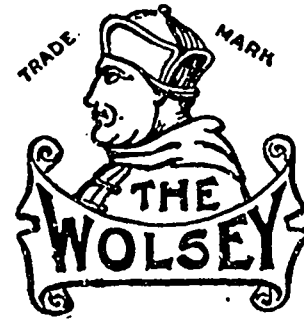
— and —

TAILORS' TRIMMINGS.

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

What is the Wolsey?



UNSHRINKABLE

Registered in Canada.

“Wolsey” is all-wool underwear, of British manufacture. Guaranteed positively unshrinkable.

TO BE PROCURED FROM THE LEADING WHOLESALE IMPORTERS.

We Can Do It

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

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

The C. Turnbull Co.,

of GALT, Limited.

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

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

Finley, Smith & Co.

Importers of . . .

WOOLLENS and

TAILORS'

TRIMMINGS

Cor. St. Peter and Recollet Sts.,

WM. C. FINLEY
J. R. SMITH

MONTREAL

Solo Agents for

Trafalgar, Britannia and Royal Navy Serges.

ALL THE RAGE IN ENGLAND.

DOMINION ELECTION.

Politicians make many promises they do not fulfil—but

The Beaver Rubber Clothing Co.'s

promises can always be relied on—particularly in the case of their celebrated "Beaver Brand" Mackintosh.

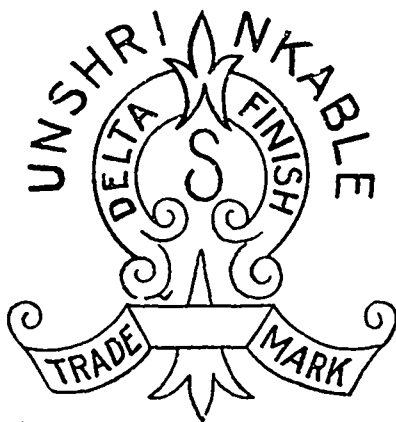
Order Half-a-Dozen Coats Now and Be Convinced.

The Beaver Rubber Clothing Co. - - Montreal.

1490 Notre Dame Street.



"RAGLAN."



ADVANTAGES OF DELTA FINISH For Woollen Underwear.

1. Delta Finished goods will not shrink. This statement is borne out by several years' experience and many testimonials.
2. Delta Finish preserves the elasticity of goods until worn out, and so is economical.
3. Delta Finish preserves the softness of the wool, and so affords great comfort to the wearer.
4. Delta Finish permits the perspiration to pass freely from the body.
5. Delta Finish allows the matters which are exuded from the skin to be thoroughly and easily washed out from the garments.
6. Delta Finish thus renders underwear garments thoroughly healthy in wear.

H. ASHWELL'S Wool Finishing Works,
NEW BASFORD, NOTTINGHAM, ENGLAND.

GREENWOOD & MOULDS

Hosiery Manufacturers

59 Gresham St.

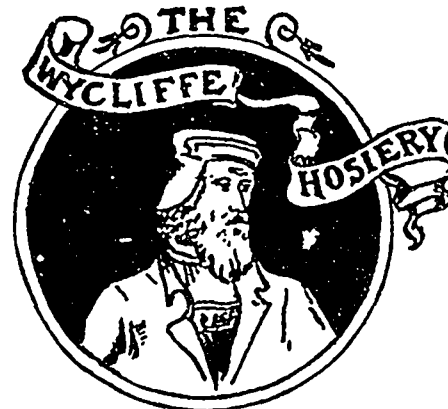
F. Merryweather, **LONDON**
Manager.

Works: **LEICESTER** and **LUTTERWORTH.**

Hosiery of every description.

WYCLIFFE BRAND

of Ladies' and Gent's Underwear, All Wool, Unshrinkable, has a first-class reputation.



Our export trade increases by leaps and bounds, goods must be right, instruct your buying agent to get some of the Wycliffe Brand for you.

CLOTHING AND WOOLLEN TRADE.—Continued.

There is also a strong feeling for boxcloths, broadcloths and venetian cloths.

In tailors' trimmings, Mr. Begg secured this year a larger variety of patterns in fancy sileasias than usual. As he selected the patterns and had them printed to order, most of the designs will be confined to this house. He also secured some choice 54 in. black and colored Italian cloths.

While in Orillia THE DRY GOODS REVIEW's representative met Mr. E. W. Kallmeyer, the bustling salesman of Saxe & Sons, Montreal. A visit was paid to his sample room at the hotel, and a half-hour was spent chatting on trade matters. He believes that every merchant should subscribe to some trade journal, and especially to THE DRY GOODS REVIEW. As a proof of his appreciation he always has three or four numbers shown along with his samples, by placing them on the shelving above the tables. He says that business has never been better.

THE LATE MR. ROBERTSON.

THE familiar figure of John Robertson, buyer for the staple department of John Macdonald & Co. will never more be seen or his kindly voice more be heard in the circle of dry-goodsmen on both continents, where he was well and favorably known. On Wednesday, October 3, at St. Denis Hotel, New York, Mr. Robertson died of heart failure. He had arrived the same day per ss. Teutonic, for Toronto, after



The late Mr. Robertson.

spending several weeks in the foreign markets. The order came very suddenly for him to pass from the things of time and enter upon the realities of eternity; bereaving his family of a kind, affectionate and indulgent husband and father; the firm, of which he was an employe, a faithful, upright and trustworthy servant, and his intimate friends of a desirable companion. On December 6, 1882, he entered the employ of John Macdonald & Co. as a salesman. His ability was soon recog-

nized by the firm appointing him as one of their special travelers. After a few years' close attention to business and establishing himself by faithfulness and loyalty he was appointed assistant buyer of the staple department. Upon the position of buyer becoming vacant he was chosen to fill the vacancy and filled it successfully until his demise. After the arrival of his body in Toronto, many friends visited his late residence. His funeral took place on Saturday, October 6, and was largely attended, both by friends and acquaintances.

The down comforter trade of The Toronto Feather & Down Co., Limited, is increasing with rapid strides, especially in the higher grades, of which they make a specialty. The goods they are turning out are simply elegant, and every dealer should see them and resolve to place some on sale.

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.

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

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 Commission Agent, Room 609
McKinnon Bldg., 19 Melinda St., Toronto. Woollens, Silks, Embroideries, Handkerchiefs, Laces, Canvases, Hosiery, Collar Canvas, Linens, Pearl Buttons, etc.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

CANADIAN MANUFACTURERS' AGENT, WHO HAD GREAT success at the World's Fair, wishes to represent Canadian firm at the Pan-American Exposition, Buffalo, 1901. Write for full particulars. H. J. DALE, Gore's Landing, Ont. (11)

COMMERCIAL TRAVELLER to carry silks in Eastern Ontario, either on salary or commission. Only those who have covered the territory before need apply. K. ISHIKAWA & Co., 24 Wellington St. West, Toronto. (11)

FOR SALE.

FORSALE—A well assorted clothing stock, about \$5,000; Clothing, Hats, Caps, Cloths and Furnishings. Address, "B. Stock," 163 Bleecker Street, Toronto. (12)

ADVERTISING IN WESTERN CANADA will be . . .

CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by **THE ROBERTS ADVERTISING AGENCY, WINNIPEG CANADA.**

THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims
Tel. Main 1985.

1000 CATCH PHRASES & IDEAS.
A little book worth its weight in gold. To All who Write Ads, Show Cards, Circulars or other Business Literature. The price is 50c, but you can get it by simply filling out one of our blanks, which will be sent you promptly on request. Address
FREE The Advertising World, Columbus, Ohio.

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

M. SAXE & SONS

☞ MONTREAL. ☞

When our traveller calls on you, look through his Spring samples. Style and get up, as well as lowness in Price, will astonish you.

We are showing for next Spring, a range of men's all-wool tweed suits at \$5. Such value has never been seen in the history of the Clothing trade. Our black and navy blue crossbred serge Suit at \$5.00 is of good, solid weight, all wool, AI linings, Coats French Faced, Dust Pockets, and all other improvements in the general get up.

Remember, the price is only \$5.00 for men's sizes, from 36 to 44. Smaller sizes in proportion.

If our traveller does not call on you, drop us a postal, and we will have him call, or we will send you samples, freight prepaid. It is to your interest to see our samples for next Spring before buying. From our lowest lines to our highest all are Money-Makers.

M. SAXE & SONS,

Wholesale
Clothing Manufacturers,

Cor. Lemoine and St. Peter Sts., MONTREAL.

Toronto Wholesale Trade.

JOHN MACDONALD & CO.

JOHN MACDONALD & CO. report that in their carpet department their stock of tapestries, brussels, velvets, wools and union carpets is now complete, and they have just received repeats of their best-selling patterns. These were bought before the advance in the market, and are selling at a less price than Spring goods are being offered at. A large range of 8-4 and 16-4 linoleums, also bought before the last advance, are being sold at from 2½ to 5c. per square yard less than Spring quotations.

An assorted stock of a complete kind is shown in felt, which is now in great demand, the colors most asked for being military red, military blue and khaki. The stock of lace curtains, quilts, table covers is well assorted. For the Christmas trade they are showing a special range of pillow shams, pillow covers, curtainettes.

In men's furnishings, the buyer, who has just returned from Europe, reports a lot of cashmere half-hose—1,000 dozen of seconds, which are being sold at 25 per cent. below the regular value. A similar lot of 1,000 dozen of handkerchiefs—ladies' fancies and white hemstitched, and men's hemstitched—is being sold at half price. A special line of rubber coats, with 24 in. capes, to retail at \$2, is noted. A full line of fleece-lined underwear is carried, the price being \$4.50, \$6, \$9 and \$10.50 per dozen. A special line of seconds in boys' fleece-lined underwear is also noted.

The sorting season in woollens, in both men's and women's wear, manifests few new developments. In ladies' wear, homespun suitings in diamond checks, scarlet and grey mixtures, light blue mixtures, and in a variety of shades in grey, are proving strong goods. Broadcloths, venetians, whipcords and covert cloths in plain colors are also in popular demand. Women's mantle beavers, in blues, blacks and colors, are having a good run. Big ranges of these lines are carried by John Macdonald & Co. In men's wear, black and Oxford overcoatings in llama, vicuna and the new herringbone weave, are in strong favor. Stocks of staple lines of meltons and beavers, in blacks and blues, are being kept well assorted. This firm are also offering several job lines in 3 4 and 6 4 Canadian tweed suitings.

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

The W. R. Brock Co., Limited, Toronto, are clearing out odd lines in the various departments preparatory to stock-taking, December 1, and in order to make room for new Spring goods arriving next month. An inquiry after these in the warehouse, or from their travelers, is well worth while. Special mention is made of the following: French canvases, towelings, fancy linens (for Christmas trade), flannelettes, wrapperettes, fancy blouse silks, fancy dress goods, ladies' 54 inch tweed costume cloths, men's neckwear, fleeced underwear, overalls, flannelette and working shirts, broken ranges of hosiery and underwear, tapestry carpets.

In "Gold Medal" dress goods, The W. R. Brock Co., Limited, Toronto, having cleared out the entire stock of the Canadian agency of this celebrated make of goods, are offering them to the trade at 20 per cent. below regular prices. The line is so well and favorably known throughout Canada that

comment is unnecessary. The lot consists almost entirely of plain materials in black with a few navy and fancy blacks. Samples can be forwarded by mail to anyone in the trade immediately on application. The quantities are not sufficient to place them in the hands of the travelers.

54-inch frieze for ladies unlined skirts is still in demand, and scarce. The Brock Co., Toronto, have a full range of their special cloth in stock, and hope to be able to fill all orders received during the month.

The advisability is emphasized of getting all orders for prints in as early as possible. Those houses that made extra early contracts cannot repeat any of their lines so as to sell them at old prices, and consequently most of the ranges will be thrown out as soon as sold. The Brock Co., Toronto, report the receipt of exceptionally large orders. Their special cloths to retail at old popular prices, such as 7, 8, 10 and 12½c., are meeting with such pronounced success that it would be wise to have a look at their samples before the ranges are broken.

This house are just about to take stock and have a number of clearing lines in the carpet and housefurnishing department that will be of interest to visitors this month. Among the lines of carpets and tapestries are many designs which cannot be found anywhere else.

In the woollen department there are also several clearing lines at very much below the regular values, including suitings of fancy worsteds in checks and stripes, and Scotch tweeds. Some special numbers of grey cheviot overcoatings are also clearing at low prices.

The firm are showing a line of spot wrapperettes in navy grounds, black grounds, cord grounds and military scarlet grounds with white and colored spots, small, medium and large sizes. The goods are in great demand, it being impossible to keep the full range of patterns in stock. It is well worth any merchant's time to take a look at the travelers' samples or see the goods in the warehouse.

Doublefold American cotton dress plaids—these goods are nice, bright, effective in style, absolutely fast colors and just the thing for little peoples' winter dresses and ladies' wrappers. Many repeats of this line are being received from customers who have bought. They are offering a special in a 36-in. domestic flannelette, good heavy weight, all light stripes. This line can be retailed at 10c. and is a great snap.

There has just been passed into stock the last part of an old purchase of a 32-in. colored sateen, in about 40 different shades, which will be offered at a price for 12½c. retailing, about 10 per cent. less than present mill prices. No. 70 is a 20 x 44 fine damask towel, knotted fringe, in blue, red, gold and white borders, to retail at 25c. each. This is about the regular wholesale price. No. 113 (hickory) is an 18-in. dark rack toweling. A small lot of these to sell retail at 10c. A 1, a 60-in. cream damask table linen, five different designs, good heavy weight, nice mellow cloth, can be retailed at 25c. and will be a leader to any merchant, as it was never offered lower.

On account of the stock-taking on November 30 the small-ware department shows many lines at low prices. In hosiery, they are offering "Goodenuff," in plain and "Doutelle," "AGD," M40 and M50 in ribbed, to retail at 25c. The 50c. lines include TCB and AE in plain, and AE, 150 and 260 in ribbed. Fancy handkerchiefs are shown in prices ranging from 5 to 75c. each. There has been an immense business done in sweaters, in both plain and fancy striped goods. Six lines of neckwear are being cleared out, three in knots, B, D and F, and three in derbys, A, C and E. Each line is assorted in the latest designs, and a retailer is enabled to

NOT BEST BECAUSE WORN
 BUT WORN BECAUSE
 BEST

Cravenette

THE
 BEST CLOTH
 FOR
 RAINY WEATHER GARMENTS.

F. ROBERTSON & CO.
 20 Front St. W., Toronto.

STOCK VERY COMPLETE IN...

- Point Lace Braids (about 200 patterns).
- Battenburg Lace Braids.
- New Flemish Braids.
- Novelty Braids—Designs for Lace Work.
- Little Mill (Petit Moulin) Lace Thread.
- Linen Rings for Lace Work.
- Low-Priced Val. Laces.
- White Lace Beadings.
- Fine French Valenciennes Laces.
- Plain and Spot Footings.
- Lace Edge Footings.
- Handkerchief Centres.
- Real Brussels Lace Handkerchiefs
- New Lace and Net Fichus.
- Real Brussels Lace Collars.

all of which are fully illustrated and described in our general and special catalogues.

Also a full stock of our famous

"GLORIA" BRAND of WOOLS AND YARNS.



- "Gloria" Shetland Floss.
- "Gloria" 3-ply Saxony.
- "Gloria" Germantown.
- "Gloria" Ice Wool.

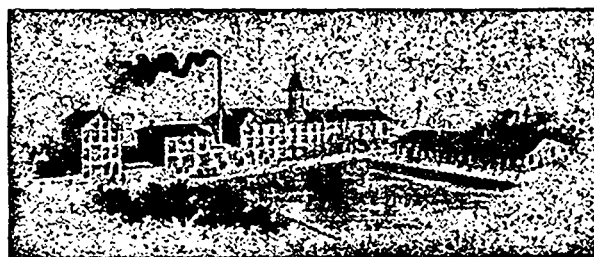
We are the largest Canadian Importers of each of the various lines we handle.

F. ROBERTSON & CO. - TORONTO.

The Galt Knitting Co.

LIMITED

GALT. ONT.



Makers of the

"Tiger Brand"

of Underwear, in plain and fleeced effects.



EIDERDOWN SPECIALTIES
 and SHOE FINDINGS.

WHOLESALE TRADE—Continued.

make several prices out of each number. The knitted wool goods should be noticed. Honeycomb and fancy knit shawls, wool hoods, toques, caps, polka jackets, cardigan jackets, gaiters, infantees, bootees, clouds, fascinators, etc., are all quoted at staple margins of profits, not as fancy goods—as usually quoted. Flannelette embroideries and trimmings, in all patterns and colors, are also included in the clearing list.

WYLD-DARLING CO., LIMITED.

Among the specialties shown in this warehouse are some lines of ladies' ribbed underwear, in cream, white and natural colors, to be retailed at 25 to 50c. each. Two extra lines in heavy ribbed hosiery for boys have been added to the stock which may be retailed at from 15 to 25c. per pair, and also a quantity of worsted ribbed goods with double-fold knees. No. 206 of this line retails at 25 to 50c. per pair, and is selling rapidly. In cashmere hose, complete ranges are shown in Nos. 35, 37, 66 and 72, all of which have the extra spliced knee. Single and double knit wool mitts, for both women and children, are shown, to retail at 15 to 30c. per pair. In black cashmere and fancy colored Ringwood gloves all prices and sizes are shown.

K. ISHIKAWA & CO.

The outlook for November is a very bright one, and sales are already on the increase over October, which did not come up to expectations. The preparations for the holiday trade are now complete, and new lines of silk handkerchiefs, ladies' ties, Japan silks, and taffeta finished Habutai have been placed in stock. The assortment of handkerchiefs is particularly large and very beautiful. The initialed silk handkerchief prices range from \$1.25 up to \$8.50. There are also shown flag and fancy-colored handkerchiefs, which should be good sellers for the Christmas trade. A new stock of silk drapes, in gold embroidered work and heavy brocaded goods, is shown.

The import orders for Spring, 1901, are coming in very satisfactorily, and the trade in the Maritime Provinces and Quebec and Ontario is fully up to the standard.

The Spring business in mattings is especially good in the better lines. The Canadian trade are demanding a high class of goods for next season. The production of the straw in Japan has not been very good, so the price of raw material has gone up 25 per cent. in the last six weeks, and may be expected to go up still higher before Spring. It will be much to the advantage of dealers, therefore, to get their stocks at present prices, which are easier than those of last year.

NISBET & AULD.

Among the Canadian manufactures that are finding a ready sale in foreign countries must be mentioned the Oxford Manufacturing Co.'s goods. The demand for these has been so great in the British and United States markets that Nisbet & Auld, the agents, have, with great difficulty, kept up their stock in them. The Oxford homespuns are also very popular cloths, and are selling well this Fall. Friezes for ladies' wear are being bought very largely in both solids and mixtures, in blacks and red, grey, brown, blue and green shades. The demand for jacketings for ladies is now very brisk, and the lengths being bought are much longer than they have been. The Newmarket and Raglan are both quick sellers, as also is a looser garment called the Automobile. The prices on some linings for men's wear and the better class of ladies' garments

are now 25 per cent. higher than 12 months ago, but contracts made with the makers some time ago enable this firm to offer to the trade the leading lines, in most cases, at the prices of 18 months ago, so that purchasers of the goods for Spring, 1901, will find a good bargain in them. They are the agents in Canada for Hamlyn Bros., Buckfastleigh, Devonshire, England, makers of the 'Devonia' serges. These serges are the goods used in the British Navy, and are sold to the trade with a guarantee of such a nature as will enable any merchant tailor to guarantee in his turn, without any risk whatever, the colors of the goods for two years. These serges are all stamped "Devonia," and when so stamped the makers make good not only the cost of the goods, but the cost of time in making up, etc., so that a retailer handling them cannot possibly lose anything.

BOULTER & STEWART.

Tailor made suits are now a staple in all mantle departments, and it is especially necessary to keep up with the latest styles. Messrs. Boulter & Stewart are now showing a large assortment with the new Russian front and latest puff sleeves, etc. These are worthy of attention.

Flannel waists, military styles, are having an enormous sale in New York, and are now much sought for in our cities. They are pretty and comfortable, and will be good sellers all Fall. These are specially popular trimmed with gilt braid in military style. Messrs. Boulter & Stewart are showing some 12 different designs for immediate trade.

Eiderdown coats and cloaks are becoming more popular every season, and can be had now properly shaped—tailor-made, in fact. They are specially good for Christmas trade made with fancy silk trimming and applique effects. The long cloaks are used nearly all the year around, as they are fine for the sick-room. Messrs. Boulter & Stewart are making all the newest designs for Christmas.



Tailor-Made Suit.

DOWN QUILTS.

The demand for down quilts continues quite brisk, notwithstanding the comparatively advanced season. One of the popular styles for this year is named "D.S.F.", and is made of figured sateen centre and back, with double border of mercerized moire sateen to match the centre. It is quilted with the famous "Star" pattern, and has a dozen or more silk eyelets for ventilation. It will have a great run for the holiday trade.

Another popular down quilt is named "D.J.J." It can be retailed for \$4.25. It is 5 feet by 6 feet, reversible, and is made of the "Oriental" cashmere pattern that is so popular in England. Samples of these and other down quilts will be forwarded on application to The Alaska Feather & Down Company, Limited, Montreal.

Phillips & Wrinch

- Toronto, Canada.

BELT TALK.

Intended to post wide-awake dealers on the proper styles and novelties of the present season.

Trade in Ladies' Belts in particular—and gentlemen's too—is of sufficient importance to merit a full page devoted wholly to "Belt Talk."

No line will enter into stock that can help more generously to add attraction and give immediate business than a line of Belts selected from the large range that we are now showing.

More than ever Belts will be worn and become increasingly fashionable.

Our assortment includes many lines that will be seen nowhere else. We are manufacturers of Belts; and samples now in the hands of our travellers are the very newest, and embrace the best selling novelties of the season.

The dealer who is unfortunate enough to miss seeing our samples will be discounted by his more enterprising neighbor, who will have put himself in possession of an assortment from our stocks.

- First and foremost as a favorite in Belts this season will be the Patent Leather Belt with gold braid and tinsel trimming—a perfect beauty.
- Gold Tinsel Belts will also be very fashionable, and our samples, now in our travellers' hands, contain some dainty gems.
- The Plain Patent Leather Belt, as ever, will be in popular favor, and we are showing a wide range of styles.

North, South, East and West our travellers will meet the trade with these new samples. If impatient to be in the front in the Belt trade, and the traveller has not reached you, put yourself in correspondence with us and get the latest information about Belts, as you can here where Belts are a great specialty.

PHILLIPS & WRINCH

Makers of Belts,

5 WELLINGTON STREET WEST, TORONTO, CANADA.

Branch Offices: Ottawa, Montreal and Quebec.



The Millinery Season

Mantles, Trimmings and Laces.

FALL RETAIL MILLINERY OPENINGS.

At the time of going to press for the October number of this journal, the retail millinery openings had not all taken place, and even as late as October 28 reports of Fall openings in different parts of the country have been received. Although this is rather late, there was nothing to show that these openings were not as successful as those held early in the season. The store decorations were just as well prepared, and the stocks as complete and up-to-date as in other places.

In Diebel & Bricker's, Essex, Ont., a pleasing feature of the opening was the piano recital, given by a well-known local musician, which characterized both the afternoon and evening of the event. The openings, like others in the first part of the month, were not all confined to millinery. Wherever a store had more than one department, each one was prepared for receiving visitors. Scougale Bros., Colborne, Ont., made a great success of their men's furnishing department, and attracted many visitors; and "The Ark," a Chatham, Ont. crockery and fancy goods store, received a good deal of attention for its display of lamps, glassware, stoves, etc.

The decorations included many new and bright ideas, and there was not a store that was not, in some way, made more than ordinarily attractive by draperies, flowers, or some other means. The B. Grennan Co.'s place, Waterloo, Ont., presented a very fine picture. The millinery department contained many large mirrors, all of which were draped in red, white and blue silks, and mounted on top by numbers of the birds that are so fashionable for this season's trimmings. Another store, Chas. K. Cameron & Co.'s, St. John, N.B., was beautifully decorated with large jars of sweet peas, asters, ferns and other plants in great abundance. Lace curtains were also used extensively for decorative purposes, and, when combined with all colors of flowers, gave a decidedly pretty effect. McFarland & Co.'s opening in Markdale, Ont., on October 11, was the most successful one in their history. During the afternoon and evening an orchestra was in attendance, which added greatly to the crowd of visitors.

At the back of the store were placed horizontally two large mirrors, tastily draped with satins, chiffons and laces, the color effect of one being pastel green and gold, and the other rose pink and pale blue. Between these was suspended a massive star in a setting of Autumn leaves of golden red, and beneath the mirrors were arranged steps on which were placed, on a background of satin, the various individual materials used in the making of a hat, all combining in producing an effect that had to be seen to be appreciated. The opposite side was occupied by the orchestra who were seated under a beautifully constructed canopy of cream and blue, the four supporting pillars being decorated from the top to the floor. At either ends were decorations and pretty arrangements of minor importance,

but each contributing to the general pleasing appearance. At suitable places in the room were arranged flowers and foliage, a massive oleander being conspicuous among the rest, while the floor was covered with furs which served the double purpose of adding to the effect and deadening the noise which would otherwise have been annoying.

The windows were also given great care. At Drysdale's, in Vancouver, B.C., a large bell was placed in the window, surmounted by a dove and two cupids. Many other windows were filled with flowers.

A novelty shown at the Gardner, Rice, McLeod Co.'s millinery opening, at Rat Portage, Man., was the "\$150 hat." This was an ordinary velvet bonnet trimmed with green, with here and there glittering gold ornaments. Most of the green trimming was made up of \$10 bills and the ornaments were \$5 and \$10 gold pieces.

McKendry & Co., Toronto, held a second Fall millinery opening on September 13. Their first opening was too early to show all the latest Paris novelties, so when the last consignments were received they got out some more of their own designs and held an opening of all the very latest styles.

At the time of writing the millinery openings have not all taken place, as announcements are out regarding openings to take place in the first part of November. These are only a few exceptions, however, nearly all the annual openings being over, though the season has extended later into the Fall than is usual.

A CANADIAN HOUSE ON THE SITUATION.

THE DRY GOODS REVIEW is always anxious to have healthy business information to impart to its readers, which we can best gather from men who are from day to day looking abroad over the great business field. Our representative, on calling upon S. F. McKinnon & Co., Limited, had a lengthy and interesting chat with one of the company.

Although October 29, the weather was as fine as mid-summer, so that the conversation naturally started along that line, and he soon learned that no complaints about the weather were being raised there, as his informant went on to reason in a convincing manner that fine weather favored millinery. Although the remarkable and unusually fine weather experienced—at least in Ontario—throughout the month of October must have had a bad effect on trade, so far as goods of a heavy or Winter character were concerned, it did not seem to apply to millinery, the argument being that the finer the weather the more encouraging for ladies to go abroad, and usually the finer the weather the finer the millinery bought and worn. This representative of the beautiful felt sure that his claim would be endorsed by the millinery trade in general.

Wholesale Millinery

Details
Unnecessary

It is really unnecessary for us to give details as to condition of our stock in the various departments. We can assure you however there is nothing in demand at present that we haven't ample on hand to meet the requirements of the trade.

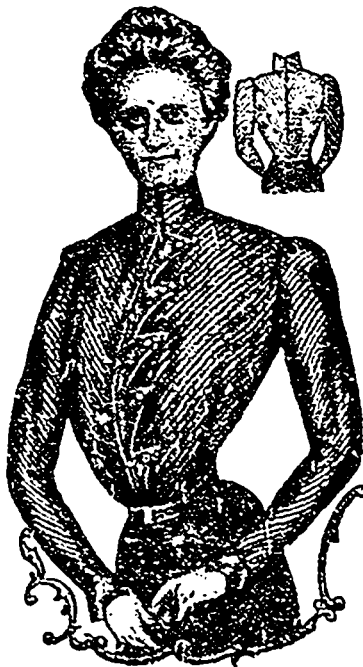
Novelties in all departments arriving daily.

No Delay in filling orders.

The D. McCALL CO., Limited

You don't need to IMPORT

American
Silk
Waists.



We manufacture them right here and save you the duty.

We can supply you with the highest class goods, as are now offering in New York, at 40% less than the American price.

THE . . .
AMERICAN SILK WAIST MFG. CO.

323 St. James Street.

samples on application.
Prompt attention to Letter Orders.

MONTREAL.

Plate Glass Mirrors

THE advertiser has three Bevelled Plate Glass Mirrors which will be sold at a bargain. They are of the very best quality, suitable for dry goods stores or windows.

*

SIZE—Two are 43⁷/₈ inches by 32³/₄ inches, and one 33 inches by 31 inches. Bevel, 1¹/₂ inches.

Address PLATE GLASS

Care DRY GOODS REVIEW, TORONTO

We invite the Dry Goods Trade of Canada to investigate

Oxford & Costume & Cloths

FOR LADIES.

High-grade, satisfactory goods. Newest Fall styles in immense variety, at our Toronto agents

NISBET & AULD.

OXFORD MANFG. CO.

SOLE MAKERS

LIMITED

Gold Medal at
Toronto Fair

OXFORD, NOVA SCOTIA.

MILLINERY—Continued.

In speaking of millinery and millinery requisites, he said: "Our October trade, from first to last, has been most satisfactory," and he ventured to assert that throughout the country the millinery departments are ahead in results for the month.

"We have, however, a long season before us yet, and, therefore, no reason for being discouraged as to the results in any department, as woollens, furs and other heavy weights may yet have a successful inning, and claim the November run as theirs. So far we have had an exceptional hat season. The October trade, like that of September, favored ready-to-wear over outing hats, they having had a great run. We now believe that for the balance of the season dress shapes and mode hats will rule. Turban effects promise to be very good.

"When we had a chat on the millinery situation early in October, in speaking of the different articles to be used in the manufacture of stylish millinery, we gave the first place to silk velvets which place they have held easily. In fact, it has been and will be to the end a velvet season, at least so say we, and have backed up our belief by providing liberally of every popular color.

"Black and colored velveteens are also to the front and taking well. This is one of our specialties and one of our most popular lines. Our assortment and range of colors is in the same plane as our silk velvets, having in stock every color and shade on the popular list. The brilliancy of finish which our velveteens possess has given them a wide popularity with the best trade. Taffeta silk is another of the popular favorites and fully pronounced for the balance of the season. Here, also, our faith is strong enough to make large provision for the November and December trade.

"In fact, all our silks are doing well, and this, so far, has certainly been the best silk season we have had for some years. Of course, as you see, we have a large stock of the very newest weaves thoroughly assorted in colors. We are also doing a big trade in black and colored satins. This article is growing in popularity as the season advances.

"Ribbons were not quite so strong in the early season as we had hoped, but are now drawing to the front and promise well for November, particularly in the narrow and wider widths. Number five in black taffeta will have a big sale as a trimming.

"In hat adornments, large birds, breasts, guil wings and buckles have ruled and will still retain their popularity to the end of the season. Black, white and brown single tips are also running strong and promise to be very popular with the best trade in November and December.

"You ask if the jacket trade has suffered from the long spell of fine weather. Speaking for ourselves we have so far had all we could do, with full force on, in our factory. But we firmly believe that as far as jackets are concerned—unlike millinery—75 per cent. of the consumers are ruled by the weather. Therefore we do not hesitate to answer that the jacket trade as a whole must have suffered during the month of October, and if we do not have colder weather soon the season for selling jackets with a fair margin of profit will be very short. But, should the weather be favorable throughout November and December, a good trade in jackets is certain.

"In the jacket, costume and skirt department we have been turning our attention towards Spring, and at the present time have a most convincing Spring range of these goods in

the hands of our special travelers. We do not hesitate to say that our Spring offering in McKinnon-made jackets, costumes and skirts is the best it has ever been our pleasure to bring before the trade; and should be seen by everyone handling such goods if only as an education."

THE D. McCALL CO., LIMITED.

Though the heavy trade on some of the wholesale milliners' lines is about over for the season, on others there is still a brisk demand. Trimmings, for instance, in this warehouse, are selling very well.

Plisse velours diament pleated satin is among the foremost in sales, and the demand for taffeta silks, in cardinals, browns, castors, greys and navys, is also heavy. Velvets continue to sell well, especially in cardinals, castors, coquelicots, and greys, though the call for blacks still keeps up. Panne and miroir velvets are shown in all colors. They are doing a big business in all colors of ribbons in all the staple widths, and also in the black velvet and satin ribbon, which has lost none of its popularity.

In the feather trimmings department black chenille and sequin are probably the best selling lines; though the sales in black and grey birds, gulls and black tips are very satisfactory. Jet and steel buckles, 6 and 8 inches, are shown in a splendid variety. The cold weather has brought with it a large demand for tourists' soft crown felt hats, the mohair felts being especially well bought. The most popular color is a dark or steel grey, with fawns and blacks next. The ready-to-wear effects have dropped out to give place to these hats.

The demand for turbans is greater than ever before, the stitched brim variety being the leading seller.

MILLINERY TRADE NOTES.

J. P. A. Des Trois-Maisons & Co., wholesale milliners, Montreal, sold out October 30.

The stock of Mrs. J. Bishop, milliner, Toronto, was damaged by fire; insured.

Chas. Reid & Co., wholesale milliners, Toronto, have dissolved partnership.

Isabella Macauley, milliner, Carman, Man., has sold out to Hill & Mallory at 20c. on the dollar.

Mrs. W. S. Jeffrey, milliner, Yarmouth, N.S., has commenced business.

Mrs. Bertha Latourneau, milliner, Bedford, Que., has assigned.

In addition to their line of silk and satin waists, Floresheimer, Roman & Hahn, 73 Wooster street, New York, manufacture a large and varied assortment of the latest styles of waists in French flannels, cashmeres and henriettas. The firm's great forte is popular-priced waists, and their success in the waist field is largely attributable to their ability to furnish showy, attractive garments at low prices.

A handsome catalogue of the goods of K. Ishikawa & Co., importers of Japanese silks and mattings, will appear in a few days. It is to be thoroughly illustrated, and descriptive of their silks, laces, handkerchiefs, ties, etc., which have been received with so much favor in Canada. A copy will be readily sent for the asking to any merchant in the business.

Ladies' Tailor-Made Jackets and Costumes.



The above cuts represent a few of our quick-selling garments. These are leaders, and the styles will speak for themselves.

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



Men's Furnishings.

THE month of October usually finds men's furnishers fairly well prepared for the late Fall and Winter trade, and this one has been no exception. The cold week or so which was experienced in many parts of Canada brought out the heavy goods, and saw them placed in the windows with great rapidity. The light fall goods have to a great extent disappeared, though a small quantity

is still being shown for those who do not wear the heavy kinds, and brisk sales are reported on all goods for cold weather wear.

HEAVY UNDERWEAR is being shown more than any other goods. A number of stores have windows made up entirely of shirts and drawers, and a big trade has been done during the cold weather of October in all-wool underwear, though fleece-lined is also in good demand. A good quantity of colored goods is being taken, principally in khaki and blue. For medium weight garments, a number of places are showing cashmere goods in khaki and white, and find them fairly good sellers.

SWEATERS and football suits are in demand now, and though a large quantity of the former are to be seen in the windows of many men's furnishers, only a few have arranged the whole suit to be displayed together. Wherever shown, the suits make a good display. Red and black sweaters are shown more than other colors.

THE TIES showing are nearly all of the flowing end and derby order. String ties have been selling well lately. They are shown in the windows along with colored shirts, the patterns being mainly polka dots in blue and white. Puff ties are not being shown at all. Black, dark green and dark blue are the predominating ground colors. There are a good many more figured ties selling now than last month, and, although stripes are the more fashionable, a good number of

different figured designs are selling. Some men's furnishers are already putting mufflers in their windows, and, when well displayed and of an attractive pattern or color, these goods are quick sellers. All dark colors, and a large variety of designs, are being shown.

GLOVES are worn mainly in red or mocho, though grey is also a selling color. The red, grey or brown silk linings are very popular, and are worn almost altogether this Fall. For a more expensive and a heavier glove, the squirrel-fur lined article is showing signs of becoming a favorite.

City furnishers are finding **SMOKING JACKETS** a good selling article at present. These are made in a variety of styles and of different materials. A handsome line is the silk and wool brocaded jackets. These are elaborately designed and should make a valuable asset for the Christmas trade. Velvet jackets, with silk cord trimming and satin facings, and plain cloth in fawn colors, with satin lining and facings, are two other attractive lines that should become popular.

Though there is a considerable quantity of colored **SOCKS** being shown, the plain black is being bought much more than anything else. Woollen goods have not been shown to any extent as yet. A large number of golf stockings, in all colors and combinations, are now displayed, but their sale has not been remarkably large.

In the way of **COLLARS**, it is the same old thing—the high turndown. Other collars placed in the window show that the dealer's stock is complete, if they serve no other purpose, but the sales are almost wholly on the high turndown style.

Ladies' collars in this style are also being shown by a number of dealers.

Good sales are reported on corduroy and colored frieze **VESTS**. They are being exhibited in many handsome patterns. The corduroy are mainly in blue and grey, with spot designs. The frieze vests are all in large plaids, blue, black, dark green and brown being the principal body colors, with red as the most prominent color in the plaid.

Seen in Dealers' Windows.

Shetland wool underwear, 75c. per garment.
Ribbed Scotch wool hose, white or black, 35c. per pair, or 3 pairs for \$1.

English dogskin driving gloves, \$1.25 per pair.
Black seamless cashmere socks, 25c. per pair, or 5 pairs for \$1.

Double-breasted lamb's wool underwear, 75c. per garment.
English crash bathrobes, \$4.

Wooller undershirts, double back and chest, \$1.50.
Fornes' kid gloves, \$1 per pair.

Latest flowing end silk and satin ties, 50c.
Cotton alpaca umbrellas, steel rod, natural crook handle, 75c. each.

Mens' all-wool sweaters, 75c. each.
Flannelette night robes, 50c.

One of the prettiest windows of the season was made by E. Boisseau & Co. of evening dress fittings. Shirts, collars, ties

Caulfeild, Henderson & Burns

17 and 19 Front St. West, TORONTO.

C H & B

Xmas Trade

Smoking Jackets and Dressing Gowns

in a large variety of patterns and styles of our own design, and at prices for less than the imported garment.

New Tie Silks are also being shown for the Holiday Trade.

Our travellers are out with samples of the above, and we ask customers to place orders early, so we can give good delivery.

LETTER ORDERS PROMPTLY ATTENDED TO.

The Empire Manufacturing Co.

Limited.

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

646 Craig Street, MONTREAL.

Our lines of

SHIRTS

- FOR -

SPRING 1901

are not excelled in style or finish, either in this country or the United States, and must be seen to be appreciated. Give our travellers a look over our goods and you will be convinced. We also have a full line of sorting goods for immediate delivery at rock bottom prices.

MAIL ORDERS CAREFULLY FILLED.

OMNIA VINCIT LABOR



TRADE MARK
REGISTERED

MEN'S FURNISHINGS—Continued.

(black and white). gloves and silk hats were all shown, and so neatly arranged that the window could not help but attract notice. The shirts were arranged on stands and at the sides of the window, with collars attached, and black and white ties alternately, while above each shirt was a silk hat and pair of gloves. Nothing else was displayed in this window, and the effect produced by the white and black alone was very fine.

Paper Collars in London.

Paper collars are not looked upon very favorably in this country, nor have they been until lately in Great Britain, but the recent raise in laundry prices, which was brought about by the proprietors of the laundries in London, has caused quite a boom in paper collars and cuffs. One firm are doing an immense business in a line of paper collars that have a thin linen covering on the outside, and that can hardly be distinguished from the ordinary linen article. These collars cost from 15 to 25c a dozen, so that those who wear them may have new collars every day for less than the cost of laundering. Many of the British peerage have for a long time been wearers of paper collars in preference to linen ones, and with this leadership it is possible that the fashion may be here to stay.

Mens' Made Mufflers.

With the approach of Winter the sale of made mufflers increases. A new style brought out last month has a plain barathea on one side and a spot or other pattern silk on the reverse side, made in the new shape, allowing it to be worn in four different ways.

The barathea silk is especially adapted to the made muffler as it has a soft heavy feel, a rich appearance, and its wearing qualities are undoubted.

Mens' Neckties.

Flowing ends are still the leading sellers. An attempt has been made to curtail the size of the flowing end, making it shorter and narrower to take less silk, but the consumer will have none of it; it must be the full size flowing end or nothing.

Hatwing bows are very good.

Blue is the leading color.

Black strongly marked with scarlet or white is very good.

Green has fallen a little flat, but may take a run later.

Stripes are still great sellers, but the feeling is that figures have come to stay.

The New York Men's Fashions.

Says a fashion writer in *Vogue*: "It is not until nearly the close of Autumn that fashions in overcoats for Winter are definitely established. The season so far has brought forth little distinctly new in this line, and it does not seem probable that there will be many very noticeable changes in style. Last year was rather unusual in this respect, and it is rarely the case, as I have said before, that fashions in overcoats last but through one season. Besides the kennel coat and the Thorn-dyke, both smart models of last Winter and Spring, there is another outer coat which deserves mention, although I am unable to give it an exact name, if, indeed, it has one. The front, which is single-breasted and with fly buttoning, falls straight from the lapels like that of the kennel coat, but the back and sides, though cut in somewhat at the waist, have not

the spring of that garment, and there is no waist seam. The skirts hang well away from the legs with somewhat of a flare, and on each side inclined slightly toward the back are slit well up from the bottom. The seams and edges are double stitched a little over a quarter of an inch. The side pockets are set diagonally with flaps, and the breast pocket, set almost straight, also has a flap. A small change pocket is made inside the right side pocket. The coat has a velvet collar, and around the cuffs of the sleeves, which are about four inches in breadth, there is a narrow piping of velvet. Although the cuffs are somewhat wider than those of most coats, they are cut in the same way; that is, of the same breadth all the way around, and with rounded corners. This is an extremely good outer coat for afternoon or evening, and may be made of almost any medium or light weight cloth of smooth finish. A fine mixture of brown and olive green, with a soft, smooth finish, is a pretty material.

"A new and rather sporting-looking outer coat for shooting is made to combine the characteristic of the Raglan and the Thorn-dyke, though following neither the one nor the other in exact detail. It buttons close up to the neck and has five bone buttons down the front. The shoulder seams are of the Raglan type, double-stitched, and the sleeves around the cuffs have a double row of stitching. Just below the second button in front there is a yoke, and directly under this on each side there is a rather large breast pocket, patched and covered with a flap. Lengthwise down the middle of these pockets there is a box-plait, like that on the Norfolk jacket, and to this the flap buttons with a bone button to match those on the front of the coat. The side pockets are large, also patched and covered by flaps, but, although they button, there is no plait; the coat hangs loosely from the shoulders and falls to the knees. As a material, a Harris tweed would be good. The coat may be worn over an ordinary shooting jacket, and with knickerbockers and gaiters it makes a sportsmanlike costume.

"The mention of outing clothes reminds me that I have noticed at one of our haberdashers some rather smart-looking sweaters, made of a mixed grey and green wool, with broad ribs, these being so knitted that the ribs were much greyer in color than the space between. Evidently two different wools were used, one in which the green predominated, and the other composed mostly of grey, but the effect was fairly good and unusual. For Autumn wear, and even in Winter when the weather is not severe, I advise the sweater cut down at the neck to show the collar and waistcoat, as being the smartest and by all means the best looking; but for certain uses, and in very cold weather, the sweater with high roll collar is preferable. Either style may be used for walking, golf, skating, coasting or any general country wear. Now that the warm weather is past, knickerbockers will be more usually worn for golf than during the Summer. There is no change in their cut, and, as a material, Harris tweed is, I think, the best. Stockings should be of rather heavy mixed Scotch wool with broad ribs, and gaiters of box cloth.

"In the shapes of boots there is practically no change. The rounded toe and rather broad, heavy sole still continue to be in vogue, and buttons are smarter than laces except on tan boots. For morning wear, and afternoon also, with any clothes less formal than a frock coat, black calf boots with moderately thick extension soles, which lie flat on the ground throughout their entire length, that is which do not turn up at the toes, are the most fashionable; out with a frock, patent leathers are best. I am aware that some men wear well-polished calf boots with a frock coat in preference to patent leather, reserving that entirely for evening wear, but personally

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

Niagara Neckwear Co Limited
Niagara Falls

Makers of *American Styles*
Of Neckwear

MEN'S FURNISHINGS—Continued.

I am in favor of a moderately heavy and substantial-looking patent leather boot as being in better keeping with the formal, or at least full afternoon attire.

“With evening dress a somewhat lighter boot may be worn, and for dinners or dances patent leather low shoes are usual; the exceedingly light and thin-soled dancing pump has gone almost entirely out of use. Fancy capped boots are occasionally seen upon men who dress well, but are, I think, by no means the best style. Tan boots are little worn during the Winter season in town, but still for very rough weather, when the snow and slush are thick upon the streets, a pair of heavy laced tan boots with thick extension soles are as serviceable in town as they are in the country. Under hard treatment they look better than calf and do not require such constant polishing. It is, perhaps, hardly necessary to say that tan boots, no matter what the weather, may be worn only with a sack suit or some attire even less formal.”

Men's Summer Wear.

Next Summer promises to see flannel suitings very much worn by well-dressed men, who will not tolerate the “shirt waist.” Wreyford & Co., the Dominion agents of Young & Rochester, London, Eng., report unusually large import orders for these goods, the favorite shades being light grey with $\frac{1}{4}$ in. darker stripe, and navy blue with light stripe. Orders are principally for D. B. Coats. Young & Rochester show very extensive ranges in these Summer suits, and any merchant who can

handle fine goods would do well to see their representatives, who are now taking the East and West journeys. An appointment can be booked through the Toronto office.

Notes of the Trade.

D. D. Donovan, men's furnisher, Brockville, Ont., has sold out to R. Davis & Sons.

Bilodeaux & Chalifoux have been appointed curators of D. R. Raymond, men's furnisher, Montreal.

The stock of the estate of D. E. Traynor, men's furnisher, etc., Deloraine, Man., was sold by auction on October 23.

Walker & McEwen have opened a men's furnishing business at Ottawa.

Gaudet, Laporte & Co. men's furnishers, Montreal, have registered a partnership.

Moses Wildfang, merchant tailor and men's furnisher, Listowel, Ont., has removed to Berlin.

The Palace Clothing House, Limited, Vancouver, B. C., has assigned to Arthur C. Burdick.

The Niagara Neckwear Co., Limited, are showing some beautiful things in peau de soie, barathea and ottoman silks for high-class Autumn wear.

The Niagara Neckwear Co., Limited's scarves at \$6, \$9, \$12 and \$15 per dozen are exclusive productions for exclusive wearers.

The Dominion Suspender Co., Niagara Falls, show a magnificent line of Christmas suspenders this season, all made up on a different order and style than ever shown before in a holiday line.



MONTREAL AND TORONTO, October 31, 1900.

THE CANADIAN COTTON MARKET.

THE Canadian manufacturers have been advancing prices all this month, until nearly every line is affected.

On October 6 The Dominion Cotton Co. issued a new list, advancing yarns and warps as follows:

Unbleached cotton warp	½c per lb
Colors	½c "
Single yarn	same
Demi cord	1c "
Demi 2 ply 16 during the season	2c "

The same concern also advanced sheetings. One line, bleached sheetings No. 10, is 3½c. a yard higher than this time last year. Pillow cottons are up ½c. or 1½c. since last year. Grey sheetings are up ¼c., or 3¼c. over last year. As to grey cottons, the following may be noted:

No. A—27 and 34 in.—is withdrawn, which takes every cotton out of the market that is less than 4c.

AAA cloth increases ¼c. or ½c. in a year.

Medium cloth No. B, increases ¼ to ½c. or 1½c. in a year.

Higher grades (No. MR) increase ¼ to ½c. or 2c. in a year.

The new list of The Merchants Cotton Co., issued October 17, shows some advanced prices: In bleached cottons, the cheapest have gone up 1c. a yard in the year; (medium) CA, 1¼ to 1½c., and the best, 1¾c. The other prices in the list are on the same scale as The Dominion Cotton Co.

On October 12, The Canadian Colored Cotton Co. advanced all their saxony, domettes, shakers and apron gingham, and yarns about 5 per cent.

The Dominion Cotton Co. advanced prices on many lines of their white and grey cottons. Big advances in canton flannels—about 1¼c. per yard. Sheetings marked up high.

As to prints, it will be noticed below that both the Colonial Co. and the Magog Mills have advanced prices in a majority of lines.

The shutting down of the Valleyfield cotton mills, owing to the riots and strikes, may affect the market in linings, such as silesias, surahs, etc.

On October 27 the Montreal Cotton Co. advanced foulards, ten lines of turkey reds, five of ducks, muslins, apron muslins and several other of their products about ¼c. a yard. In the case of ducks the advance is about ½ to 1c.

THE WOOLLEN MARKET.

The London wool sales, which have been going on in London during October, are said to furnish some comfort to the woollen trade, although the wool-grower cannot say as much. Prices began with a decline of 15 per cent. from the previous sales. The sales come to an end next Saturday, that is, November 3, and it is expected that no further decline, but rather an advance, will take place.

Writing October 20, the Bradford correspondent of The Draper's Record says: "Up to the present time by far the greater proportion of the merino wool sold at the present sale

series in London has been taken by buyers from Yorkshire, and should no system of withdrawing wools by the importers be practised, I believe that the West Riding is prepared to go on purchasing this same proportion of the merino wool offered up to the end of the sales. There are, however, evidences that continental buyers are gradually regaining some amount of confidence, and, as the Americans also seem to want some fine wools, there is every reason to expect that the prices of merino wool in London will be, at least, maintained at their present level. The tendency of fashion in dress goods is certainly more in the direction of the use of fine soft wool goods, and the present moderate price of raw material is sure to stimulate the trade in all classes of fabrics, both for men's and women's wear, made from merino wool.

"Some of the French manufacturers seem to have been selling soft wool dress goods at such low prices recently that they must have been expecting a still further fall in the prices of merino wool; but, even in their own market, the quotations for fine wools have already shown some advance, and the tendency is distinctly upward.

"Prices of the cheaper classes of cross bred colonial wools have, up to the present time, hardly shown the advance at the London sales which was expected here, but the selection of this class of wool, offered up to the present time, has been distinctly below an average, and that Bradford is cheaper than London is shown by the fact that, both makers of combed wool tops and spinners of yarns, made from these wools, are advising their customers of advances in price.

"There is no doubt that some very large orders for worsted yarns, made from these cheap colonial cross-bred wools, have recently been placed with spinners here by manufacturers of such fabrics as dress goods, serges, and that these makers have, in their turn, taken large contracts from the home trade merchants for the coming Spring. As Bradford all-wool dress serges seem to be becoming more popular every season, there is every prospect of the demand for these wools being well maintained.

"Most classes of home-grown wools, both of a lustrous and non-lustrous kind, are in better demand, and prices show a slightly upward tendency.

"The quotations for both mohair and alpaca yarns are stationary, but in the past few weeks the purchases of raw material have been so heavy, that now very little remains outside the control of the users."

NOTTINGHAM LACE REPORT.

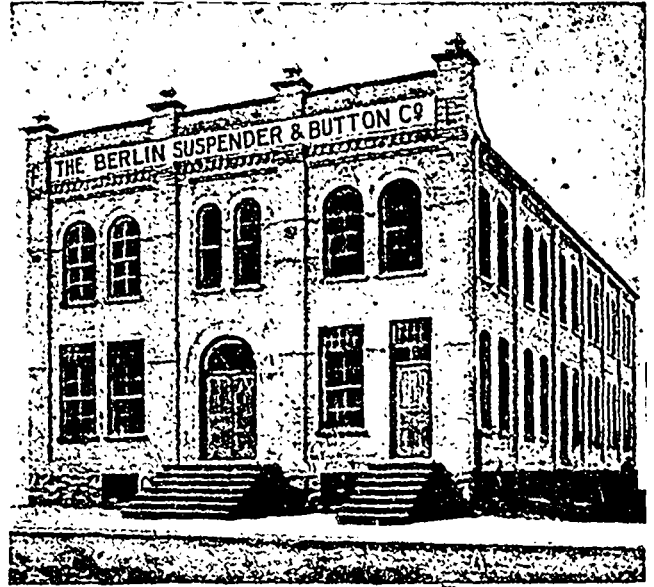
In certain specialties of fancy millinery laces there is much activity, says the Nottingham report of The Draper's Record. Valenciennes are still in favor, and torchons are in good request, as also are all-over nets. The different millinery specialties are selling in laces, insertions and galoons. Limited inquiries are being made for silk laces and nets and articles of neckwear.

There is a good demand for spotted and other nets, and the bobbin net, light tulle, and mosquito net branches are well engaged. No stocks of current goods are on hand, and prices remain abnormally high, without any inclination to come lower. Corset nets meet with a fair inquiry. Stiff foundation nets are only in limited request, but there is no change in quotations.

The making-up departments continue in an active condition, and caps, aprons, blouses and other fancy articles are in good request. An average demand is experienced for veilings

SAMPLES Now on the road.

E. & S. CURRIE.
 MANUFACTURERS
 OF
 NOTHING BUT **NECKTIES**
 EVERYTHING
 IN
 58 & 60 WELLINGTON ST. WEST
TORONTO, ONT.



Our Fall range of samples will be found very complete and interesting. Our business has so constantly and rapidly increased that we had to build new and larger premises, as shown by accompanying cut. These premises we are now occupying, and we are now able to work to much better advantage, and our numerous customers can depend upon prompt execution of their orders.



Remember, we guarantee satisfaction.

"We Fear Nae Foe."

The Berlin Button and Suspender Co.
 BERLIN, CANADA.

**ILLUSTRATE YOUR ADVERTISEMENTS.
 ILLUSTRATE YOUR PRICE LISTS.
 EMBELLISH YOUR ADVERTISING
 MATTER WITH ILLUSTRATIONS
 OF YOUR PRODUCTS.**

Illustrations are silent salesmen. They show prospective buyers at a glance just what you are selling. No verbal or printed description can equal in clearness a cut of a particular article. Do you want a cut, from photograph, of yourself, of the interior or exterior view of your store or building, or of any article of merchandise? If so, write for estimate. Send photo, if possible, and state size you want cut to be made.

If you see the print of any cut anywhere that you would like to use in your advertising, clip it out, send it to us, and ask for price of electrotype of it.

Write to-day. Don't wait.

Electrotypes size of those shown in this ad, will be sent with postage and duty prepaid at the following prices:

- Less than 10, 25c. each.
- From 10 to 24, 24c. each.
- From 25 to 49, 23c. each.
- From 50 to 99, 22c. each.
- 100 or over, 21c. each.

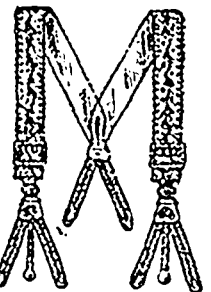
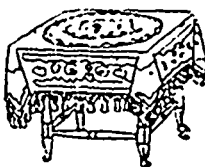
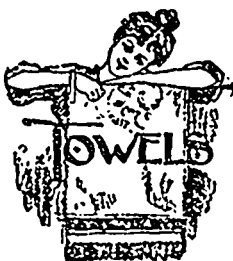
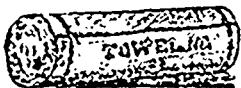
Send for proof-sheets. Hundreds of cuts to select from. Half-tones, Zinc Etchings, Electrotyping, and Stereotyping.

THE STANDARD ELECTROTYPE CO., WILMINGTON, DEL., U.S.A.

Electrotypers and Photo-Engravers.

THE PUGH CO. 67 Yonge St., Toronto, Ont.

Distributing Agents for the Dominion of Canada.



THE MARKETS—Continued.

in all the latest designs and colors. Cotton embroidery trimmings are slow of sale. Irish crochet edgings are selling as formerly.

Good quantities of lace curtains, window blinds, furniture, lace, and toilets are selling for the home trade and for export. The American demand keeps up nearly to the average level, and manufacturers are hoping for an enhanced inquiry from this quarter shortly. Styles and qualities are more varied than ever in lace curtains, and they appear to have driven the Indian muslin ones quite into the background.

DRY GOODS THREAD PRICE LIST.

STANDARD—16-oz. lb. (in red boxes)—Hanks.				
Genuine, Nos.	25	30	35	40
Per lb.	\$1 20	1 35	1 45	1 70
A. QUALITY—12-oz. lb. (in boxes)—Hanks. ½-oz. knots.				
Genuine, Nos.	25	30	35	40
Per lb.	\$1 00	1 15	1 25	1 40
BEST "LAGAN" LINEN THREAD—				
12-oz. lb. (in boxes)—Hanks. 48 to box.				
Nos.	25	30	35	40
Per box.	\$0 52	0 58	0 65	0 75
"PASSAIC" LINEN THREAD—2-oz. lb. (in boxes)—Hanks.				
Nos.	25	30	35	
Per box.	\$0 32	0 35	0 40	
CARPET THREAD—16-oz. (in red boxes)—Hanks.				
3 Cord drab, green, black, white, brown	\$1 00 per lb.			
3 Cord red	1 05			
EXTRA STRONG BUTTON THREAD—"Fil au Grand Prix"—\$1 20 per box of 48 balls, Nos. 30 and 40, black and drabs.				
WHITE LINEN FLOSS.				
1", 2", 3", 4", 72 knots to box, or assorted 1 to 4..... \$1 05 per box				
LINEN THREAD ON SPOOLS.				
Black, drabs, } 3 Cord—200 yds \$1 00 per doz. } Nos.				
W., B., and white } 3 "—100 " 60 " } 25 to 100				
Machine 3 cord, 1 2 and 4-oz Spools, 16 oz. lb.				
Nos. 16	18	20	25	30
35	40	50	60	70
80				
1 lb \$1 05	1 10	1 15	1 30	1 40
1 55	1 75	2 05	2 25	2 60
2 90				
GILLING THREAD—3 Cord—14-oz. lb. ½-lb. balls.				
Nos.	25	30	35	40
50	60			
Per lb.	\$0 77	0 90	1 00	1 10
1 25	1 50			

COLONIAL CO.'S PRINTS FOR SPRING, 1901.

The price list of the Colonial Bleaching and Printing Co., Limited, for Spring, 1901, issued October 10, is as follows:

Prints—		Sateens—	
No. 20 clo. h.	5¼	No. 54 cloth	12½
No. 34 cloth	7¼	No. 47 cloth, mercerized	17¼
No. 23 cloth	8¼	Kitchener Tweed—	
No. 21 aniline	8¼	No. 21 cloth	10¼
No. 19 cloth	10	Flannels—	
No. 19 aniline	10	Colonial Flannel	8
No. 15 cloth	10	Kopje flannel	9
Ducks—		Twills—	
No. 3 cloth	10¼	No. 18	8¼
		No. 6	11¼

MAGOG PRINTS NEW LIST, SPRING, 1901.

STAPLE LINES.			
H. cloth	5¼	HHH. heavy cloth	10
No. 1 cloth	6¼	AAA. heavy cloth	10¼
No. 2 cloth	8¼	C cloth	10¼
INDIGO—Special.			
S.C. Indigo	8¼	XXX. Indigo	11
D.C. Indigo	11	G.C. Indigo	13
FANCY LINES.			
N.N. sateen	11	Ex heavy moles	21
A. duck costume	8¼	Salisbury costumes	8
Princesse piques	11¼	Summer suitings	9
A. A. duck costume, indigo	10¼	N.B. costumes	9
A. A. " " aniline	10¼	Twill cretonne	8
C. duck costumes	12	Ottoman cretonne	10
X. X. K. skirting	11¼	Oatmeal cretonne	11¼
Moreen skirting	11¼	Crash suitings	12¼
H. drill	12¼	M. 2 linettes	10
Ladies tweed	12¼	C. linettes	12
Saxony suiting	15	Sateen cretonne	
Heavy moles	17	Embossed skirting	10
SLEEVE LININGS.			
No. 11, sleeve linings, 39-40 in.		No. 44, sleeve linings, 39-40 in.	
No. 22, " " " "		No. 22, X " " "	
No. 33, " " " "		Embossed " " "	

The above list is dated October 6.

R. Armstrong, Toronto Junction, was in town the other day and called on the DRY GOODS REVIEW.

Mr. John H. Hager, Hagersville, Ont., was in Toronto lately and called on the DRY GOODS REVIEW.

Couch, Johnston & Cryderman, of Bowmanville, have made another addition to their extensive premises. They have built a room adjoining the workshop expressly for the use of their cutter, Mr. James Saunders, and have taken the rooms formerly used by him for their ready-made clothing.

Mr. James Croil, past vice-president of the Dominion Commercial Travelers' Association, is a candidate for the presidency for 1901. Mr. Croil has long been prominently connected with the association, and has been a member of the association since its formation in 1874. He represents the wholesale dry goods house of Thibaudeau Bros. & Co., Montreal.

A. Sweet & Co., of Winchester, have just issued a handsome catalogue for the Fall and Winter trade, enumerating the articles and prices of the same contained in their mammoth store, which is conducted on the principle of the city departmental stores. The catalogue, which is profusely illustrated, fully demonstrates that there is no need of sending away from Winchester for anything in the mercantile line, as A. Sweet & Co. can supply it and as cheaply as anyone.



You'll lose your pants if you don't get a box of Automatic Buttons



The Automatic Bachelor Button.



J.V. Pilcher Mfg. Co., Louisville, Ky.

Owners and Manufacturers.

Glassford Bros. & Pollock

Distributors for Canada.



Patented Nov. 29, 1893. For All Cuffs.

Baby "Au Fait" Scarf Retainer



Patented Aug. 25, 1891

The New "Star" Cuff Holder



Patented. For Link and Plain Cuffs.

DEBENHAM & FREEBODY

Cablegrams, "Debenham, London." Telephone 2157, Toronto.

London, Paris, New York, Brussels, Lyons, Melbourne, Sydney, Toronto.

WE HAVE NOW IN STOCK:

Black Taffeta Silks, all prices.
 Colored Taffeta Silks, all shades.
 Black 24-in. Satins, all prices.
 Colored Satins, all shades.
 Black Peau de Soies, full range.

Black Mervieulleux, assorted qualities.
 Black and Colored Velvets.
 Taffeta Ribbons, Faille Ribbons,
 Satin Ribbons, in Black and all
 fashionable shades.

A consignment of Choice French Laces will be to hand first week in November.

Quotations about equal to direct importations in all the above lines.

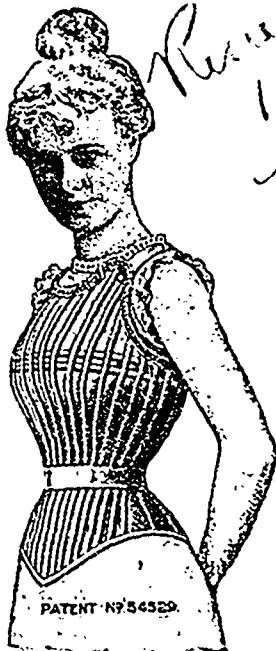
Our extensive and world-wide trade enables us to give exceptionable advantages.

Samples mailed upon request. Buyers cordially invited to call.

Stapleton Caldecott, Resident Manager, 45 Yonge Street, Toronto.

THREE Winners. 

Sample Orders Solicited.

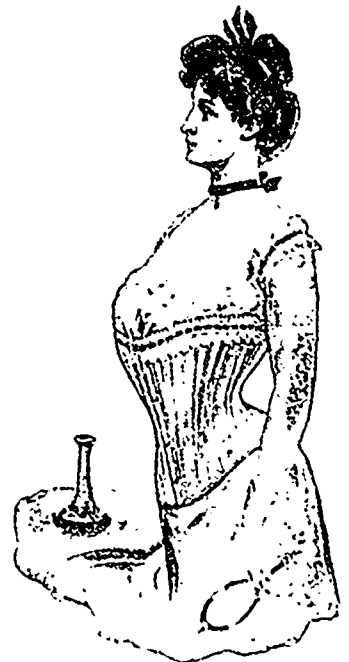


B. & O. Wright Bust Form.
 Manufactured Only By

*Received 3 Cuts
 10 Nov 1900
 Brush & Co
 W. H.*



Patented Jan. 10, 1900.
 Kabo Bust Perfector.



B. & O. Erect Form Straight Front Corset

BRUSH & CO., Toronto.

Montreal Wholesale Trade.

THE W. R. BROCK CO., LIMITED.

THE W. R. Brock Co., Limited, report a continued call on their print and staple department. Specialties are still being offered. At present a special imported line of wrapperettes are being cleared at job prices. In staples, some job lots of striped flannelettes are on sale.

The smallware and notion department has several interesting features to offer just now. A magnificent line of pompadour combs, full round and half round, has been stocked and ought to prove good sellers to the holiday trade. Celluloid hairpins and ornaments are shown in great variety. This firm shows itself to be up-to-date by having a big range of new gilt goods for blouse trimmings, including tinsel braids and cords, and a fine line of gilt buttons. Brock's dress shields are very popular. A new and catchy line of fancy garters ought to be takers for the Christmas trade. Their perfumes and fancy boxes are having a ready sale.

The W. R. Brock Co., Limited, are asserting their claim to be headquarters for ladies' and children's underwear; they are keeping an extensive range of all makes. They are showing some good values in plain and ribbed hosiery. Women's and children's flannel underwear are proving to be ready sellers at the present moment.

In the trimming department is shown a full assortment of black velvet and satin and cotton back velvet ribbons. A nice line is also to be seen in black and white imitation fur, swansdown and wool. Blue braid, as well as pearl and gold trimmings, are to be found in a variety of patterns.

ROBERT C. WILKINS.

Mr. Robert C. Wilkins has a new line of "Wild West" overalls and jackets that are striking the public very favorably. His range of cutting, golf, tennis and yachting suits for Spring are worthy of attention. Mr. Wilkins has so many orders booked ahead for the new plaid back "Rainy-day" skirts, that he cannot fill any new orders before November 15.

JOHN GORDON & SON.

John Gordon & Son, Montreal, have been appointed sole selling agents in Canada for the linen thread manufactured by Henry Campbell & Co., Limited, Belfast, and a complete stock of these goods has arrived in Montreal. This make of thread has of late years become one of the most favorably known brands, both in British and foreign markets, a proud position it has gained on its merits, for the makers turn out only superior goods of uniform strength and guarantee weight and length. The Canadian agents have already placed some goods, and customers report satisfaction.

THE AMERICAN SILK WAIST MANUFACTURING CO.

The American Silk Waist Manufacturing Co. are busy making extensive improvements and increasing the capacity of their factory at 323 St. James street. The firm have succeeded in securing the whole building in which they have been situated, and now the office and showrooms will be accommodated at the same address. Machines are being set up every day until there are now about 100 machine operators at work. While the changes have been going on, the work of the factory has been somewhat impeded and orders have

had to be declined, but, by running the factory night and day, the firm ardently hope to have all orders booked for the holiday trade filled by November 15. The travelers will be ready to go on the road with Spring goods about the first week in December.

The managers are now congratulating themselves that they have refused to manufacture cheap goods, for a market has soon been found in Canada for reliable waists of first-class quality. One of their cheapest waists is No. 555, and dealers may obtain samples of this style on request. It is a waist made of a soft-finished silk, is tucked front and back, has tailor-stitched collar and cuffs, is lined throughout, and is of dressmaker finish. The price is \$2.60 for black, with 15c. extra for colors. Samples of other styles will be forwarded on application and to each sample will be attached pieces of silk showing the variety of colors in which each waist is made.

M. MARKUS.

Mr. M. Markus has some more new features to lay before the wholesale and retail trade. He has now on hand a complete range of small gilt buttons from 10 line to 18 line in the different styles; they are the latest novelty, and dealers may have orders filled on short notice. He is just placing a convenient article before the public under the name of the "Safety" buckle. It may be used on either pants or vest. The commendable feature of it is that it has no points, yet it is handy and sure. Mr. Markus has sole control of the agency for the United States and Canada. He is now showing a fine range of vestings of German manufacture. New taffeta silks, both plain and fancy, are in stock, and seem to show extra good value. An exceedingly good variety in laces is still before the public eye, and here his motto, "Vinci non potest" is particularly applicable. Ladies' scarves promise to be popular in next Spring's styles again; for this contingency Mr. Markus has prepared himself by procuring the latest novelties in silk with fringes and insertions, and in a variety of colors and styles. Dealers may depend on the "Lion and Eagle" brand.

GAULT BROTHERS CO., LIMITED.

The Gault Brothers Co., Limited, Montreal, are showing some good values in serges and worsted coatings for December delivery. This firm were fortunate in taking advantage of the drop in price of wool, and some rock-bottom contracts have been placed. Their "Victory," "Viking" and "Yale" serges, as well as "Bellwarps," are worth inspection. In pantings they claim to have a most superior 75c. line. Early delivery of Fitzsimmons & Landslide's goods cannot be guaranteed unless orders are placed at once, for they are large-y booked-up already.

The smallware department is entering upon another season in embroideries. All-over embroideries are being used for waists, Fall costumes and skirts, with an exceedingly stylish effect. All styles seem to be demanding a certain amount of laces and embroideries in trimming this year. All-over insertions and galoons are also stylish. Guipure laces are still in heavy demand, and several cases, comprising some 200 patterns, in all-over nets, edgings and insertions, have been put into stock. Travelers are now getting samples of a splendid range of "Crescent" brand of skirts, wrappers and shirt waists, in all the latest designs.

A great array of holiday handkerchiefs are in stock. Ladies' hemstitched handkerchiefs with lace-inserted corners; hemstitched, embroidered and lace-trimmed handkerchiefs are to be found in endless variety. Belfast and Swiss makes are coming in daily.

Muslin Underwear

for Present and Later Deliveries.

Having bought Cottons, etc., before the recent advances, our prices correspond to the advantage thus gained.

THE

"GEISHA" WAIST

(TRADE MARK REGISTERED)



Made of materials adapted for

WINTER and SUMMER WEAR.

For 34 years we have been known as Manufacturers of

Reliable Garments

Perfect in Fit

Excellent in Make

Attractive in Style

The Class that Sells and Satisfies

This reputation is a solid guarantee in itself.

FRANKENTHAL BROS.

77, 79 and 81 Wooster St.

NEW YORK.

The Outlook in Spring Dress Goods

What Canadian Buyers have to Say
of the Styles and Makers.

"FASHIONS for Spring," says a prominent buyer, just back from Europe. "have been very slow in revealing themselves, but at last the decree has gone forth, and it is a pretty well-assured fact that homespuns and friezes will continue to be popular during, at least, the early part of the season, in the same shades as are at present so much in vogue, with the addition of lighter shades of grey, fawn and brown. Later on, smooth-faced materials, such as box-cloth, sedans, venetians, etc., will cut a prominent figure in much the same range of shades, with the addition of cardinal and grenat, in which may be included the new Indian red.

"Tweeds are already prominent for Spring, and, for them, early orders have been placed by the trade, but it is noticeable that they are almost entirely on plainer, smaller patterns, and that the taste for large checks is on the wane. Speaking of checks, there is an undoubted revival in tartan effects, which, for the last few months, have been slow, but the strong demand for them will be in lines to retail up to 50c. per yard only, and at that price a cloth composed altogether of wool and silk should be secured.

"Fancy blacks must not be overlooked, for, notwithstanding their phenomenally long reign, they are still to the fore, and likely to remain there for some time to come, though small bright patterns promise to supersede almost entirely the large blister effects which have had such a long term of office.

"Following next, as the season advances, will arrive printed wool delaines, which, even now, show signs of early popularity, and are likely to continue and increase, so I should advise orders being placed before the choice of novelties is spoiled, as repeats will be very slow in delivery. Printed muslins are sure of a successful run, and, in them, as in fine prints, mercerized sateens and pongees, foulard patterns, with the new wedgewood blue, will be a leading feature."

R. L. Davidson, dress-goods buyer for John Macdonald & Co., who has just returned from his trip placing orders for Spring goods, reports that the run is chiefly on plain goods, voilles, taffetas, and other soft, clinging materials having the attention of all buyers. Open work goods, such as grenadines, lace-work, etc., are also proving popular. Venetians and other goods of that class are largely in evidence. French printed delaines are showing signs of being a big thing for Spring business. In black goods, a great variety of weaves, such as armures, pebbled effects, etc., are being sold. Mohair figures and silk and wool figures are in favor in blacks. For tailor-made costumes for early Spring there is a certain amount of demand for light tweed effects.

There have been no new developments in the demand for Winter goods. Cheviots and other similar materials in browns, castors, and greys are still in evidence. Plaids are still holding their own in New York, and are bound to have a fairly good sale here this Winter. Next Spring, plaids may not be as popular as was the case this year. They are not as well adapted for Spring and Summer wear in the country as for Autumn and Winter, so the popularity of the past season is hardly expected to continue through another Spring.

Mr. Leslie H. Gault, of Gault Brothers Co., Montreal, has just returned from Europe with a budget of interesting news. He confirms the report that during the month of September the cotton market in England was in a most unsettled state, owing to the scarcity of raw cotton. During the first two weeks of September, raw cotton advanced 2d. per lb., equal to 1/4d. per yard on cloth. But the advances were not confined alone to cotton; coal, chemicals, etc., used in the production, had also increased in value. This caused manufacturers to withdraw their quotations, and many were obliged to reduce their production several days per month, not having sufficient cotton to supply the demand.

In woollen goods, both English and French, there has been a reduction, but as these goods had advanced nearly 40 per cent., it was not unexpected. The Canadian merchants, however, had never paid anything like the market value, and present prices now rule about 15 to 20 per cent. over the lowest point of 18 months ago. The last wool sales opened with a reduction, but not as much as was expected and this had already been discounted on September prices.

In the dress-goods market no special features were pronounced for the coming season. The high-class trade were using cheviots, plain cloths and neat checks for costumes. For the early Spring trade, wedgewood, fawns, and greys, will be fashionable shades. Quite a demand has sprung up for colored cashmeres in these shades. Embroidered flannels will be much in demand for waists, two of the most popular designs being the fleur de lis and crescent.

In the print trade much greater taste seems to have been displayed than usual, and some of the English and French styles in sateens are taking the place of silks, some lovely new designs and colorings being shown. The print season on this account will be a large one. Cardinal velvets, velveteens and flannels are now very fashionable for blouses. White goods for the Summer trade will be much used in lawns, Swiss spots, checks and stripes.

Mr. Geo. B. Fraser, of S. Greenshields, Son & Co., has also returned within the last few days from the European markets. He also brings some new ideas.

In dress goods he reports a tendency towards plain goods, such as bengalines, poplins and voiles in new pastel shades; these will likely be fashionable for Spring. Blacks will again be popular. There is a most pronounced favor shown for printed opera flannels, in stripes, checks, etc., for ladies' shirt waists. Brides' goods, such as mohairs, are again in the running. Plain silks will likely be good for blouses and trimmings; fancy silks seem to be out of favor. Red is the predominating color.

Woollen goods are back to their old prices, and cashmeres and all goods made from merino wools are tending higher. It is generally conceded they have reached rock-bottom.

The craze for gold braid is evidenced by the statement made by one manufacturer in England, to the effect that gold braid had advanced 120 per cent. in value. Gold braids and buttons and trimmings of all sorts are having a decided run. Anything of a military character is popular, and this explains the general call for gold and red.

Linen goods are firm, particularly cotton-warp goods. Mr. Fraser says that if his firm had to buy their linen goods over again, they would have to pay about 15 to 20 per cent. more than what they cost them some time ago. All goods containing cotton, such as velveteens, sateens, etc., are very firm.

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