

Technical and Bibliographic Notes / Notes techniques et bibliographiques

The Institute has attempted to obtain the best original copy available for filming. Features of this copy which may be bibliographically unique, which may alter any of the images in the reproduction, or which may significantly change the usual method of filming, are checked below.

L'Institut a microfilmé le meilleur exemplaire qu'il lui a été possible de se procurer. Les détails de cet exemplaire qui sont peut-être uniques du point de vue bibliographique, qui peuvent modifier une image reproduite, ou qui peuvent exiger une modification dans la méthode normale de filmage sont indiqués ci-dessous.

- Coloured covers/  
Couverture de couleur
- Covers damaged/  
Couverture endommagée
- Covers restored and/or laminated/  
Couverture restaurée et/ou pelliculée
- Cover title missing/  
Le titre de couverture manque
- Coloured maps/  
Cartes géographiques en couleur
- Coloured ink (i.e. other than blue or black)/  
Encre de couleur (i.e. autre que bleue ou noire)
- Coloured plates and/or illustrations/  
Planches et/ou illustrations en couleur
- Bound with other material/  
Relié avec d'autres documents
- Tight binding may cause shadows or distortion along interior margin/  
La reliure serrée peut causer de l'ombre ou de la distorsion le long de la marge intérieure
- Blank leaves added during restoration may appear within the text. Whenever possible, these have been omitted from filming/  
Il se peut que certaines pages blanches ajoutées lors d'une restauration apparaissent dans le texte, mais, lorsque cela était possible, ces pages n'ont pas été filmées.
- Additional comments:/  
Commentaires supplémentaires:

- Coloured pages/  
Pages de couleur
- Pages damaged/  
Pages endommagées
- Pages restored and/or laminated/  
Pages restaurées et/ou pelliculées
- Pages discoloured, stained or foxed/  
Pages décolorées, tachetées ou piquées
- Pages detached/  
Pages détachées
- Showthrough/  
Transparence
- Quality of print varies/  
Qualité inégale de l'impression
- Continuous pagination/  
Pagination continue
- Includes index(es)/  
Comprend un (des) index

Title on header taken from:/  
Le titre de l'en-tête provient:

- Title page of issue/  
Page de titre de la livraison
- Caption of issue/  
Titre de départ de la livraison
- Masthead/  
Générique (périodiques) de la livraison

This item is filmed at the reduction ratio checked below/  
Ce document est filmé au taux de réduction indiqué ci-dessous.

10X	14X	18X	22X	25X	30X
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
12X	16X	20X	24X	28X	32X



# THE DRY GOODS REVIEW CANADA

FALL TRADE  
NUMBER  
JULY 1900

# WYLD-DARLING

COMPANY, LIMITED.

## FOR FALL, 1900

*we are showing, in all departments, quantities and varieties far beyond any former season.*

*Special attention has been given to*

### ::: DRESS GOODS :::

*The range, including Zibelines, Estamine Frieses, Meltons, Ladies' Cloths, Serges, Blacks and Fancies, is new and particularly attractive.*

*Complete samples are now on the road, of Ladies' Ribbed and Plain Natural Wool Underwear, Ribbed and Plain Cashmere Hosiery, Knitted Toques, Mitts, Bootees, Infantees, Clouds, Black Cashmere and Fancy Colored Ringwood Gloves.*

*Large assortment of newest goods in Flannelette Embroideries and All over Guipure Laces, Swiss Embroidered and Linen Lace Handkerchiefs and Fancy Linens. Men's Fleece-Lined and Wool Underwear. Cashmere and Wool Half Hose.*

*Special: The "WOLSEY" Unshrinkable Underwear for men. Will not thicken or become hard when washed.*

*Everything in Canadian and Imported Staples. Novelties in Woollens and Tailors' Trimmings.*

*The manufacturing capacity of our Clothing Factory has been doubled, and prompt shipment will be given to all orders for Men's Pants, Suits, Overcoats, Ulsters, Pea Jackets, Overalls, Smocks, etc.*

*Look out for our "Special Import" Laces and Embroideries for Spring, 1901.*

**WYLD-DARLING COMPANY, LIMITED, TORONTO**

---

**1833**  **1900**

---

We are now settled in our handsome new premises built upon the old site on Victoria Square. We hope all our friends throughout the country will give us the pleasure of a visit this Summer. We will give them a cordial welcome.

We commenced business in Montreal in

**1833**

and we confidently anticipate that

**1900**

will be

**OUR BANNER YEAR**

as the first six months show the largest sales in the history of our firm.

---

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

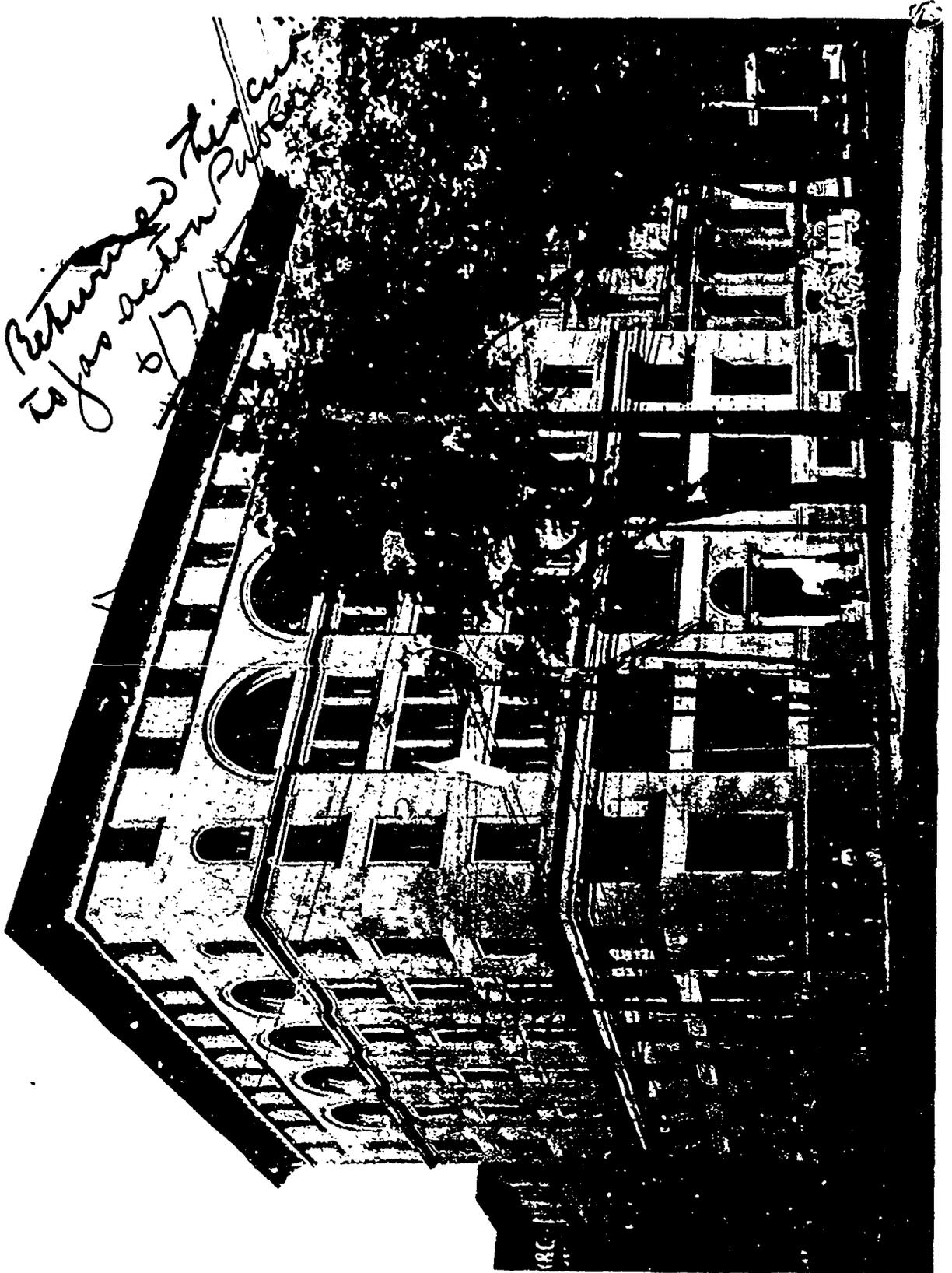
Selling Agents for

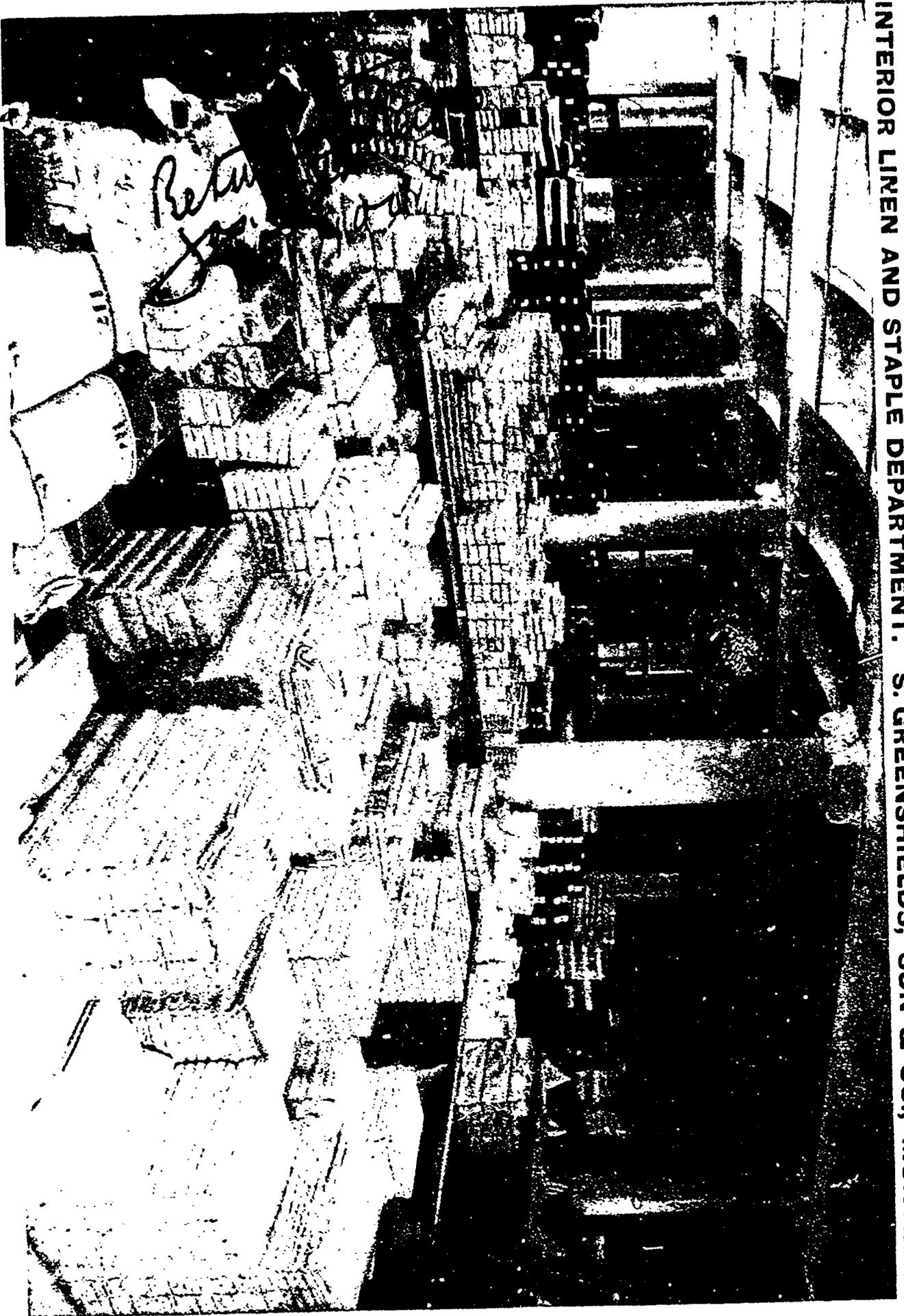
Briggs, Priestley & Sons, Bradford.  
James & Thomas Alexander, Dunfermline.  
E. Pewny & Co., Grenoble.

**Montreal**

**and Vancouver.**

S. GREENSHIELDS, SON & CO'S NEW WAREHOUSE, MONTREAL





INTERIOR LINEN AND STAPLE DEPARTMENT. S. GREENSHIELDS, SON & CO., MONTREAL

**PRINTED  
COTTON GOODS  
20,000  
PIECES**

COMPRISING

Coheco Poplins, Printed Piques, Muslins,  
Challies, Indigo and Fancy Ducks and Drills,  
Double-Fold Percales, Light and Fancy Prints.

---

**CRUM'S PRINTS,  
AND SATEENS  
IN NEWEST PATTERNS.**

**At Old Prices**

---

**S. GREENSHIEL  
MONTREAL AND**

**GINGHAMS!**

**GINGHAMS!**

**GINGHAMS!**

**6,200**

**PIECES**

**Fine Dress Gingham**

**Latest Designs and Colorings.**

**THE ENTIRE LOT**

Now offered to our Customers at

**Less than Manufacturers' Prices**

---

**DS, SON & CO.**

**VANCOUVER.**

# S. GREENSHIELDS, SON & CO.

## MONTREAL AND VANCOUVER

Corner Victoria Square  
and Craig Street

Hastings Street

are showing The Newest Novelties in

DRESS GOODS.

THE LATEST STYLES

AND SHADES For Fall Season.

NOTIONS.

THE BEST SELECTION FROM UNITED STATES  
and FOREIGN MARKETS. FLAGS for the Holidays.

TWEEDS.

LINES to suit all classes in

CANADIAN and IMPORTED GOODS.

SMALLWARES.

Everything for **WOMEN'S**  
**WEAR.**

MEN'S FURNISHINGS.

Everything to suit the **MALE**  
**MIND.**

CARPETS and HOUSEFURNISHINGS.

Everything required to start an establishment.

# YOUR GLOVE SALES

WILL INCREASE LARGELY

IF YOU CARRY A FINE ASSORTMENT OF

# PEWNY'S KID GLOVES

**BEST**

**S**TYLES  
SHADES

**F**<sup>OR</sup>  
FALL

THE MAKER'S GUARANTEE

GOES WITH EVERY PAIR.

TRY THEM!



# S. GREENSHIELDS, SON & CO.

MONTREAL, and VANCOUVER, B.C.

AGENTS FOR CANADA.

# LINENS

WE HAVE BEEN APPOINTED SOLE SELLING AGENTS  
FOR CANADA FOR . . . . .

**James & Thomas Alexander**  
LIMITED  
**DUNFERMLINE.**

WE WILL CARRY A LARGE AND COMPLETE STOCK OF  
ALL THEIR WELL-KNOWN MANUFACTURES.

**S. GREENSHIELDS, SON & CO.,** MONTREAL  
and VANCOUVER.

THE  
IDEAL  
CLOTH

*Cravenette*

FOR

**W**ET  
EATHER  
EAR

BETTER THAN  
RUBBER WATERPROOFS.

All the rage in England.



"RAGLAN."

Do  
you  
know  
a  
good  
**Macintosh**  
when  
you  
see  
it?

If  
so,  
be  
sure  
and  
get  
The  
"Beaver  
Brand"  
**Macintosh**



C. C.



D. B.  
OUR SPECIALTY.

The best and cheapest MADE or SOLD in Canada.

MANUFACTURED ONLY BY

**The Beaver Rubber Clothing Co.**

1490 Notre Dame St.

**MONTREAL.**



**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.**

## WALL PAPERS

THE . . .

# WATSON, FOSTER Co.

Limited

## MONTREAL

THE NEW LINE FOR 1900-1901 IS PARTICULARLY STRONG IN ORIGINAL DESIGN AND COLORING. WE MAKE SPECIAL MENTION OF

*TAPESTRIES,*  
*STRIPE EFFECTS,*  
*LEATHERS*—PECIALLY FINE, 21-INCH, ORIGINAL FRENCH AND ENGLISH DESIGNS.  
*INGRAINS*—MANY NEW SHADES, WITH 18 AND 21-INCH BORDERS. ETC., ETC., ETC., ETC.,

IN THE PRODUCTION OF WHICH, WITH OTHER STANDARD GRADES, WE HAVE ECLIPSED ANY PREVIOUS RESULT, AND HAVE MADE OF THE MANUFACTURE OF WALL PAPER AN ART.

IF YOU HAVE NOT RECEIVED  
OUR ILLUSTRATED CATALOGUE  
OF DESIGN—ASK FOR IT.

# OIL CLOTH

## The Dominion Oil Cloth Co., Limited

It will be to the advantage of buyers to inspect  
our different lines before buying imported goods.

### Floor Oil Cloth

No. 1 Quality—Our high-grade—in widths of from 4/4 to 10/4.

No. 2 Quality—The medium grade—more popular than ever before; also made in widths of from 4/4 to 10/4.

No. 3 Quality—Best quality in the market for the money, in widths of from 4/4 to 8/4.

THESE LINES EMBRACE A COLLECTION OF DESIGNS  
OF UNRIVALLED MERIT.

### Table and Shelf Oil Cloth . . .

Colorings and patterns being particularly effective, novel and of unbeaten value.

### Enamelled and Carriage Oil Cloths

In Muslin, Drill and Duck qualities.

✽ ✽ WE ALSO MANUFACTURE : ✽ ✽

FLOOR OIL CLOTH—4 yards wide.

OIL CLOTH MATS or RUGS.

COTTON and DUCK BACK ENAMELLED  
STAIR OIL CLOTHS.

CANVAS and PAINTED BACK STAIR  
OIL CLOTHS.

OUR FALL SAMPLES are now in the hands of the wholesale dry goods trade—  
all of whom handle our goods.

Office and Works: St. Catherine and Parthenais Sts., MONTREAL

... THE ...

# Bagley & Wright Mfg. Co.

We are now offering special  
bargains in . . .

BLUE and BLACK

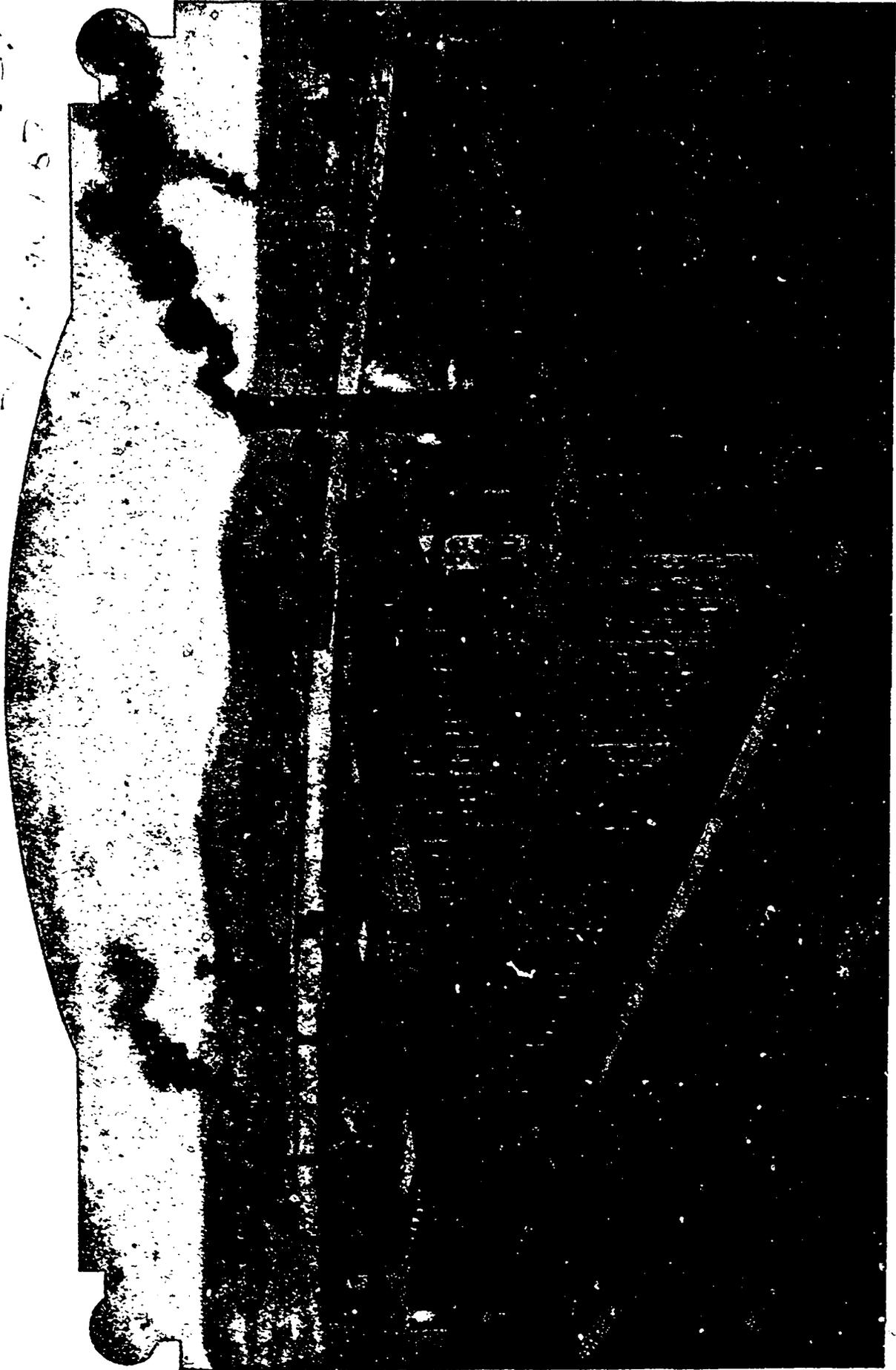
SERGES  
HOSIERY  
VELVETEENS  
HANDKERCHIEFS

Don't fail to see our Samples before  
buying for **FALL.**

318 St. James Street

—  — **Montreal.**

To Montreal office  
9/12/57  
10/1/57



**The Colonial Bleaching & Printing Co.,** LIMITED  
Montreal.

OFFICES:  
Victoria Chambers,  
232 McCord Street

**The Penman Manufacturing Co.**  
Limited.

Manufacturers of

**KNITTED  
GOODS**

of all descriptions

INCLUDING . . .

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

Head Offices:

**PARIS, ONT.**

Mills at

**Thorold,  
Coaticook and  
Port Dover.**

SELLING AGENTS:

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

# To Retail Clothing Dealers



**\$4**


## HOW IS THIS FOR PRICE ?

Genuine heavy Freize, all-wool Men's Ulsters, tweed lined, shades brown, fawn, grey, drab, black and blue, only \$4. Youths' sizes \$3.50, Boys' \$3.25.

Have you seen our \$5 range of Men's Double-Breasted Fall Suits, made from heavy all-wool tweeds ?

Have you seen our \$5 line of Men's Double-Breasted Beaver Overcoats, black or blue ?

Send us a postal and we will express prepaid sample garments.

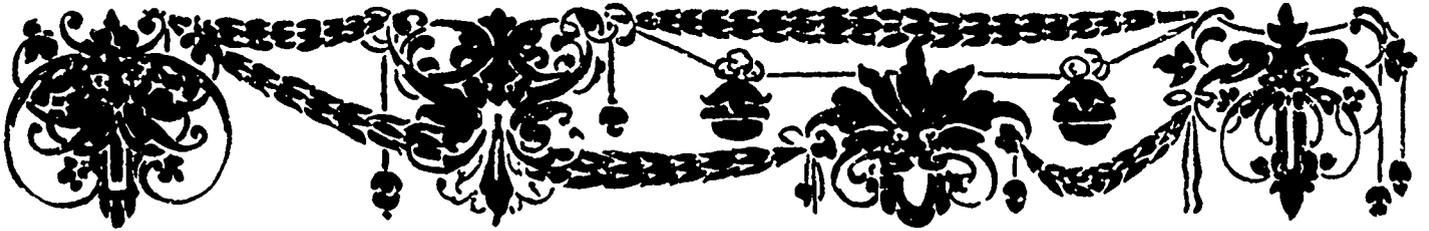


# M. SAXE & SONS

MONTREAL'S     
 Leading Wholesale Clothiers


 CORNER ST. PETER AND LEMOINE STREETS.

# The Dry Goods Review



VOL. X.

MONTREAL AND TORONTO, JULY, 1900.

No. 7.

## FASHIONS.

THE CHANGES IN MEN'S AND WOMEN'S COSTUMES DURING THE PAST FEW CENTURIES; WITH A BRIEF ACCOUNT OF HOW THEY HAVE BEEN EVOLVED FROM THE ORIGINAL MODES.

Specially written and illustrated for THE DRY GOODS REVIEW.

**F**ASHION'S CHANGES—the bane and the boon of the dry goods merchant—are not peculiar to the present era, but have existed ever since our Mother Eve adorned herself with the leaves of the fig tree, and discarded this costume for a more pretentious one of skins and furs.

THE differences between one style and those preceding and following it were more pronounced than they are in today's fashions; but changes in dress came at far greater intervals—sometimes years apart—and not tumbling over each other as at present. In England, from the Norman Conquest till well on into the 15th century, the long flowing robe of the women suffered very little change. A few minor alterations in the girdling of the dress cover it nearly all.

COMMERCIAL and social intercourse with foreign nations, however, was destined to create a change in this. Trade with Oriental nations brought into the more civilized countries the jewels and rich materials of clothing and furnishing used by the great potentates of the East. The French court, characterized from its earliest times by a love of display, adopted many new ideas of dress, and used newer and richer materials for them. England, which, until very recently, invariably modeled her fashions after those of Paris, soon followed, and, in the reign of Henry IV., we find the simple caul of gold net that adorned the heads of the ladies of the higher class in Britain giving place to an enormous head-dress introduced into the country from France. This, in the reign of Edward IV., became the tall steeple-like cap we have so often seen in prints of this period. Toward the close of the 15th century a number of innovations started the onward march of fashion, which has arrived by gradual, sometimes almost imperceptible, development to the present dress of nearly all civilized peoples.

DURING this period the merchants had not the vast variety of materials and colors to show their customers that can be seen now on our dry goods counters.

ALTHOUGH the court ladies and gentlemen wore more brilliant colors than at present, the materials were mostly of

woollen cloth and coarsely woven, except in the case of the sovereign or some very wealthy noble. Indeed, the laws permitted none but the King and nobles to wear rich materials. Goods brought from foreign countries could not be worn by the "common people," who were also compelled to buy cloth costing not more than two-pence a yard. Purple, in this period, became a mark of royalty, Edward IV. passing laws to that effect. About 1470, the tall head-dress went out of fashion and a sort of velvet cowl took its place, which, in turn, became the small black velvet cap of the Tudor period.

THERE were many widely different male costumes, the only part common to all being the long hose of cloth, ending in shoes of the same material. An undergarment of finer cloth, covered by a doublet or jacket, with sleeves sometimes reaching nearly to the ground, composed the most common dress of the gentlemen of this time. Long hose and boots reaching to the knee enclosed his limbs. The large sleeves of this costume a little later we find disappear, and in their stead a cape, fastened to the sleeves of the coat at the shoulder and elbow, is used. The practice of slitting the doublet at the elbow so as to show the undergarment began at the close of the 15th century, and this gave rise to the fashion of slashing the whole suit in almost every direction which became so much the rage in the Tudor period.

IN the reign of Henry VII. the great variety of fashions would render verbal description almost impossible. The one great innovation, which later became so important a

part of the dress of a lady of quality, was the laced corsage. From the earliest Norman times the loose robe of the ladies was girdled around the waist with a heavy sash, or, in a few cases, by a small, leathern belt. This was abandoned and the dress, instead of being composed of one piece of cloth, was divided into a skirt and waist, the latter of which was at first



BRITISH DRESS IN 1450.

laced very loosely and did not attain the length of later fashions. A great velvet hood with a sort of cape hanging over the shoulders was worn frequently at this time. In male costume there was not much change, although the quality of goods made and those imported into the country greatly improved. The trunks, which were developed from the skirts of former times, were made in this reign of two, and sometimes more, colors.

AS in these times the sovereign's taste for finery affected the fashions a great deal, we will not be surprised to find in



BRITISH DRESS IN 1550.

the reign of the gay Henry VIII. some very radical changes. The costumes became much more elaborate and the materials richer. Travel and education had done a great deal for this, and all the newest fashions of the French court were brought to Britain. Very soon, the costumes of royalty and nobility came to be of great magnificence, and the

“common people,”

who tried to vie in splendor with the court, also improved in their dress.

THE KING, however, was not willing to have himself and his nobles equalled in apparel by the “lower” classes, so he passed laws placing a limit on the dress of all subjects. Black jennets' furs, for instance, were permitted to the use of none but royalty; the nobility were given certain marks of distinction in material and color of costume which the “lower”

classes were prohibited from using, and many other small privileges kept the commonality from becoming too gorgeous in their dress, and the merchant from making too much money.



BRITISH DRESS IN 1817.

THE drygoodsman in Henry VIII.'s reign had to conduct business in a very much more humble manner than he would to day. He peddled his wares, and had to content himself with small profits; for the nobility, to whom he looked to buy his goods, were not only hard bargainers, but apt to pay the merchant in promises, which he had to accept for fear of his noble customers' displeasure.

The court looked upon English made goods as inferior, and not fit for any but the laboring classes; while foreign goods found a ready sale. Foreign goods, however, were brought in at a great risk to the merchant in those days. Each merchant was his own importer, and with the continual warfare and piracy, so prevalent at the time, as well as the risk which his small, frail ships ran on the sea, his importations caused him great anxiety and often great loss.

THE male costume of Henry VIII.'s reign was a radical change from all the previous dresses of gentlemen from the time of the Norman Conquest. The hose were lengthened from the knees to the hips. The trunks were lowered to almost half-way to the knees, and continued from this time to be gradually elongated until the Stuart period. A short jacket, with cape-like sleeves reaching nearly to the elbow, was very often worn, from under which the sleeves and trunks, both of the same material and color, protruded. These were slit to a very great extent, showing the undergarment through each slit, and giving an appearance of padding to the whole suit. The female costume underwent almost as great a change. The short waist lengthened, and we find the very long narrow bodice, so often seen in Queen Elizabeth's reign, making its appearance here. The whole dress was much more elaborate, and the beautiful patterns of a later period had their beginning in the last part of Henry's reign.

PROBABLY no court in the history of Great Britain was as brilliant in the way of dress as that of Elizabeth. Being a woman, it is but natural to suppose that more attention would be paid to dress and display than if a male sovereign led the court. Elizabeth herself was most careful about her personal appearance, and, with all her masculine ability as a sovereign and diplomat, she was a woman in the matter of fashion. Trunks and stockings of woolen cloth, which had hitherto been worn by all, were now used by none but the poor people, the nobles and gentry abandoning them for silk and thread garments. The wide ruff which came in toward the last of Henry VIII.'s reign, became still larger at this time, and was worn by the gentlemen as well as the ladies. Although the costumes of this time did not change radically in design, they underwent a great reformation in regard to material. But, even with all the notice given to fashion, there remained the same style practically throughout the whole period, with very few alterations, until the Stuarts came to the throne.



BRITISH DRESS IN 1840.

THE first part of James I.'s reign (from 1603 onwards) produced no new styles, the dress being the same as worn in the time of Elizabeth. It is not until the middle of Charles I.'s reign that any great change is found in costume. A large number of new materials and patterns came in under James' rule, and gold cloth, brocaded silks, velvets, satins, tissues, etc., were used for the first time in Britain. The female costume was much the same as in the previous reign, with less padding and of still better goods. The wide, felt hat, adorned with a feather, was worn by the gentlemen of the last part of James I.'s reign, and the trunks, which by this time had been lengthened to the knee, were brought just below the knee and fastened to the leg with a tight band around the bottom. They soon lost the baggy appearance of former times, and in Charles I.'s reign had become knickerbockers. Although loose at first, they were gradually made tighter until the Hanoverian period, when we find them fitting the leg closely.

THE Commonwealth had a costume of its own. The staid Puritans, despising show, affected the simple, dark cloth suit we so frequently see in pictures of this period, and, although the Royalists continued to dress in the fashion of the court, the costume of the Puritans is the most conspicuous of the time.

FASHION again reigned supreme at the Restoration in 1666, and various minor alterations were made in dress. The long riding habit which is used to-day came in at this time, and has altered but very little since. Many beautiful laces are seen in the dress of this period, and these formed a large part of the costumes. Charles II. invented the original of the cutaway coat of to-day. It was at first a long, close vest of black cloth or velvet, reaching to the knees and cut square in front. The corners were pinned to the back in the Georges' time, and finally the turned-over portion was cut off altogether.

IN Anne's reign hoops first made their appearance, attaining enormous proportions, and were not finally abandoned until the French Revolution, when they gave place to the "Empire" gown. From this time the great radical changes in fashion in Britain disappear, and each new style is an alteration of some previous one. The high caps and huge head-dresses went out as the hoops came in, and the hair was done up more like it is to-day. The laced corsage was shortened to almost half its former length; ruffles and flounces made their appearance, and many other faddish variations of costumes were adopted.

THE close of the 18th century witnessed the only real innovation of the time. This was the introduction of frock coats, with loose trousers reaching to the ankles, and short boots underneath them. Although this is an entirely different style from all those previously in vogue, it still grew out of the knickerbocker costume of the first George.

BONNETS, too, are seen first at about this time, and, though small at first, it was not long before they were brought to the extreme in size that most new articles of apparel attained in those days. Until about 1830 the usual female dress was a long, short-waisted gown, a development of the Empire gown, generally accompanied by a high bonnet. This disappeared, however, and hoops became the fashion again, first narrow, and finally until 1870 wider even than in the days of Queen Anne. They were made smaller again and in 1876 went the way of all other styles and were seen no more.

SINCE Queen Victoria ascended the throne the different fashions would be almost innumerable. Quicker and safer means of transportation, cheaper manufacturing facilities, the prosperity that came with peace, and many other causes tended to produce the present large number of styles, materials and designs. The leaders of fashion, whose sole occupation is with their dress, cannot be satisfied with the same costume for two months in the year, and those of us who can afford it must follow their lead. The demand for something new is incessant and as long as the demand exists the supply will be found. We have, perhaps, reached a point where radical changes in dress cease, but variations in design, color and material, and fads and fancies of all degrees of absurdity will always be found to have their admirers. We must submit to the faddists, and can only wonder what next!

C. G. H.

## How to Train Young People.

The German Example which Canada Should Note.

OVER 24 years have elapsed since the movement having for its object the manual training of boys was inaugurated in Germany. In this space of time, over 2,000 teachers have given their cooperation to the movement; nevertheless, both the internal and the external conditions connected with this new branch of tuition leave much to be desired. The original training in home industries and home occupation has almost entirely disappeared; it is carried on at present only in a few places in Holstein and in 17 institutes for the blind. Most of the other educational establishments in Germany, including 18 orphanages and 46 deaf and dumb institutes, have already introduced manual training into their curriculum. But the endeavor to prepare the pupils in the schools direct for the eventful handicraft has obtained importance in only two of Germany's institutions of learning.

There exist at present in Germany, distributed in 605 places, 861 schools and institutes wherein manual training is carried on in 1,514 workshops. Of this number 836 schools and institutes conduct the training on a pedagogical basis. Prussia has 570 manual training schools, spread over 435 places and distributed among 596 workshops. Industrial centres take the lead, as follows: Prussia, Upper Silesia, the Rhenish Province, and the Kingdom of Saxony.

The 1,514 pupils' workshops comprise 286 independent manual-training schools and 238 public schools, of which 16 are auxiliary schools where the work is obligatory, 17 middle-class schools, 41 high schools—made up of eight gymnasiums, six technical gymnasiums, 12 technical and technical high schools, and 15 boarding schools—seven preparatory institutes, 26 teachers' seminaries, and 93 boys' asylums, while the remainder is made up of various kinds of private establishments. Sixty-nine institutes have adopted the whole curriculum as recommended by the German Association for the Dissemination of Manual Skill, while 16 dispense with the preparatory work; of the rest 177 schools and institutes confine themselves to three branches, 261 limit themselves to two, and the remainder to one branch only. Five hundred and thirty-five workshops are devoted to wood carving, 527 to working in cardboard, and 356 to the carpenter's bench; of these, 68 are closely connected with wood carving, 77 with preparatory roughing-out work, 35 with metal work, 28 with country timbering, 11 with turnery, and 11 with modeling in clay.

Pedagogical manual tuition has branched out in three directions: The practical formal method which regards handicraft as a means to general culture; the direction advocated by those who aim at the so-called school-manual dexterity, and the system which would make the manual training serve as the basis of individual branches of teaching and utilize these in order to influence the method of instruction in school. The first two are becoming more and more amalgamated. In the third direction, Professor Kumps, at Darmstadt, School Inspector Scherer, at Worms, and Rector Bruckmann, at Königsberg, Prussia, are at present engaged in making thorough experiments in public schools.

The participation of German teachers in the efforts of the German association is steadily increasing. Over 2,200 German teachers have up to now been taught to become instructors in manual training. Of these, 954 were taught in Leipzig and 1,250 acquired training in 33 places in other parts of Germany,

## How to Meet Department Store Competition.

*Prosperous City Houses Not Afraid of Big Stores—How Dry Goods Business Is Built Up To-day.*

Specially Reported for THE DRY GOODS REVIEW.

THE big department store is answerable for a severe competition in business during the past 10 years among dealers in different classes of goods throughout the country. But no one has been more affected by this competition than the dry goods merchant. Failures in city, town and hamlet have been ascribed to the trade of these stores. While some men, however, doing business far removed from department stores, have not being able to hold their trade, others have opened up business and prospered close to them and in spite of them. Why is it that some merchants are adversely affected by them? Is it the fault of the merchant, or is it impossible to combat the department store unless under certain conditions? This is a question about which there is more than one opinion, as may be seen in the answers of a number of prominent drygoodsmen of Toronto, who have done and are doing successful trades almost within sight of large department stores. THE DRY GOODS REVIEW has sought opinions with a view to solving the problem.

### How One Firm Has Succeeded.

Mr. Walker, of Walker & McBean Co., whose well-trimmed windows and attractive place of business at 450 Spadina avenue, Toronto, draw the attention (and the trade) of any passer-by, did not know that he could say exactly what had made his firm so successful. The department stores did not have the influence over his business they once had; they had reached their limit in trade and would not grow any stronger. He claimed that he sold on the whole considerably lower than the department stores. "Look at that shirt waist," he said. "We sell it for 75c.; down town in one of the department stores they are advertising the same article as a good bargain at 90c. We sell this," indicating an English print, "for 12 1/2c., while they ask 18c. for it, and on most of their bargains it is the same. We can undersell them on all but what they practically giveaway, and still make a fair profit. We do a strictly cash business both in buying and selling; buying from the same firms as they do and selling lower. A great many merchants want too much profit on their goods. The time is gone by when men make a big per cent., but many people don't realize that, and until they do they will have a hard time to get along. By selling close and keeping a carefully assorted stock we keep our customers' trade. We have people who have dealt here ever since we've been in the business (and we are an old-established house) and they say they can do better in bargains here than at the department stores. We have people come from the department stores to us to get suited, after failing to get what they want there. We suit our stock to our trade. Many merchants fail on account of their stock. They don't carry a proper assortment for their locality. I think if a man goes into business with a determination to succeed, and works hard toward that end, he is bound to get along."

To see Mr. Walker himself work in and about the store is to realize that he "practises what he preaches." There are 12 assistants in the store and they are kept busy. This indicates a pretty prosperous place, and when we consider that the firm has built itself up in the face of the department stores we must conclude that Mr. Walker is right in his closing sentence.

### Value of The Cash Basis.

Mr. Chas. E. Coatsworth does business at 310 Parliament street, Toronto, in a well-stocked and wide-awake-looking store. When the subject of department stores was mentioned, Mr. Coatsworth remarked that, so far as his business was concerned, he would not know that they existed. At one time they deprived him of a large part of his trade, but now he has the local custom well in hand. This he puts down to his prices more than anything else. He can sell closer than the department stores. Having greater expenses, it costs them more to sell an article than it does him, and they must sell for a higher price to make the same profit he does. A great many men are ruined by the department stores, he believes, because they are not fully up to their business. They want to do business in the old way, instead of keeping up with the times and competing with their fellows on an up-to-date basis. "They buy an article for 50c. and want \$2.50 for it. If it happens to be worth more than its cost to him the merchant considers that he must make a certain per cent. on its value instead of on its cost to him, and, if he cannot get it, he thinks he is having a poor bargain." Not dealing in cash, too, is one of the reasons for a great many merchants giving up business. Especially should they buy for cash. "The man," said Mr. Coatsworth, "who can't take his cash discounts from the wholesale people had better stay out of the business." Some merchants, he thought, do not watch their trade closely enough, and, consequently, do not keep salable goods. Prices have to be low. Mr. Coatsworth sells reasonably low right along, and his customers know where to get what they want and what price they will have to pay for it. The bargains in the department stores do not always come when people have the ready money or the time to take advantage of them, but they know that at his place they can get the same article at any time at a fair bargain. Speaking of prices brought Mr. Coatsworth to remark that the advertisement that did not quote prices, no matter how excellent it may be in other ways, is not worth very much to the advertiser. People are interested in advertisements when the prices are printed with them, but a long list of goods advertised as being sold below cost is not as effective as an advertisement that does not claim so much, but shows in prices just what a customer can do at that store. Mr. Coatsworth has great faith in ticketing goods on the counters and in the windows with prices. People come in for a certain article and notice these prices on other things, taking the chance to get a good bargain; whereas, if the goods are not labelled, only those who were looking for such would think of asking the price, and anyone else would go out without them. Prices on goods not only attract notice, but give an appearance of a good bargain. The store with ticketed goods, in fact, looks as though its owner was not ashamed of his prices. Mr. Coatsworth finds his best results in advertising come from a small local paper. Keeping the stock out for inspection is another way in which he manages to sell so large a quantity. A great many men, he thought, made the mistake of keeping their goods under cover until asked for. When people buy an article there is always something else they would like to get with the change. If this

# Don't Overlook This

## IT'S INVALUABLE ADVICE.



**WHY DOES ONE MERCHANT PROSPER** where another  
(with the conditions apparently equal) fails?

**Because--**

The prosperous one recognizes the necessity of employing **expert, intelligent sales-people**, and of giving his customers . . . .

**THE BEST VALUE FOR THE LEAST MONEY.**

A well-conducted Pattern Department is a necessity for every progressive Dry Goods store. With a stock of **THE POPULAR PATTERN**

## The New Idea

## 10c. Pattern

managed intelligently by a capable, expert sales-lady, it is a **great advertisement and introduces and sells goods** in every department in the store. It will pay you, but don't put a child in charge.

**OUR SUCCESS HAS BEEN PHENOMENAL**

because our pattern is the best and the lowest-priced.

Particulars cost—a post card.

THE . . .

## New Idea Pattern Co.

636-638 Broadway,  
NEW YORK.

232-234 Fifth Ave.,  
CHICAGO, ILL.

75-77 Victoria St.,  
TORONTO, ONT.



something is out before their eyes they will likely purchase it. It is the change from bills that the wide-awake merchant looks after. Mr. Coatsworth started in business with big opposition, and good judgment in buying and managing has made his store a successful one. He does entirely a cash business.

#### Advocates the Cooperative System.

Mr. Chas. S. Botsford, the manager of the Cooperative Store at 524 Queen street west, Toronto, did not think it possible for a country merchant, unless under very favorable conditions, to compete with the department store. The biggest curse the merchant in the country had to put up with was the cheapness of the post office order. For practically nothing the department stores could ship their goods all over the country. It was useless to speak of people not getting good bargains at the big stores. There were many good bargains to be had there that no ordinary merchant could afford to sell. There were many things almost given away as

with \$400 a year purchase, if we suppose him to be paid 10 per cent. dividend (and many cooperative stores pay from 13 to 18 per cent. dividend), would double his money in three years." Mr. Botsford thought that the people would support a store in which they were financially interested. By investing in the company's stock they become part owners of the store, and naturally would try to help it along. He mentioned that the Seigel-Cooper Co., of New York and Chicago, large department stores had been recently turned into cooperative stores.

#### Two More Thriving Firms.

Mr. T. S. Lobb, 778 Queen street east, Toronto, who is the proprietor of a flourishing dry goods store, has built up his business during the past few years in spite of department stores. He attributes his success to his training as a buyer for a large English firm. A merchant should learn to buy well and the rest is not so difficult. "Buy little and often" was Mr. Lobb's motto. He advertises in the local paper in preference to a large daily. At certain seasons of the year, Spring and



A HIGHLAND STREAM, MUSKOKA LAKES DISTRICT.—Published by courtesy of the G.T.R.

an advertisement, and the loss made up on something else. These bargains ruin the smaller merchant. The only remedy Mr. Botsford knew of for this state of affairs was that furnished by the cooperative store.

"I think," said he, "it is the solution of the difficulty. It has been in England, where a few years ago the merchants of the smaller places were hampered by the big department stores just as they are here to-day. Of course, the cooperative store will not do away with them altogether, but it will limit their trade. I think it would be the best thing for country merchants to do to keep the local trade. We have not been running long, but we have not much fear of the final result. We allow anyone to buy shares in the company, and at the end of a year he gets a dividend on the stock, and, besides, 5 per cent. of his year's purchases, in cash or goods, is given to him. A year's purchase for a fairly good customer would amount to about \$400. A man with \$100 stock in this company

Fall, he gets out hand bills, from which he claims to get good results. He does business on a close margin and never hears the prices of the department stores quoted to him. A good deal depended on a man's own individuality, Mr. Lobb believed. He thought the failures had about stopped and that the department stores had ceased to grow.

Mr. A. A. McKay, 292, 294 and 296 Queen street east, Toronto, was very busy when THE REVIEW called, and could only stop to say: "Of course it's all in the buying. We buy for cash and make whatever there is to be made out of discounts. We advertise in a local paper and get good results from it. We just keep pegging away, doing our best, and get along all right." Mr. McKay is going into the department business in a small way himself, several kinds of stock having been added to the dry goods. The windows of this store bear the significant sign: "The money-saver," which provides a reason for all customers who trade there once to go again.

# Brereton & Manning

52 FRONT STREET WEST

TORONTO.



**WHOLESALE  
MANUFACTURERS OF FURS.**

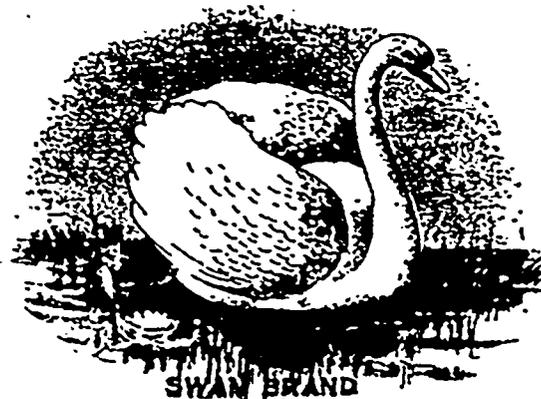
**IMPORTERS OF AND DEALERS IN FURS AND SKINS.**

TELEPHONE 2624.

DOWN .  
WOOL . .  
COTTON

# COMFORTERS

**Bed  
Pillows**



**Cushions  
Cosies  
and HEAD RESTS.**

LETTER ORDERS PROMPTLY ATTENDED TO.  
PRICE LISTS ON APPLICATION.  
ASK TO SEE OUR ALBUM OF DOWN COMFORTER DESIGNS.

**EVERYTHING NEW IN COVERINGS THIS SEASON.**

## The Toronto Feather & Down Co., Limited

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

## The Trend in Colors for Fall and Winter.

Paris Ideas and Their Probabilities.

IN dealing with the color charts or cards issued every month by leading French syndicates, The Dry Goods Economist says the color card should influence the buyer of materials to a certain extent, and to a certain extent only. He may judge from it what the style card calculates upon as being the most useful and the most likely to be demanded. He should not think that the card affords any guarantee as to which of these tints will have extreme popularity. Colors are presented in certain depths and tones in order to prevent confusion in dyeing and manufacturing.

And there is another thing. With our drygoodsmen and, in fact, with those of all the world, the leading tint in dress goods, silk fabrics and other goods will be black. Black does not appear on the color card, but black will appear on the shelves of the leading houses in the greatest quantities during the coming season. The Economist's opinion, drawn from experience, is that the gums, browns and greys will have the next place in popularity. What anyone may care to do in reds, greens and helios is his own business, and should depend entirely upon the opinions, feelings, habits and character of the trade which he supplies.

### THE KHAKI TINTS.

In two of the ribbon, silk and velvet and the woollen and dress goods cards this season there are several indications as to the colors that are likely to prove leading features of the Fall and Winter work.

Among these is the dominance of khaki tints. That brown cloth of cotton, first worn in India, and more recently transported to almost every quarter of the globe by the armed forces of America and England, evidently occupies a prominent position in the French mind. There was already a tendency, however, to adopt the beaver and gum shades as a leading,

safe and satisfactory line of nuances, into which every variety of material known to the trade could be safely dyed with an assurance of popularity with distributors and wearers. Khaki in its lightest and its darkest tints is apt to be extremely popular and very welcome.

### AMUSING NAMES.

There is an element of the amusing in the names which have been given to the various tints in this scale of color. In the silk card, starting with the light tan and proceeding to the darker shadings, we have (when translated) such names as tow, flax, hemp, then khaki, Transvaal soil and Cape of Good Hope. Then follows a second range in a little more yellowish tint, which includes giraffe, then khaki, kopje, mule, Midas and ermite.

In the cloth color card the khaki tints are still more emphasized, a special line being drawn around them to show that they are prominent in the construction of the season's shadings. Again the names suggest the derivation, from the lightest, Boer, passing through Natal, mine d'or (gold mine), Roberts, Pretoria and finally Le Cap, or the Cape.

### BEAUTIFUL SILVER GREYS.

As a contrast to this line of brownish and yellowish brown and beaver shades, which are suited especially to brunette wear, the cloth card shows a beautiful range of the silver greys which usually appear as a foil to the line of tans whenever it is prominent.

The colors here are pure, and range from a very delicate pearl, called bastille, through silver, platinum and very delicate greys, called by the Exposition names of Luxembourg, Trocadero, Vieux Paris, chatelet and louvre.

There is, however, a second range of tan shades in the cloth color card, which bear the impression of the outing idea. These are the automobile tints apparently, and suggest that these colors—which are pinkish in hue—are to be worn for a variety of such wear. However, that does not necessarily follow. Putting guesswork on one side, they simply stand as another range of tan and gum shades, provided with a view to supplying the variety necessary to a choice.

These tints are called, from the lightest to the darkest, veloce, touring, chauffeur, chacal, verre, fume and ruine.

### STRIKING POINTS.

In the cloth card appear two striking and important assortments, complements of each other. A line of reds, starting from a vivid sanguine, or blood red, and passing through a range of these shades to a dull, rich grenat—which in this instance is called campeche—is a marked hint as to what may be expected in the reintroduction of red, both as a contrast and as a color for whole gowns.

The greens, which are characteristically and humorously named, are also a reintroduction—a coming back, if you will—of a color which has been very frequently in the style world the greatest of all favorites. The tintings are of the grass and



MILFORD BAY, LAKE MUSKOKA.—Published by courtesy of the G.T.R.

# Crompton Corsets

Have a Quarter Century's Good Reputation.

They are the corsets that benefit both dealer and purchaser. It pays merchants to sell Crompton Corsets because they invariably give satisfaction, and wearers ask for them again and again. Discriminating dealers stock these sought-for lines—suitable for all styles of figures:

**QUEEN MOO, VICTORIA, CONTOUR, MAGNETIC, YATIBI, QEBEH, THE NEW DUCHESS CORSET**  
(designed for ladies inclined to embonpoint), and

**HYGEIAN WAISTS**, made in four different styles, for Ladies, Misses and Children.

Manufactured by \_\_\_\_\_

CORRESPONDENCE SOLICITED. . . .

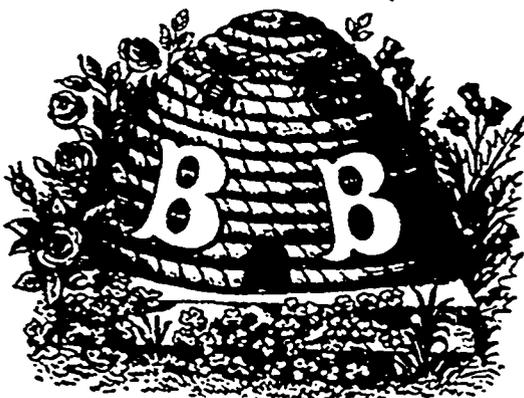


"THE DUCHESS"

The Crompton Corset Co., Limited, Toronto, Ont.

Established 1785.

TRADE MARK



REGISTERED

# BEE HIVE Knitting Wools

-- MADE BY --

J. & J. BALDWIN, HALIFAX, ENG.

The Oldest Established and Largest Makers of \_\_\_\_\_

ALL KINDS OF KNITTING WOOLS

KNOWN ALL OVER THE CIVILIZED WORLD

Scotch Fingering  
Wheeling  
Petticoat Fingering  
Soft Merino

Berlin Fingering  
Balmoral Fingering  
Merino Fingering  
Soft Knitting Wool

Vest and Silk Vest Wool  
Lady Betty  
Shetland  
Andalusian

Pyrenees  
Fleecy  
Dresden

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

Especially Adapted for Cycle Hose and Sweaters

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

Wholesale Only

Send for Samples.

Agent

**Duncan Bell**

MONTREAL and TORONTO

verdure class. There is no suggestion of the brownish or yellowish olives in this particular line, which is very aptly named, from the lightest to the darkest, Erin, Gael, Dublin, Kildare, Patrick and Paddy.

There are both humor and appropriateness in the names of these colors, which are very apt to be extremely popular in Paris, since with the French people sympathy and enthusiasm have much to do with style vogue. Having exhausted the Russian craze, the French people, ever eager to go wild over something, are very apt to carry the English khaki and the Irish green tints to an important position. There is also method in the combination, as, though the British are not particular favorites with the French, the general disposition at this moment is to forget old scores in the interests of the Exposition.

The only tints not accorded a strong position are the olives and blues. While the latter are present to a considerable extent in the lighter tints, and, of course, a range of blues is invariably present in a French list of styles, blue is not likely to obtain any great prominence, and olive greens not at all.

#### THE LIGHT SHADES.

The light shades are divided between two ideas, which, in the last analysis, are very near approaches to the popular pastel tints of the last season. In both instances, however, they are modifications.

In the cloth card these are named the "Nuances Trianon," by which are probably meant the shades used in the decoration of the rooms of the villa erected at Versailles by Maria Antoinette. These are the delicate blues, pinks, greens, purples, roses, lilacs, and other faint hues which are commonly noted in Sevres and other delicate French chinias.

The colors are shown in about 30 or 40 tintings, and bear the names of artists, statesmen, musicians and soldiers of the period of Marie Antoinette. These tints are delicate and transparent, and are less chalky and whitish than the pastel colors.

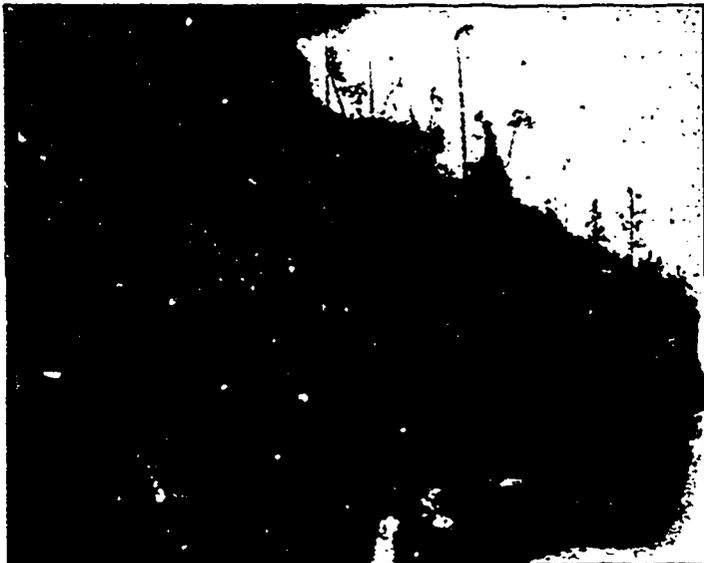
In the silk card the light tints intended for ribbons, the contrasts in panne, long plushes and other delicate fabrics are a trifle different from anything shown for some time. They are called "Nuances Dragees," or sugar-plum shades, and have the tintings which usually appear in fine French bonbons—light, delicate, yet firm and opaque. They are, indeed, absolutely free from transparence. The color seems to be on top of the fabric and not seen through either a misty or faded surface, as in either the pastel or the trianon tints.

No particular tint has prominence, unless it is the bluish casts, which are closely followed by the pinks, then the lilacs, then several greys, and an occasional green or cerise.

#### OTHER TINTS.

The silk card leads with khaki, followed by a series of delicate roses and pale-blue faded effects which are supposed to represent moonlit water. Then, there is again a line of blue-water tints, of a more greenish cast, which are supposed to represent sunlit water. Again comes a very vivid and peculiar line on the turquoise order, the names of which seem to be wholly arbitrary.

It is important to recognize that at least three differen



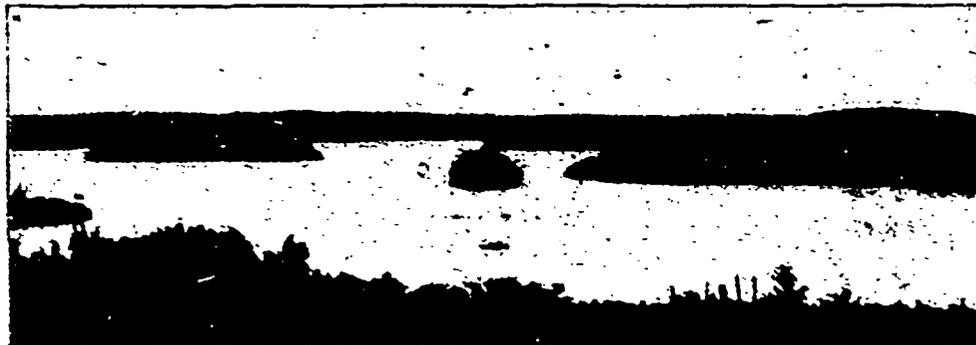
ECHO ROCK, LAKE JOSEPH.—Published by courtesy of the G.T.R.

classes of blues, each ranging from light to the medium tints, are to be utilized in the season's silk productions.

There is a line of bluish-purple and one of helios of a very reddish cast.

Quite distinct from anything seen in some time is a line of green colorings of the grassy variety, following very closely the greens in the cloth card, but in lighter hues. They are called osier, Erin, shamrock, trefle, Irlande and espoir. Geranium reds, with a coral tendency, strengthening into a very vivid red of the coquelicot cast, are the last leading division of colors in the silk card. There are, of course, many varieties of every shade—dull roses, old greys, aster tints in peculiar blues, etc.—necessary to a full assortment of the shadings demanded by the mercantile world as adjunctive to the main tints of the season.

Show customers that it is a pleasure to see them, and that it is your desire to supply their wants. Let this service be prompt and unhesitating; no one likes to wait, and people will shun stores in which they have been kept waiting on previous occasions. It is desirable to cultivate an aptitude for remembering the names of each individual customer. Do not talk too much, or suggest by your manner that you consider your judgment better than the customer's. Avoid sarcasm; it may display sharp wit, but will positively not assist in drawing or keeping trade. Show everything new in fashion, quality and design.—Ex.



HAYSTACK BAY, LAKE OF BAYS.—Published by courtesy of the G.T.R.

# S. V. Willson



MANUFACTURER  
OF

ABSOLUTE PURE  
CANADIAN WOOL

## Bed Blankets

in Supers and Extra Supers in White and Grey.

## Horse Blankets

made and strapped, and by the yard.  
The best in the market.

Also a splendid line of . . .

### BLANKET MANTLE CLOTHS

in Checks, good patterns, and plain colors in Cardinal, Navy Blue, Brown, Green, or light shades of Grey. A good line of Homespun Dress Goods.

All of the above are a specialty of high-grade goods.

PRICES RIGHT. SEND FOR SAMPLES.

**S. V. WILLSON,** ST. THOMAS and  
UNION, ONT.

# FOSTER & CLAY'S

## Productions



Should be prominent in your  
**Wool Department.**

Ask your wholesaler for FOSTER & CLAY'S

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

**CABLE CORD and  
SOFT KNITTING WORSTEDS**

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

Works: Sowerby Bridge, England.

Canadian Wholesale Trade Supplied by

**John Barrett,** 12 St. Nicholas  
Street, **Montreal**

# 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**

37 Front Street West, TORONTO.

# "Glovine"

THE ONLY PERFECT PREPARATION

FOR

## CLEANING GLOVES

of all kinds.



EASY TO USE. THOROUGH IN RESULTS.

Put up in 16-ounce bottles and sold on a  
guarantee.

On sale by all the leading Dry Goods  
Stores throughout the Dominion.

Also Cleans the most delicate Fabrics—

**SILKS, VELVETS, LACES, etc.**

CANADIAN AGENT.

**FRED. W. WINTER,**

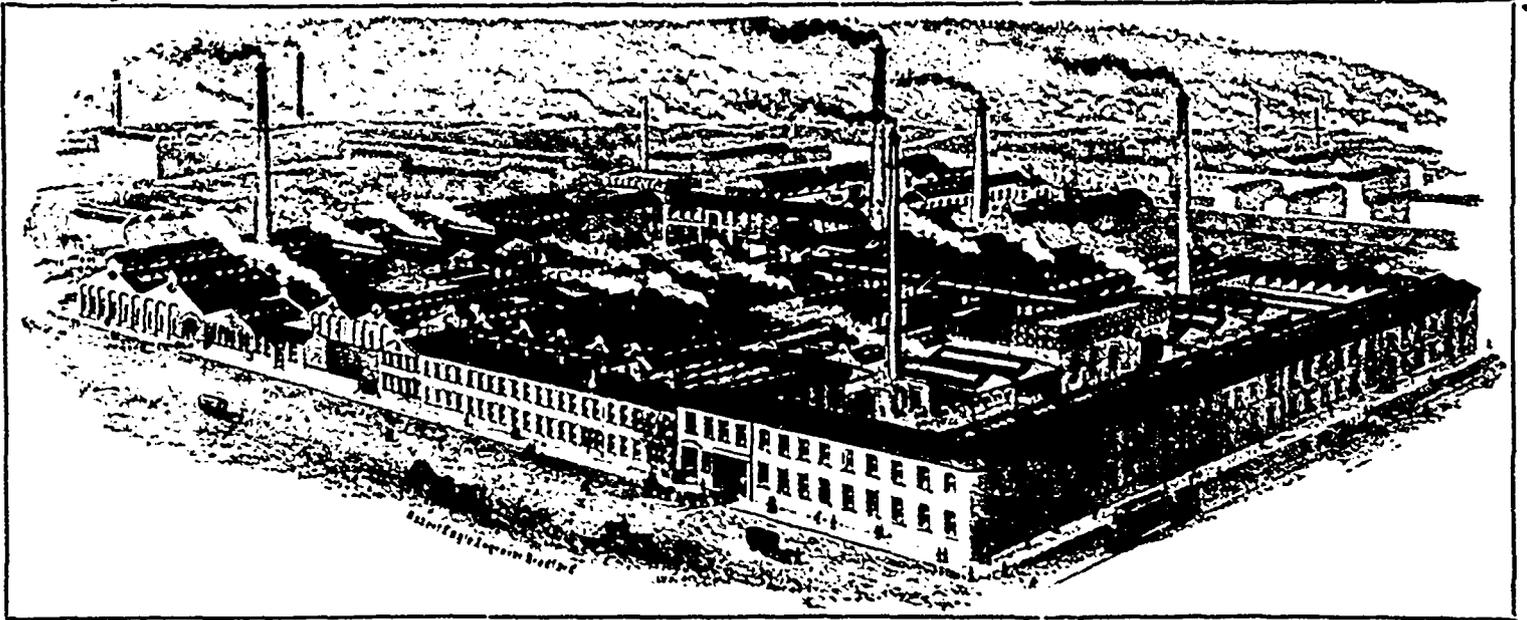
33 Melinda St., TORONTO.

MANUFACTURED BY,

**THE GLOVINE MFG. CO.**

WILKESBARRE, PA.

# W. GRANDAGE & CO., LIMITED



## LOW ROYD & BROWN ROYD DYEWORKS

BRADFORD, ENGLAND.

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

THE ABOVE FIRM MAKE A SPECIALTY OF

### Mercerised Cotton Sateens, Brocades, etc.

AND OF MERCERISED YARNS.

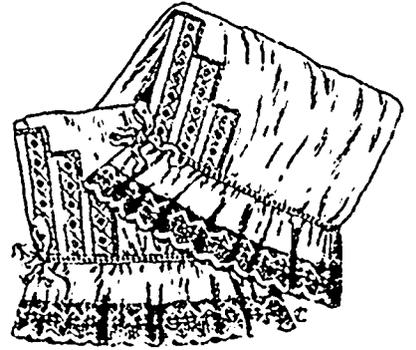
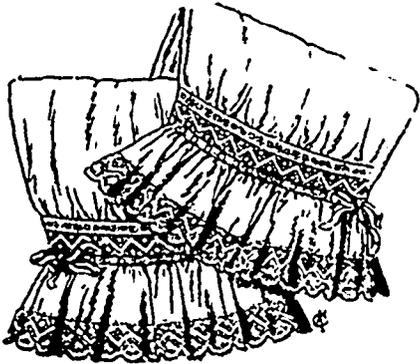
To ensure having the most perfect imitation of Silk, Importers and Retailers should insist on seeing the following Stamp on all such goods:



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

**GUARANTEED NOT TO CROCK.**

# Sharp, Perrin & Co.



Manufacturers of

Ladies' and Children's  
**Underclothing**  
**Baby Linen,**  
**Children's**  
**Dresses,**  
**Skirts, etc.**



Write for our illustrated price list (230 pages). Mailed free on receipt of trade reference.

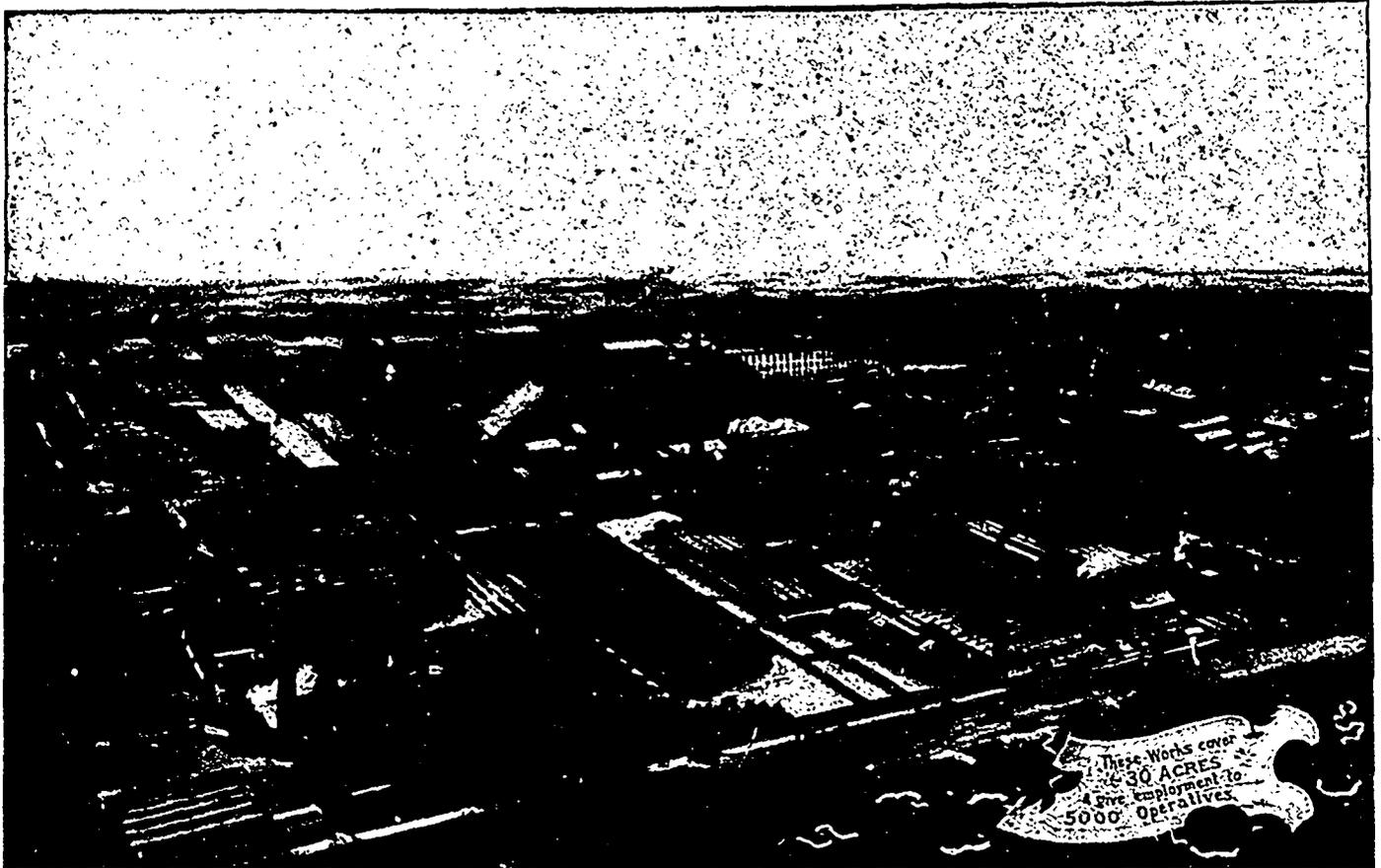
## 31 OLD CHANGE, LONDON, ENG.

Factories: London and Londonderry.

# HORROCKSES, CREWDSON & CO.

LIMITED

## COTTON SPINNERS AND MANUFACTURERS.



**WORKS, PRESTON AND FARNWORTH, LANCASHIRE.**

**WAREHOUSES, PICCADILLY, MANCHESTER.**

**5 LOVE LANE, LONDON, E.C.**

**7 MITCHELL LANE, GLASGOW.**

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

**Specially Finished for the Sewing Machine**

And Suitable for all Parts of the World.

**HIGHEST AWARDS AT ALL EXHIBITIONS.**

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

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

# LISTER'S

## Velvets and Silks

TO BE HAD FROM

### Wholesale Dry Goods

AND

### Wholesale Millinery Houses.

We stock probably the finest line in the trade.

Allover Laces and Nets, Lace Scarves,

Swiss Embroideries and Allovers,

Esprit Lace and Nets,

Lace Braids, etc., etc.



Our **LACE CATALOGUE FOR 1900** is now ready, and will be sent to any reliable merchant on application.

**F. Robertson & Co., Toronto**

# SYSTEMATIC SAVING

Can be accomplished by taking out an

**Unconditional Accumulative Endowment Policy**

IN THE

## Confederation Life Association

HEAD OFFICE - - TORONTO

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

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

**W. C. MACDONALD,**  
Actuary

**J. K. MACDONALD,**  
Managing Director

## From Dry Goods to Soldiering.

The Early Career of General Hector Macdonald.

THE brilliant career of General Hector Macdonald in Africa, both north and south, is doubly interesting from the fact that he began life as a clerk in a drapery, or dry goods, store in the city of Inverness, Scotland. This was the establishment of Mr Mackay, now retired from business.

It appears that young Macdonald took to soldiering from the love of it, and that he went off suddenly, leaving his employer in the lurch. For this he was afterwards very sorry, in case he might have put that gentleman to inconvenience, and in 1880, when colour sergeant, and, therefore, still in the ranks he wrote Mr. Mackay a letter.

It was a long one, and in its opening passages Hector expressed the utmost contrition, and begged his old employer's forgiveness for an act committed nearly 10 years ago. That act was in getting drill lessons without his employer's knowledge and enlisting without his permission, thus breaking his apprenticeship agreement. Hector wrote "I regret the duplicity I exhibited then, and the want of confidence in you

—you who were always an indulgent—I fear too indulgent—always kind, and ever a cheerful and gentle master."

Hector, writing after that interval of 10 years, uses very harsh language towards himself for not frankly telling his employer that he wanted to be a soldier, and says that in the intervening years the thought of this and the possible embarrassment to business which his sudden and unannounced departure



GENERAL HECTOR MACDONALD

might have occasioned had given him many a pang of remorse." He adds

Many a time have I been on the eve of writing you to ask your forgiveness for my delinquency, but I became faint-hearted and feared being snubbed, and, to tell the truth, I might not have had the courage to do so now had it not been for a cutting which I saw from a newspaper a few days since, in which it was stated that eight years ago I had served as an assistant at another draper's establishment. Now, I know (and you know from my signature) that I was in your establishment—Mr. William Mackay, Association Buildings, Inverness.

Of course, I have no wish and your own good, strong and sound common sense would lead you to see that no end or good can be had by contradicting the report. Nevertheless, it opened a way for me to address you, for I felt not a little

nettled—vain man when being put down as Mr. — —'s production, whereas should anyone be credited with knocking sense into a stupid head, it should be you, and you alone.

"Now, you will please observe that any strides I made in my profession, or any more I may make, are due in a marked measure to the observance and imitation (so far as could be applied to a soldier's life) of your methodical and business like manner of conducting your establishment, for I may add that what you taught—punctuality, order, cleanliness, method, and here I fell with you and received a lesson) implicit faith and obedience—are the main attributes of a good soldier.

"I need not say what caused me quitting your employ, yet it may be a good turn to you to say—never let your employes lodge with soldiers, or with those who were soldiers, for as sure as you do you may look out to losing some of them."

### TROLLEY CAR AND THE MERCHANT.

STATISTICS giving the number of miles of electric railroads built during the past few years, as well as the number of lines in course of construction and projected, is something enormous. It is a wonderful showing of the progress of science and the energy of private enterprise, but back of it there is an economic condition that is worth looking into.

A trolley line between two towns or between a city and its suburbs brings each into a closer relationship with the other, in a business way as well as social, than the railroads do. It is much easier to get into an electric car than it is to go to the station and wait for a train. In Summer especially, a ride in an open electric car of eight or ten miles or more is a pleasure. It is reasonable to expect that a woman in doing her shopping would be more inclined to take a ride and do her shopping at a distance, especially if by taking the ride she would be enabled to reach a larger town and, perhaps, have a greater number of shops to select from. The expenditure of 10c. for an agreeable street car ride would certainly prove no obstacle in her visiting a neighboring town to do her shopping, and she would be very apt to avail herself of the opportunity. This would not only be the case with the women, who presumably have more leisure time than the men, but men, after working hours, would in all probability do the same thing. They would take their families to the neighboring town ostensibly for the ride, but some shopping would naturally be done. The merchant in the larger town, appreciating the advantage he would have, would in all probability take greater pains to advertise his store in the towns from which he would likely draw business on account of the electric road, and merchants in the smaller centres would find competition harder and keener than ever before. The trolley car is an important factor in business in many localities, and its influence cannot be safely ignored.—Chicago Dry Goods Reporter.

The superintendent of The Fair, Chicago, says every one of their 1,500 employes who have been with the concern one year gets a week's holidays with pay. Most of them get away between July 1 and September 1. Extra help is employed whenever necessary to supply the places of absentees. "We do not limit the length of the vacation to one week. Employes take more if desired, but we cannot afford to pay them for the time they are away over one week. I decide on all special cases, that is to say, employes who want to stay away over the regular week consult me, and I give them, so nearly as possible, the time they may desire. Many of our employes have gone abroad and been away four and six weeks. In order to stay away this length of time, however, they must have been in our employ three or four years at least.

IN...  
**Department "A"**

you will find designs and styles of Imported Flannelettes shown by no other house.

Imported Ceylon Shaker Flannel, absolutely unshrinkable, for ladies' and children's wear.

Imported White Saxony Flannel for ladies' and children's wear. These goods are not confined to any one season, but sell all the year round.

Imported Galateas and Oxfords, guaranteed pure Indigo dye.

Imported Sateens, Satanas, and "Solette" Linings.

Special—40-inch Mercerised Satana, in black and colors, for high-class trade; extra good value.

Rich Duchesse Taffeta Lining, 44-inch, fast black.

High-colored fine Mercerised Italian Linings.

Household Linens, Towels, Tabling, Napkins, Table Covers.

French Elastic Canvas, natural and black, a few hundred pieces, special as to value and price.

Art Muslins, Art Sateens, Art Cretonne, Crepe Cretonne, Duplex Cretonne.

**Brophy, Cains & Co.**

23 St. Helen St., Montreal.

See also pages 81, 85, 87, and 95.

**Department "B."**

White Union and All-Wool Blankets.

Grey Blankets and Fancy Rugs.

Grey Army and Navy Flannels.

Union and All-Wool Kerseys.

Batting, Wadding, Grain Bags.

Hessians and Forfars.

For all other goods in this department please see pages

81

85

87

AND

95

**Brophy, Cains & Co.**

23 St. Helen St., Montreal.



# Black and Clair de Lune Sequins

FOR EVENING WEAR, AND TRIMMINGS  
AS SHOWN BY

**BROPHY, CAINS & CO.,**

23 St. Helen Street,  
MONTREAL.

# DEPARTMENT "C."

*The whole of our second floor is given up to this Department. It contains Dress Goods, Silks, Satins, Velvets, Velveteens, Costume Cloths and Costume Tweeds.*

*Very many times have friends from all over Canada and elsewhere said to us: "This is the handsomest and the best Dress Goods Department in the Dominion," to which we are sometimes tempted to add, "And in it are the handsomest goods in Canada."*

*You will naturally want to know what it will contain for the Incoming Season. We answer: All the leading novelties and best goods to be had.*

*You know we have always made Black Dress Goods a strong feature of our business. The ever-increasing support given us by the Trade warranted our doing so. For Fall, 1900, we made a special effort to do better than ever. It is for you to say if we have.*

*Nothing is so universally worn to-day as Black Dress Goods. The combination of black and white suits everyone. We have Black Dress Goods to retail from 15cts. to \$7.00 per yard.*

*The British manufacturers, appreciating the Canadian trade, are now producing Black Dress Goods equal in value to the best foreign goods made. They are really producing better goods, because they understand the requirements of our country better than the foreign manufacturers. In the higher grades of British goods we are enabled, assisted by the change in our Tariff, to sell goods equal in style, and better value, at lower prices than can be procured in the foreign market.*

*We cannot describe in this limited space our Coloured and Fancy Dress Goods. We have the leading novelties in the latest productions, from the best makers, in the fashionable styles now in vogue. We have the greatest confidence in our goods being right, and have no hesitation in asking the Trade to place their orders with us.*

*We have an immense range of the latest novelties in Costume Tweeds, in both domestic and foreign manufacture, in plain and fancy effects, to retail from 20cts. to \$2.50 per yard.*

*Plain Coloured Silks and Satins will be largely used in combination with plain and fancy Dress Goods. Some of our high-class Fancy Silks are the handsomest we have ever shown.*

*Velveteens—our old standard numbers, well-known to our friends, at old prices.*

*Corduroy Velveteens and Embroidered Velveteens for Blouses. Fancy Figured Velvets for high-class trade.*

*Lister's Black and Coloured Silk Velvets in over fifty shades. Lister's Sealettes.*

*Lister's White Bearskins for Infants' Coats. Opera Flannels in self colours, Silk Embroidered and Fancy Printed, extra value.*

---

## BROPHY, CAINS & CO.,

23 St. Helen Street

 MONTREAL.

## Department "D."

We show Lace Curtains and Curtain Nets, in Scotch, English and Foreign makes.

Laces—Our business in this line has increased very rapidly, showing that we have the goods wanted by the Consumer.

Swiss Embroideries, Insertions, and All-overs.

Ribbons—The leading lines in Blacks, Colours, Velvet and Bebe.

Handkerchiefs are one of our best lines in this department. We are showing extra value in British and Swiss Embroidered Handkerchiefs for the coming season.

Muslins, Lawns and Organdies, plain, tucked and fancy.

Trimmings, Black and Coloured Applique, Bead Trimming, in Jet, Cream, Steel, and Fancy.

Fur Trimmings and Extra Special Value in Fur Necklets.

Shelf Smallwares, comprising Elastics, Braids, Buttons, Hairpins, Safety Pins, Needles, Tapes, Buckles, Belts, Mending Cottons and Wools.

Threads of all kinds, etc., etc.

## Brophy, Gains & Co.

23 St. Helen Street,  
MONTREAL.

## Department "E."

Hosiery, } for men, women,  
Gloves, } and children.  
Underwear } These are three  
very large lines with us.

Top Shirts, Dress Shirts, Regatta Shirts, Collars and Cuffs, Sweaters, Boys' and Men's Overalls, with and without Apron.

Ladies' Shawls, knitted, Queensland, double and reversible. Tams, Tuques, Hoods, Infantees, Bootees, Mittens, and Mitts.

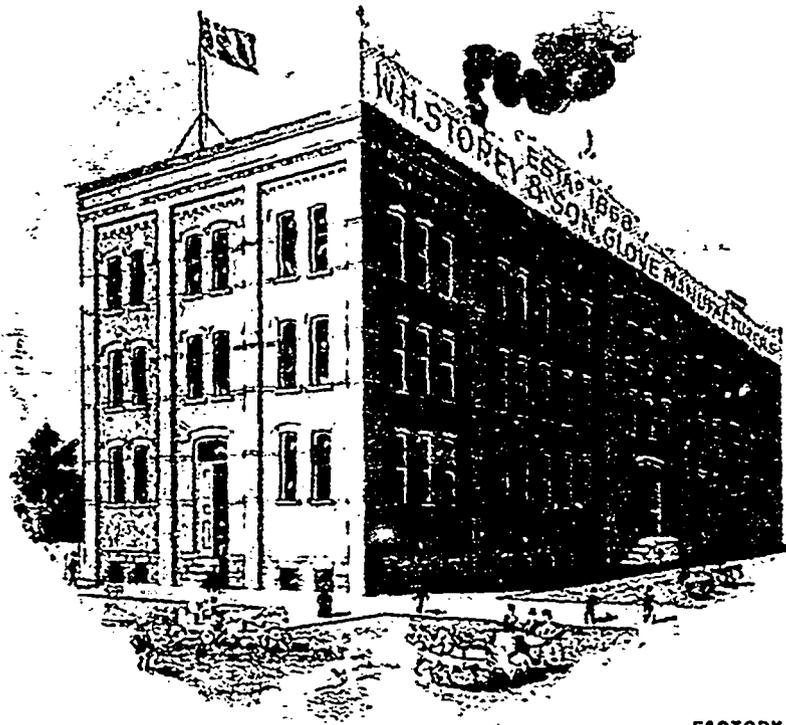
Yarns—Imported and Canadian Wool Yarns, Fingering, Saxony, Etc.

Sun Shades and Umbrellas.

## Brophy, Gains & Co.

23 St. Helen Street,  
MONTREAL.

# .. For .. Fall Trade



FACTORY

ESTABLISHED 1868.

GLOVES AND MITTENS  
MOCCASINS AND SHOE PACS  
TRAVELLING BAGS  
LEATHER BELTS, ETC., ETC.

During the more than 30 years success of our business, we have always been at the front in all that pertained to improvements in the production of Gloves and Mittens. We have brought out new ideas. We have given the Trade splendid values—goods which have possessed style, given satisfaction and long service.

Our representatives will call on the Trade in due season. Make it a point to see our samples before placing your orders. We guarantee satisfaction, and the maximum in value at the minimum of cost.



TANNERIES

## W. A. STOREY & SON

The Glovers of Canada.

ACTON, ONT.

## PROGRESSIVE STOREKEEPING.

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

Specially written for THE DRY GOODS REVIEW.

By CHAS. F. JONES, NEW YORK.

### The Policy in Advertising.

Many shrewd advertisers are in the habit of saying that advertising does not pay as well to-day as it did 10 years ago. If true, this is a very sad state of affairs. Advertising is certainly better understood to-day than it was then, and is certainly done a great deal better, and there is no reason why it should not pay better.

It is a fact that advertising is received with a great deal more skepticism than ever before, and this is undoubtedly the reason of its failure in bringing results. If it does not pay now, it is because people have become disgusted with it through having been deceived before; business does not back up advertising, and therefore weakens it.

In the practice of advertising it is more important to do what you advertise than it is to advertise what you do.

Exaggeration is lying. To say that merchandise is worth two dollars when only worth a dollar and a half is just as much a lie as if you said it was worth fifty dollars when only worth a dollar and a half, though in the first case the lie is not quite so apt to be pointed out. In the last case everybody would call you a liar, but in the first case they would only think it. In the long run, one of these things may be just as bad as the other.

The reaction following deceit undoes the work of a great deal of good advertising. An advertisement that costs one hundred dollars may be lost by the deceptive advertisement of a five-cent article.

I have made these lengthy remarks on store honesty in advertising because I believe that the first underlying principle of successful business and successful advertising is absolute honesty.

FROM HAMIL'S POINT, LAKE JOSEPH, MUSKOKA LAKES DISTRICT.—Published by courtesy of the G.T.R.

Honesty is a great policy to follow, even if you do not care for it from principle.

### The Truthful Store.

The store that wishes to succeed to-day, and expects to be more successful in the future, must, first of all things, be honest. Have nothing that you are ashamed for the public to know. You may have many things that you will not talk about in your advertisements, for there are many things in business which do not concern the public; but do not have anything that would hurt you if the public should find it out.

Be honest through and through, and not just where you fear you will be caught. The most important of all features of an advertisement is that it shall be absolutely truthful.

### Lies Are Found Out.

In order that your advertisement may pay, it must be truthful. I do not believe that any store or business ever made a permanent success through deception. For a short while deception may pay, but no strong, permanent business can be built that way.

### Three Ways of Advertising.

The advertising of a store may be divided into three parts:

First, that which you may say about your business in print or otherwise.

Second, your store itself, its attractiveness in appearance inside and out.

Third, your business methods, or the way in which you treat persons who enter your store.

These three parts of store advertising are each dependent upon the other. All three must be good to make a great success at the present time. If any one of them is wrong it is apt to counterbalance the good of the other two to a very great extent. Advertising a store is a many-sided subject. It is just as important and just as good advertising to do business rightly as it is to make your business announcements to read rightly. In fact, it is better to have bad advertisements and good business methods than to have good advertisements and bad business methods, though there is no excuse why any store should not have both good. All that



# TRIMMINGS.

LACES

LININGS

*Returned July 18<sup>th</sup> 1900  
to Flett, Loundes & Co  
by [unclear]*

VEILINGS

BUTTONS



EMBROIDERIES

NOVELTIES

*returned July 18, 1900  
to Flett, Loundes & Co  
by Robbre*

*Flett, Loundes & Co*  
*Limited*

61 Bay Street

**TORONTO**



## On the March!

Our army of travellers go into active service again in the course of a week or two, for about the **first of July** they will be on the march—East, West, North and South, on a friendly invasion, with our new line for 1901.

We are able to speak almost boastfully of the phenomenal success of our last season's line, but promise you that the 1901 line will discount it by long odds, and experience of the trade has proven that a good selection of

# Staunton

## Wall Papers

offers attractions that are pleasing to your customers and profitable to you.

The new season's line has many striking and original features. Every pattern is a good one, and will help to fully maintain the high reputation the house enjoys for making and selling popular, quick-selling lines and that assure you substantial profit.

Be on the lookout for one of our men—wait until he gets to you before you place your order.

**M. STAUNTON & CO.,**

MANUFACTURERS.

**TORONTO**

# FOR 1900 FALL

Plain Habutai Silks,  
Fancy Blouse Silks,  
Crepe de Soie.

Crepe de Soie Ties,  
Fringed Silk Ties,  
Ladies' Fancy Plaid Ties,  
Children's Ties.

Fancy Embroidered Handkerchiefs,  
Printed Border Handkerchiefs,  
Initial Silk Handkerchiefs.

Black Mufflers,  
Hemstitched Silk Mufflers,  
Fancy Silk Mufflers.

Japanese Art Embroidery Goods,  
Chair Scarfs,  
Table Covers,  
Mantle Drapes,  
Silk Flags.

## K. ISHIKAWA & CO.

Manufacturers and Importers,

24 Wellington Street West, Toronto.

Our travellers are now on their usual routes  
with complete lines of samples.

**PROGRESSIVE STOREKEEPING—Continued.**

advertisements in the shape of printed or other announcements can do is to bring the customer to your place of business, or to induce him to send an order; when once he has visited you, or sent you an order, his future business depends almost entirely upon the way in which you treat him. It pays a store to be liberal in its business methods, to do anything that it can possibly do to please the customers.

**The Customer's Good Word.**

The more that you can please your customers, the more will be your success. Except in the case of perishable goods, which spoil to a certain extent in the handling, it pays a store to exchange or refund money cheerfully. When the customer finds that the article purchased can be exchanged or the money refunded, if desired, he not only buys more freely, but, at the same time, has more confidence in the merchandise which he has bought.

One class of advertising the merchant seldom counts upon is, in a certain sense, as important as any other—*“tongue advertising”*. If the people who visit your store go away pleased, they will speak a good word for you, and a good word from them will go a great deal further than a whole page of what you say about yourself. The more people you can have speak favorably about you, the greater will be your success.

Employees are a great factor in advertising. They can make or mar your success. The way in which they handle the customer, the politeness or attention they may give to those upon whom they are waiting, will do much toward making the customer come again. Perhaps the most important of all your business methods should be to see that the visitor to the store is rightly treated.

**Gain and Loss of Customers.**

The proprietor of any store can best study the public in two ways—either by coming into actual contact with them himself, or by gaining pointers from his employes, who do come into contact with the people. No employer should be a king who rules over his subjects at a distance. While it is not necessary that he should be on an equal footing with his employes, while he must retain their respect in all cases, he can come enough in

touch with them to gain from them a thousand-and-one pointers which will be valuable in business.

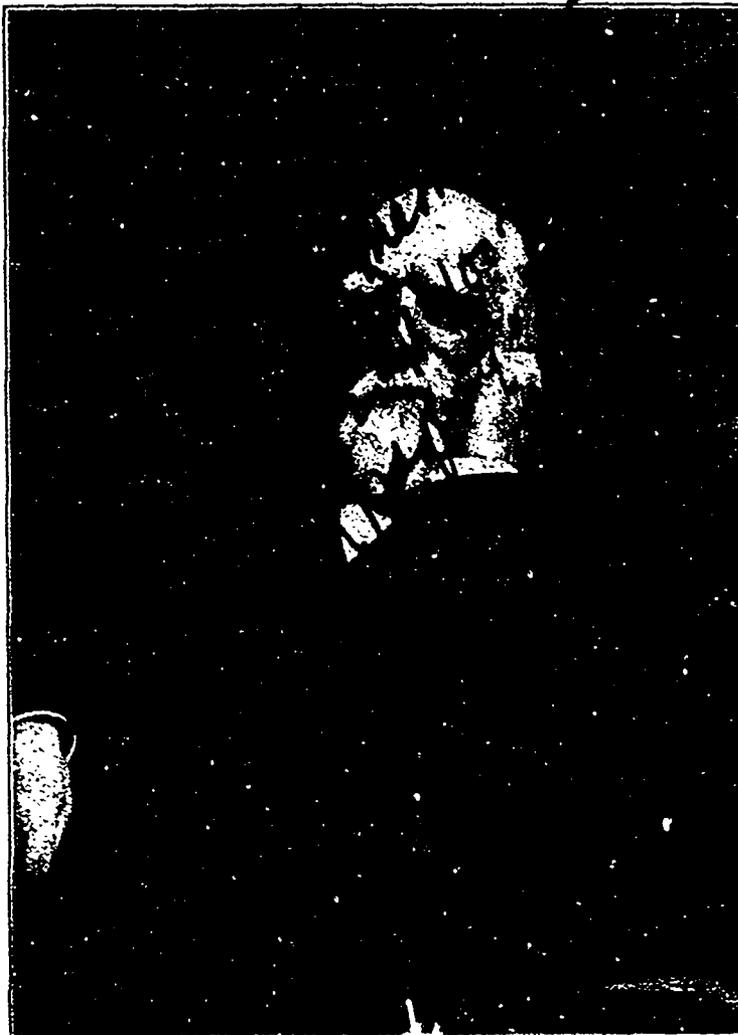
It is comparatively easy to gain a customer who is in no way prejudiced either for or against you.

All liberal-minded people will be apt to give you a trial. If their experience is pleasant, they will try you again and again, but, if unpleasant, you cannot expect them to repeat their visit.

A customer once lost is hard to regain. How to recover a lost customer is the most difficult problem that the business man ever came in contact with. As a rule, a lost customer cannot be regained, except after long and patient efforts. The effort should begin by finding out why the customer is lost, and, if the fault lies with you or with your employes, the first thing to do is to acknowledge your error and make amends. If the fault lies wholly with the customer, the merchant has even then to sacrifice a great deal of his own pride, if he wishes to be successful in getting the customer back.

**FINISH OF ENGLISH WOOLLENS.**

There is no doubt that *“handle”* is the prime factor in the finish of all Bradford made textiles. It does not matter what class of finish is required, this is never lost sight of. The principal criticism which Bradford finishers make of American textiles is that the nature and weave of the cloth are not considered as they should be. The American fabrics, they say, appear to be too roughly and strongly handled while being finished. The vitality of the wool is considerably reduced; as one expert says, it is *“done to death.”* The principal features in any marketable cloth due to the application of finish are a soft, full handle, a compact texture, a permanent lustre, and firm-



LORD STRATHCONA AND MOUNT ROYAL.  
High Commissioner for Canada in Great Britain.

ness, combined with solidity. Climatic conditions favor England. The atmosphere of England is damp, and this, it is well known, feeds the wool fibre, wool being very hygroscopic in its nature, readily absorbing moisture from the atmosphere, and retaining it with considerable tenacity. The moisture is removed in manufacturing, and the fabric restored by the finisher to its original state, something that is apparently forgotten by American finishers, says an English authority, who do not seem to comprehend that wool, when woven into a piece, can be easily and permanently spoiled.

# Delta Finished Unshrinkable Underwear

HOSE, HALF HOSE and SOCKS.



WOOL FINISHING WORKS.



## WOOLLEN GARMENTS MADE UNHEALTHY AND VERY EXPENSIVE BY SHRINKING.

Constant complaints have been made of the unsatisfactory character of woollen garments, both on account of the loss of size through their shrinking in wear and of the insuperable difficulty of getting them washed in such a manner as to retain their size.

Many medical men complained, and not without good reason, of the unhealthy character of woollen garments when they had become shrunken and matted up by wear and washing, as, instead of allowing the effete matter thrown off from the skin to be easily washed out, such matters became locked up in the fabric, and so were retained in contact with the skin in a most unhealthy manner. These defects are remedied by Delta Finish.

## THE ADVANTAGES OF DELTA FINISH.

1. Delta Finished Goods will not shrink. This statement is borne out by some years' experience and many testimonials.
2. Delta Finish preserves the elasticity of goods until worn out.
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.

## WOOLLEN UNDERWEAR RENDERED HEALTHY AND ECONOMICAL.

DELTA FINISHED goods meet a long-felt need, as, by their elasticity, they are not only very comfortable in wear, but allow the free passage of the perspiration, which is so conducive to good health.

Not only so, but Delta Finished goods can be washed and well rinsed in warm water to clear out all the soap and unhealthy matters without causing the matting up of the fabric.

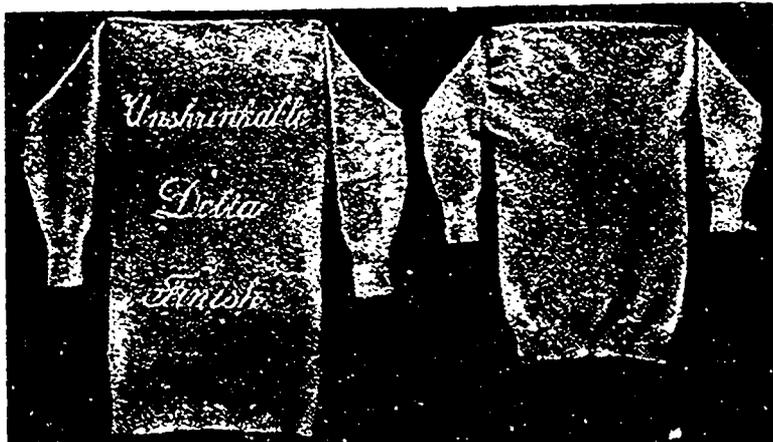
Thus, Delta Finish, by supplying a garment which is permanently elastic, affords great comfort to the wearer at the same time, inasmuch as garments so treated can be cleansed by washing and rinsing, supplying him with a really clean and wholesome garment.

## These Two Undervests

Were taken from the same dozen and were exactly the same size. One was treated with Delta Finish, then both were tested in one operation for shrinkability. The result is shown to the left. Delta is as large as before testing; the other is 5 in. shorter and 1 1/4 in. narrower.

H. Ashwell's Wool Finishing Works

New Basford, Nottingham, England.



CONSIDER PLAIN FACTS ABOUT

# P. C. CORSETS



They are admired by all who see or wear them.  
 In shape, appearance, material and make they have no equal.

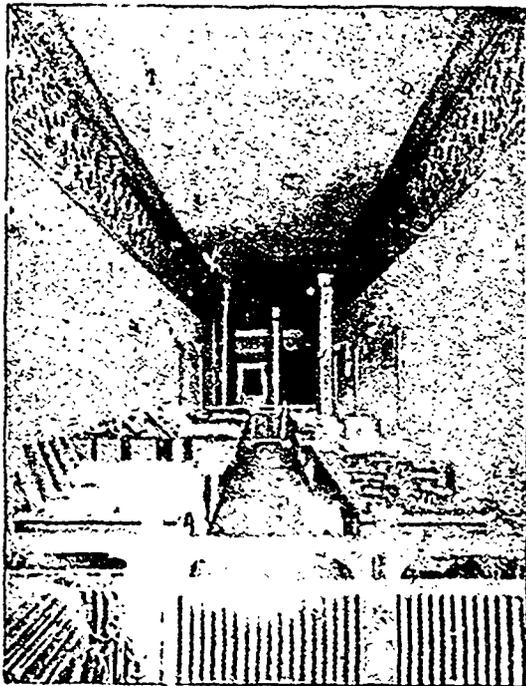
**Beware of Imitations.**

The Parisian Corset Co. have been compelled to abandon the name of "Lady Minto" to their famous and popular corset with the patent safety pockets.

**IN FUTURE**

the only corsets having this patent will be known as the "**EMPIRE**" and "**FLORA**"—remember the names, and do not be satisfied with any others. Sales have increased 50% since we changed the name.

## PARISIAN CORSET CO., QUEBEC, QUE.



Luxfer Prisms successfully lighting a store 100 feet long.



Ordinary glass made the store unrentable without artificial light.

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

Form  
 Your  
 Own  
 Opinion.

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

**THE LUXFER PRISM CO., Limited**

98-100 KING ST. WEST,

TORONTO.

THE  
**CALVERT**  
AND  
**DWYER**  
**COMPANY**

Wool Merchants and

Wool Staplers

**TORONTO, CANADA.**

Telephone  
Telegraph  
Or Write

For our Quotations.

~  
**IT WILL PAY YOU**

TELEPHONE No. 2922.

## The Famous Russian Fair.

Where Merchants and Consumers Meet  
to Buy and Barter.

ALTHOUGH the fairs of the world no longer possess that degree of interest which formerly attached to them, chiefly owing to the rapid development of the means of communication, yet the Russian Empire has retained many fairs, the importance of which cannot be too highly appreciated in connection with its commerce, especially that of the inland provinces. Of all Russian fairs that of Nijni Novgorod always has been and still is by far the most important. In fact, this fair is the most important in the whole world.

It is a matter of extreme difficulty to specify exactly what is the turnover of these Russian fairs. Early in the present decade an attempt was made by the Russian Government to establish the number of fairs yearly held in Russia. The result of the enumeration showed that at least 2825 were held yearly, and that their aggregate turnover amounted to over 600,000,000 roubles. About 82 per cent. of all the Russian fairs bear the character of village fairs (bazaars), in which all articles needed for rural economy are handled.

The geographical situation of Nijni Novgorod is a most important factor in developing its magnitude. Situated at the junction of the Volga and the Oka, it is extremely convenient for communication by water with any part of the Empire. In fact, there is no other point in Russia which could be selected and would furnish the geographical advantages which Nijni-Novgorod possesses. This alone would explain why its fair has always held and still holds a unique position in the Russian mercantile world. The central industrial governments of European Russia send their manufactured goods to the fair; the Ural Mountains their metals; Siberia, its furs, skins, wax, oil, tallow and other agricultural products; the Kama, its salt; and the Lower Volga its fish; the Caucasus, naphtha products and wine; Central Asia, cotton and lamb-skins; Persia, its fruits; China, its tea; the Southwestern region, sugar; the Middle Volga Government, wheat, timber, and other goods; Little Russia, its tobacco; Western Europe, its manufactured goods, groceries and wines and spirits.

A vast number of people congregate in its fair. On an average there are about 200,000 visitors. Although, in general, the Nijni-Novgorod fair has the usual Asiatic coloring, yet the Russian element predominates, and the Asiatics form a relatively small percentage. The Asiatics chiefly take manufactured goods in exchange for their wares, although they sometimes prefer to make the exchange in coin. Many raw materials being dealt in at the fair, the operations are participated in by foreigners. The greater part of the dealings at the fair are done on credit, and the bills are issued for six, nine and twelve months, or even longer terms, and frequently coincide with the periods of the Irbitzk fairs. In general, it would be impossible to mention any dealings which are not carried on here, from the largest to the most insignificant.

It has been asserted on many sides that the great Siberian Railway will alter the fair in many respects, and that it will cause the defection of several markets which have hitherto been more or less dependent upon the fair; but the place of these most probably will be taken by others. The most prominent Russian authorities agree, however, in stating that the attendance of merchants will go on increasing, and that the fate of the fair will only be doomed when we see an entirely new order of

things, when Central Asia has its own exchanges, banks, and commercial business houses, whose staff shall have the same grasp of commercial knowledge as their confreres of the west. Had the fair ministered to Russia only it would have died out even in our day; but it must be remembered that it carries on an enormous trade with the East, where culture is at a low ebb, and where the habits and customs of the darkest ages of antiquity are still firmly rooted. For these reasons, therefore, the Nijni-Novgorod fair is still in its full vigor, and the time has not yet come for it to show any symptom of decadence.

The opening of the fair is held on July 15, with the accompaniment of the most religious ceremonies. At this time the fair gives the impression of emptiness; only a few merchants have arrived and these are busily engaged arranging their goods. By July 25 all the shops are in full swing and the great majority of the owners and managers have put in an appearance. The Siberian traders are the first to appear on the scene, and they hasten to satisfy their requirements so as to be in time to get home before the Winter sets in. Then, follow in succession Caucasians, Persians, the traders from Central Asia, and the Chinese. Western Europeans are generally the latest to reach the place. The working day commences very early in the morning. The shops open at about 6 o'clock and by 7 o'clock trade is already brisk. Important transactions are conducted in the upper private apartments, over a cup of steaming tea. At the beginning of the fair considerable tact and care are requisite on the part of the merchants and managers, for any ill-considered move in the way of too rapid a reduction in prices or the maintenance of too firm an attitude might spoil the market and cause the loss of customers; but once prices have become fixed, when the demand has been gauged, and the available supplies ascertained, things go on smoothly of their own accord.

The goods which are chiefly sold at Nijni-Novgorod are the following: Cotton and cotton prints, woollen goods, linen and flax goods, cordage of all kinds, silk and cotton-silk goods, furs, skins and leather goods, metals, hardware, cutlery, machinery, implements and tools, preserved fish, sugar, tea, Bokhara, Khiva, Chinese and Persian goods, groceries, wine and spirits from Western Europe, etc.



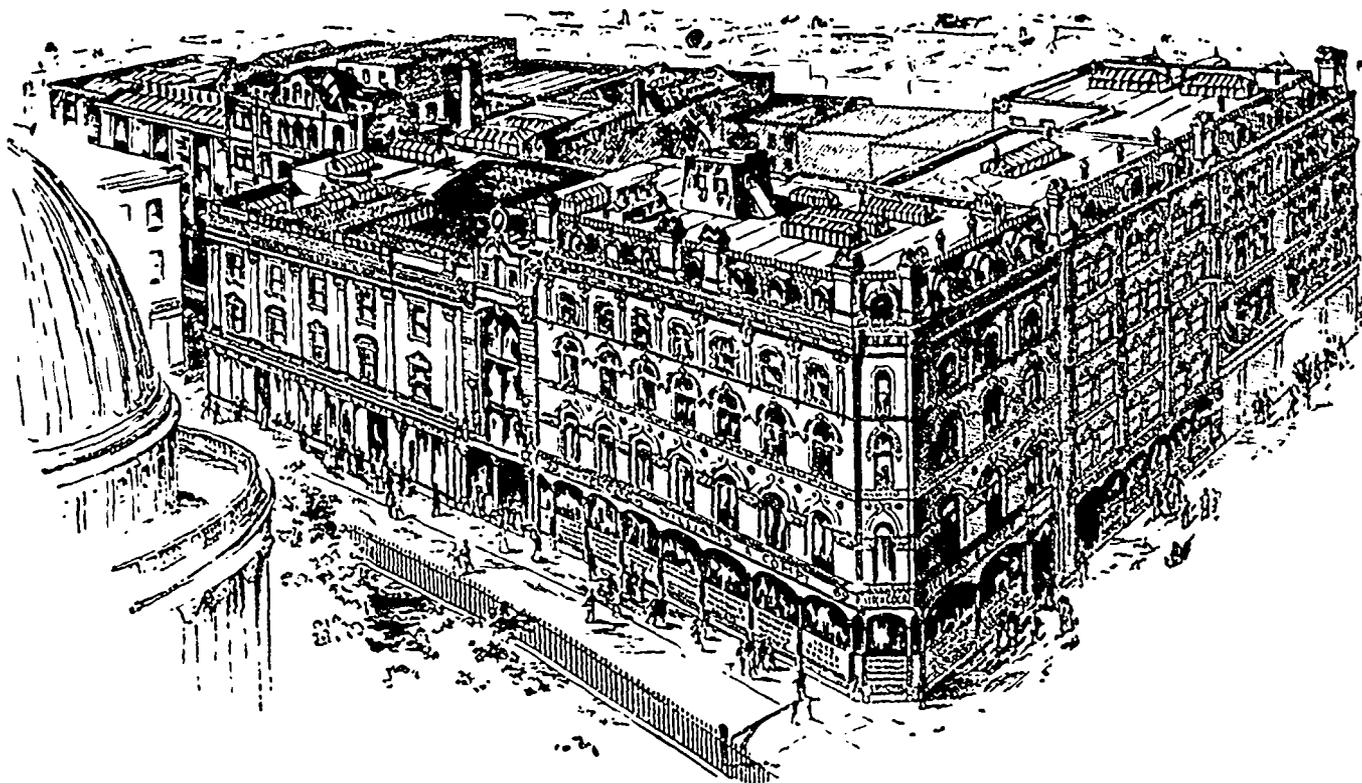
ONLY FOR THE RICH.

YOUNG CURATE—Do you believe in the doctrine of Calvin, my good woman?

MRS. KELLY—No, yer reverence. doctoring of any sort costs too much for me, a poor widdier.

# Hitchcock, Williams & Co.

London Office, 109 FLEET ST., E.C.



SIR G. WILLIAMS  
F. G. WILLIAMS  
H. WILLIAMS  
A. T. WILLIAMS

WAREHOUSES :

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.  
43, 44, 45, 46, 49, 50 Paternoster Row.  
1, 2, 5, 6, 7, 8 London House Yard.

*Manufactories, Warwick Lane and Paternoster Buildings.*

ESTABLISHED NEARLY 70 YEARS.

**Canadian Buyers** should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **FANCY HOUSE** and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

**MILLINERY AND MILLINERY MATERIALS,  
FANCY LACE GOODS, BLOUSES, CHIFFONS,  
FANCY COSTUMES, MANTLES, BRITISH AND  
FOREIGN DRESS MATERIALS, PRINTS, SILKS  
AND VELVETS.**

We shall be glad at any time to show you round our warehouse, and trust you may favor us with a visit.

MOST OF THESE GOODS CAN BE REPRESENTED BY PATTERNS, WHICH WE SHALL BE GLAD TO SEND SETS OF ON APPLICATION.

## Trade Pointers of Various Kinds.

### Sales of Fall Dress Goods.

Just what may be expected of plaids is not easy of detection at this stage, says The Chicago Reporter. Good lines of plaids have been put into jobbing assortments, and their reception is already encouraging in some sections. Plaid back materials are again enjoying some attention in the best retail departments, but the plaid is not an item of much prominence. Every buyer placing advance orders needs to give the black aggregation special attention. The staple nature of black is never lost sight of, but there are reasons to believe an exceptionally strong black season is about to unfold. Favor is likely to be distributed between an extensive collection of plains of all descriptions and very artistic fancies, showing bright-set figures and conventional designs.

### Care of Silver-ware Stock.

The best way to clean such objects as are usually found on a silver table, is to wash them in a basin with soap and warm water, using a nail brush with some hair on it, not stiff and unyielding fibres, to remove any solid dirt which may have accumulated anywhere. Another good plan is to use warm water, to which ammonia has been added. There is nothing quite so good as ammonia on a wet sponge for removing the dark tarnish. Cloudy ammonia is one of the handiest and most satisfactory forms of this cleansing medium.

Dents or bulges on the sides of cups, or on flat surfaces, can often be removed by continuous rubbing or pressure from the other side; but, if the dent has been caused by a sharp instrument, or by something pointed falling on or knocking the silver, careful hammering by a chaser is necessary, followed by burnishing.

Opinions differ as to what is the proper hue for silver, and tastes vary in this, as in all else, some preferring the crude brilliancy of an absolutely fresh polish, while others prefer the semi oxidized appearance induced by the sulphides in the air.

### Books for City Stores.

When properly managed, the book department has proved to be one of the most profitable of the many divisions of a great store. Few people realize how many considerations arise in the buying and selling of books. A great many stores have had an experience something like this: A fairly well-read man is selected to run the department; any available space is chosen, generally in some out-of-the-way corner which cannot be profitably used for some of the established departments; a stock of books is bought, and then it is left to take care of itself. In reality, the proper merchandising of books requires much thought and experience. Public taste is as hard to gauge in books as it is in silks; different localities require different styles; the seasons vary as much as in any of the other departments. Good bookmen are scarce, and generally hold positions at good salaries, which they are not likely to relinquish. In selecting a location for the book department, it should be remembered that a very large percentage of the sales will result from a momentary impulse of the purchaser. A lady entering the store to make some other purchase, passes through the book section, the chances are that she will stop to look at the display of new books, and a good salesman will generally sell her some volume. But the salesman must not intrude; the visitor must be allowed to "browse" among the

books without interruption, the salesman keeping in sight to take the order when it is ready. Most unprofitable book departments are failures for one or both of two reasons: a poor selection of books or a poor location. For several years The H. B. Claflin Company have been making a specialty of books for department stores. Under the guidance of George E. Brighton, manager of the notion department, and a corps of carefully selected bookmen, this section has grown wonderfully. They now supply any book published anywhere in the world, and quote prices made possible only by the immense business done. They are now making a specialty of the installation of book departments—selecting the lines, overseeing displays, supplying experienced men to take charge of the stock. Thus, the department is built up and made to prosper under the personal supervision of the most successful men in the book trade. When everything is working smoothly and on a paying basis, the agents of The Claflin Company resign the guidance into the hands of those selected by the store management to take charge. This is a subject which deserves careful inquiry and consideration from every department store in the land.—Fabrics, Fancy Goods, and Notions.

### Value of Advertising.

It occasionally happens that newspapers make a typographical error in printing an advertisement. It is within the writer's recollection that a figure "2" was left out in the advertisement of a big New York house, so that fine suits were advertised to be sold at \$2.75 when the price was \$22.75. That mistake cost The New York World quite a sum, even though the house itself did everything it could to prevent loss to the paper.

Efforts were made to explain the mistake to customers, but in many cases this was not possible. Numerous working women had given up their day's labor in order to obtain one of the suits at the extraordinary price, and if they had not obtained it they would have themselves been out of pocket. Then, too, many customers who did not understand English very well could not be made to appreciate the situation.

Of course, in the case of typographical errors it is not only necessary but customary for the newspaper to stand the loss. An instance of this kind was brought to our attention last week by John H. Taft & Co., Cedar Rapids, Ia. The Morning Republican of that city quoted 25c. French ginghams as reduced to 2 1/2c., the figure "1," which made the price 12 1/2c., having apparently dropped out while the paper was on the press.

The firm inform us that their store was stampeded. The goods had been placed on sale at 8.30 a.m. in the wash goods section on the third floor. In spite of the fact that the advertisement read "10-yard limit," the goods sold so rapidly that it was necessary to remove the stock to the basement, and the sale continued until closing time, the basement being crowded all day. The mistake cost The Morning Republican \$185.96.

John H. Taft & Co. express the belief that the sale was the greatest in the West, and one that will long be remembered by the people of their city.

This is a very interesting little experience, and one which suggests the thought, how many retailers would hesitate to spend \$150 or more in selling a lot of goods at a similarly low figure in order to create a sensation and impress the store upon the minds of the public? The sale indicates that such a course would prove a profitable one. This sale, occurring through a mistake, shows what a low price will do. Of course, the loss on the goods should be charged fairly and squarely to advertising, and it should be considered as a legitimate expense. Why not try it once in a while?—Dry Goods Economist.

*Dominion Suspender Co*  
*Niagara Falls*

Makers of *Trade D Mark* Suspenders  
 Guaranteed

*Niagara Neckwear Co Limited*  
*Niagara Falls*

Makers of *American Styles*  
 Of Neckwear

MANUFACTURERS OF

*All Wool and*  
*Union Flannels.*



*Tweed, Serges Co.*

A. H. BAIRD,  
 SECY TREAS

H. STROUD,  
 MGR

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

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

**THE MERCHANTS MERCANTILE CO.**

267 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 1085.

## Seal Fishing off Newfoundland.

An Industry on our Atlantic Coasts.

By a Newfoundland Correspondent.

THE seal fishery is of recent date and not quite 100 years old. As one writer says: "It would appear that the attention of our people was so absorbed in capturing and curing cod that they neglected the oleaginous treasures which the vast icefields every year brought within their reach, and the great seal herds were left to bring forth their young amid the icy solitudes undisturbed by the muderous gun, club and knife of the seal hunter. But this condition of the seal was not to last forever. The day at last came when the hunters forced their way through the crystal ramparts by which nature had so long guarded the helpless innocents. The nursery of countless mother seals was transformed into a slaughter house, red with the blood of their murdered darlings, slain in their icy cradles; and it became a scene of horror and death. Such is the seal hunt of to day, involving each year a vast destruction of old and young seal life for the benefit of man."

In the early part of winter the seal is migratory in its habits, and the first attempts to take them were made with nets of stout twine set in narrow passages along the shore, but only small quantities were captured in this way.

Next, large boats were used, from which the seals were shot as they appeared on the surface, but, as these skiffs were not built to cope with ice, this was also abandoned, and the next important step was in the building and fitting out of schooners, from 50 tons and upwards, properly equipped with all appliances for encountering ice and manned with from 10 to 20 men. These first were so successful that others followed, and in the Spring of 1857 some 400 vessels, their united crews numbering nearly 12 000 men, took part in the fishery.

In 1863, the first steamers sailed for the ice fields, and these rapidly increasing, soon forced the sealing schooners out of the field. In 1866 there were 170 vessels and five steamers. In 1873 there were 18 steamers and in 1855 25 steamers. At present there are 22 steamers and 50 small schooners. These steamers are from 350 to 550 tons burthen and carrying from 200 to 300 men. The large ones can bring, when loaded, from 32,000 to 40,000 seals.

Harvey, in his article on the seal fishery, gives an instance of the largest trip ever brought in, 40,000 in the steamship Neptune, Capt. Sam Blandford, "Newfoundland's Greatest Sealer," the weight of the fat being 894 tons, value \$103,750, or £20,000 sterling. Also, in 1885, the steamship Resolute brought in 34,628 seals, gross weight 772 tons, and steamship Ranger 36,112 seals, weighing 755 tons. Of course, these are exceptionally good fares.

Not unfrequently a ship returns to port "clean." That, in sealing parlance, means without a single pelt. In unfortunate years the catch does not exceed 160,000. The best year, 1891, 539,084 seals were brought in. In 1893, 129,081. In 1897, 126,500, the smallest catches yet recorded.

Steamers are prohibited from making second trips, and no seals are to be killed after April 20, and further, no steamer is allowed to leave port before March 10, and no seals are to be killed before March 12. These regulations are rigidly enforced, and any sealing captain convicted of a breach is fined in the sum of £2,000.

Young seals are born on the ice carried past the Newfound-

land shores by the Arctic current from February 15 to 20, and, as their growth is more rapid and their yield of oil of a much finer quality than that of the old seal, they are more eagerly sought after by the hunters. They are at their best by March 16, and then the sealer is in his glory.

When the vessel reaches an icefield with seals in sight, the men are (to use another sealing term) "thrown overboard," and the slaughter begins. A smart blow on the nose kills the young seal, and the "sculpting knife" of the hunter is quickly at work, detaching the skin with its adherent fat from the carcass, which is left on the ice. After a few hours' work, each man "lines up" his pelts and turns them to the vessel, where they are hoisted aboard and stowed in the holds.

On the arrival of the vessel at St. John's the skins are landed and the fat separated from them after which process known as "skinning" the former are salted for export the fat being "vatted" for manufacturing into oil.

From 1858 to 1894 inclusive, the enormous quantity of 9,312,359 seals were taken.

In 1895 the number of steam vessels engaged in the fishery was 20, with a tonnage of 6,220 and crews amounting to 4,680 men. The seals taken by them were 270,000, tons weight 6,150. The greatest number for an individual ship was the Neptune, Capt. S Blandford, with 32,300, weighing 924 tons. From 1885 to 1892 inclusive, the value of seal oil and skins exported from Newfoundland aggregated \$5,000,000.

In 1896 the following steamers sailed from St. John's and other ports: Hope, Vanguard, Greenland, Panther, Iceland, Mastiff, Ranger, Nimrod, Windsor Lake, Neptune, Aurora, Diana, Walrus, Kite, Leopard, Labrador, Wolf, Algerine, Newfoundland, Harlaw, Terra Nova and Esquimaux—twenty-two in all. Of these, the Newfoundland and Harlaw are not reckoned as Newfoundland steamers, being owned by a Halifax company.

The total number of seals taken by this fleet reached 187,000, the Neptune again leading with 22,500, weighing 504 tons. Two out of the 22 never returned, viz., the Wolf and Windsor Lake. Both these vessels were caught in the ice, crushed and abandoned, their crews being received on board other vessels. The Hope broke her main shaft and was towed into St. John's, while the Vanguard, Ranger and Walrus were more or less injured, but not enough to prevent them from finishing the voyage.

In 1897, 20 vessels of 6,227 tons, with crews numbering 4,800 men, took part in the fishery. This season was a very poor one, the total catch being only 126,500, weight in tons 2,737. The palm for the large trip this year was taken by the Aurora, Capt. Arthur Jackman, with 28,000 seals.

In 1898, 19 vessels of 5,720 tons, manned by 4,838 souls, prosecuted the sealing industry and brought in 243,000 seals, the Aurora again being high line with 25,660. The Spring of 1898 will be well remembered by the disaster which happened to the Green and Captain Barbour, whereby 23 men perished on the ice. This Spring also there was an increase in the number of schooners, owing to a bounty of \$4 per ton being paid by the Government to the owners of every schooner engaged in the fishery.

In 1899, about 20 vessels engaged in the industry.

That the introduction of steam in the seal fishery has been the means of causing a falling off in the number of hands employed, is well known, and there have been agitators who want the Legislature to abolish them altogether, but, to again quote the words of our historian. "As well expect the abolition of the railway and the restoration of stage coaches." The steamer in the seal fishery is here—to stay.



One of the Best Selling Lines for this year is the . . .

# FINGER PURSE

Made in all the Fine Leathers.



COMBINATION PURSES  
CARD CASES  
POCKET BOOKS  
CLASP PURSES

In Mount and Unmount Goods.

SHOPPING BAGS  
WRITING FOLIOS  
NOVELTIES

Chatelain Bags

AT ALL PRICES.

Ladies' Belts

IN ALL STYLES.

Men's Belts

IN ALL QUALITIES.

Send us your name and address and we will be pleased to write you.

THE JULIAN SALE LEATHER GOODS CO., Limited

Makers of FINE and FANCY LEATHER GOODS.

105 King St. West, TORONTO.

# GLOVES

WRITE TO US.

Your Stock will be incomplete without our GLOVES.

## Our Gloves

Wear Well and Look Swell

Fit Well and Sell Well

40 years' experience to assist us in caring for your wants.

# JAMES HALL & CO.

## BROCKVILLE, CAN.

"Chester" Suspenders for careful dressers.

# "Lawrus" Fabrics.

(REGISTERED TRADE MARK NO. 176206.)

These Dress Fabrics can Only be  
Supplied by

**LAW, RUSSELL & CO.**  
BRADFORD

EVERY YARD IS STAMPED "LAWRUS."

Buy early to secure delivery  
for the Fall Season.

## PATENT LOCK STITCH HOSE

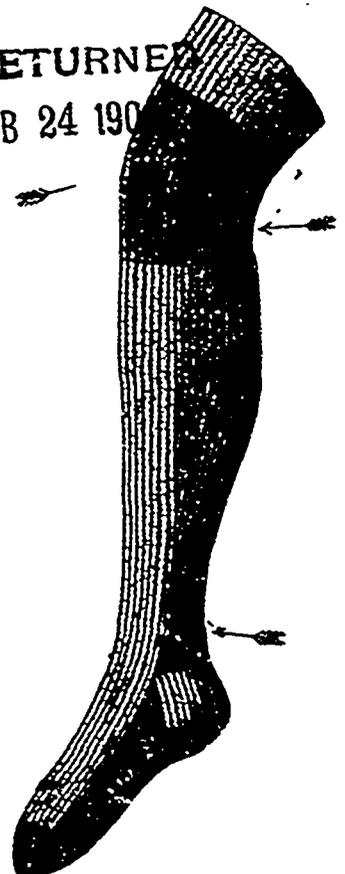
RETURNED  
FEB 24 1905

For MEN, WOMEN and CHILDREN.

10 FOLD KNEES and 6 FOLD ANKLES.

Buy these from the Wholesale, they  
will Double Your Hosiery Trade.

Just Think  
10 FOLD  
KNEES



RETURNED  
FEB 24 1905



**WILLIAMS & BELL**

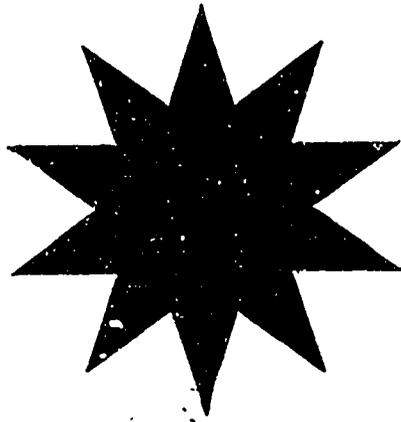
**MONTREAL**

*To Montreal  
Cut Book 30  
Page 61*



Fine All-Wool Material for Bodice and Skirt complete, Embroidered  
as above plate, Price, \$11.00.

Sold by KYLE, CHEESBROUGH & CO., Montreal.



# "The Star in the East"

The Star of Civilization has at last risen over  
China and hereafter she will probably enjoy  
a progressive government.

**OUR STAR**, which arose some twenty years ago, has steadily increased in lustre, and, to-day, shines bigger and brighter than ever, guiding wise men and keen, close buyers to the only exclusively **Fancy Dry Goods** house in Canada.



## OUR SPECIALTIES:

**Dress Goods**, comprising Tweed Effects, Meltons, and a large range of Blacks, also a most superb assortment of *Suitings*, in Plain and Fancy Tweeds, Coverts, etc.

**Cloakings**, Mantle Cloths and Golf Cape Reversible Cloths, in latest designs.

**Silks**, Blouse, Lining, and Trimming Silks, in newest patterns and colors. . . .

**Velvets** and **Velveteens**, plain and fancy, including Velvet Cords, and the new "Panne Velvet."

**Opera and Blouse Flannels**, in plain and fancy plaids, all the newest shades.

**Costumes** are an important line with us. We show them in plain cloths unlined, and lined with silk, also in most elegantly embroidered designs.

**Robes** of Lace and Sequins for afternoon and evening wear. Most exquisite in delicacy and beauty.

**Shirt Waists** of Velvet and of Mercerised Sateen.

**Laces**, Insertions and All-overs. Also Chiffon Embroidered Laces and All-overs.

**Chiffons**, Plain and Embroidered, all widths, and in latest shades.

**Trimmings** in Silk, Beaded, Sequin, and Embroidered. Also the "New Century" trimming in colors to match the new Moonshine and Wedgewood shades.

**Ribbons**, Silk, Velvet, and fancy, in full range of Colors and black.

**Belts** in a large assortment of new styles, including the New Improved Princess Pulley.

**Neckwear**, comprising novelties in Lace Scarfs, Embroidered Chiffon Scarfs, and the new *Chiffon Boa*.

**Hair Slides**, Combs, Pins, and Ornaments, etc.

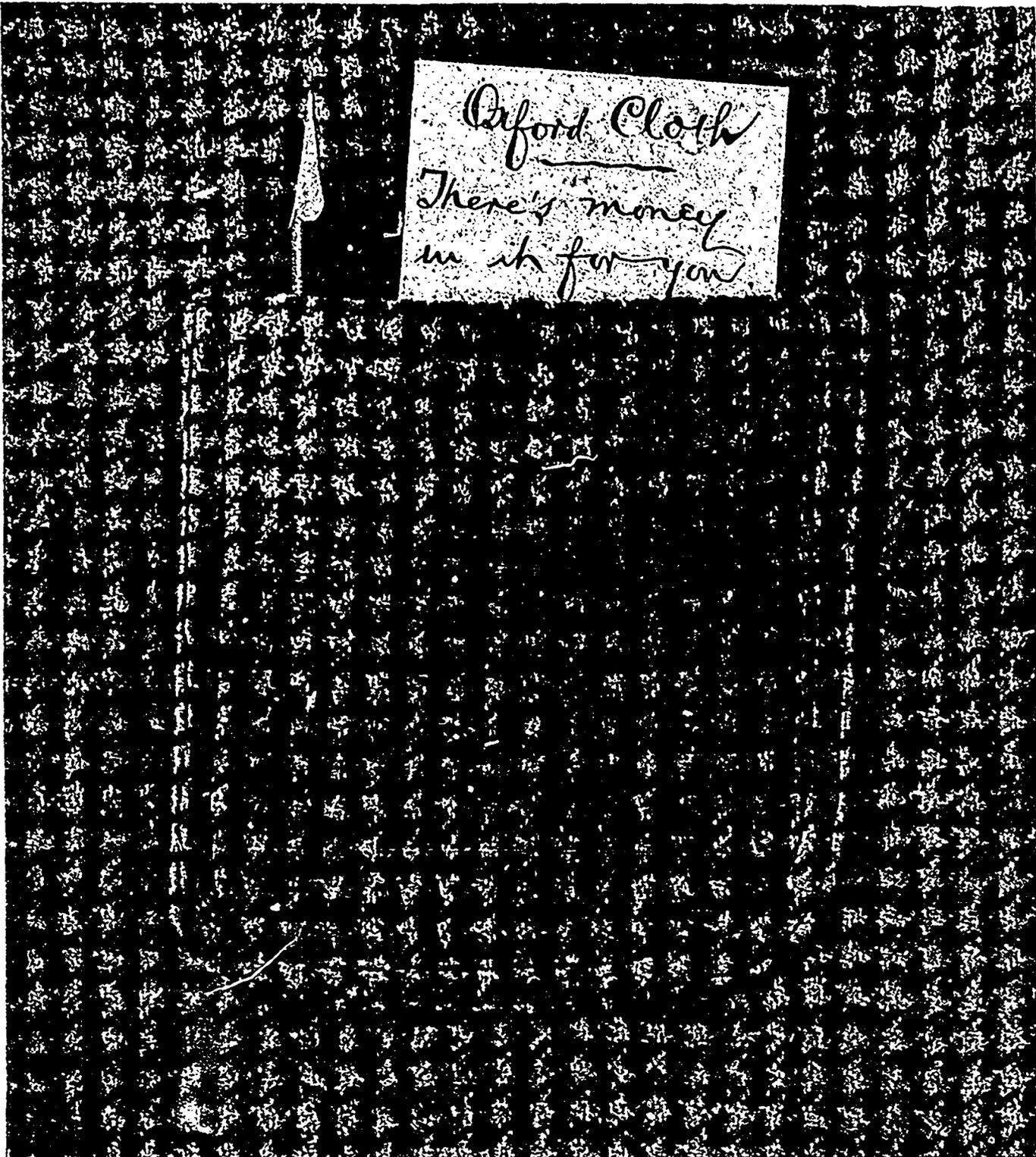
**Hosiery, Gloves and Underwear** in Cotton, Cashmere, Wool and Silk. Values surpassed by none in the trade.

**"Queens Gate" Hose.** We are sole agents in Canada for the celebrated Indelible Black "Queens Gate" Cashmere Hose.

LETTER ORDERS SOLICITED.

**The Lace Warehouse of Canada.**

**KYLE, CHEESBROUGH & CO.** 16 ST. HELEN STREET **MONTREAL.**

RETURNED  
DEC 18 1911

**Oxford Cloth**, for Ladies and Gentlemen, has a smartness, a novelty, a good look about it which wins the admiration of both dealer and consumer. It is money in your pocket to handle **Oxfords**.

**OXFORD MFG. CO., LIMITED,** Sole Producers **OXFORD, N.S.**

NISBET & AULD, Agents for Toronto and West, TORONTO, ONT.

# Good Advertising

## For Wide Awake Retailers

By F. James Gibson.

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

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

Every now and then one hears of retailers in small towns making agreements among themselves not to patronize "fake advertising schemes." Why they cannot individually fail to patronize them without agreeing to do so is not clear to our mind; but, perhaps, there is a certain strengthening and buttressing effect in making the agreement. To know that if one breaks the agreement he will be the only ass in the town, probably prevents many a merchant with a paucity of will-power from taking the risk of securing such a distinction.—Printers' Ink.

A LARGE portion of country advertisers' appropriations is wasted on these "fake" schemes. By a "fake" scheme I mean a scheme that can't justify itself on its own merits as an advertising proposition. Many advertisers go into these "fake" schemes in order to please a customer or someone in a position, or a fancied position, to influence trade. These schemes are legion. They include schemes all they way from church-fair programmes to "fake" write-ups. A great many apparently well-intentioned people seem to look upon the advertiser as fair prey for any sort of old thing in the way of a scheme. If the Ladies' Aid of one of the village churches give an entertainment in the music hall or elsewhere, they must perforce have a programme printed. Of course, the programme is of no earthly (or heavenly) use as a programme, because no one reads it, or is expected to read it. But think of the chance it gives the "Ladies' Aid" to go around and "work" the local merchants and other advertisers! The church is supposed to need the money, and so the workers hustle out to get it. And the money so donated is charged to "Advertising," instead of being charged to "Religion." As such advertising is never, by any chance, of the slightest use as advertising, a distinct injury is done to the cause of advertising. Of course, it is quite right to give money to good purposes, and when it is necessary to raise money for such purposes, probably no harm is done to anything except, as just stated, to the cause of advertising. But let no merchant, or anyone else who spends his advertising appropriation in this way, deceive himself into thinking he is an advertiser. He is not an advertiser. Indeed, he doesn't understand the first principles of advertising. Advertising is publicity. Putting one's money in an advertisement where no one will ever see it, and where no one expects anyone to see it, is not advertising. It may be religion, or charity, or soft-heartedness, or downright foolishness, or what not, but it distinctly is NOT ADVERTISING. A merchant who appropriates a certain amount for advertising and then deliberately spends it in something else in the guise of advertising is foolish; and he is none the less foolish because he thinks he is an advertiser.

This custom of "working" the advertisers by churches, lodges, societies, and other associations has grown to such an extent that it is not surprising that advertisers, as related by Printers' Ink, are seeking to band themselves together in order

to offer the better resistance. But why make any agreement among themselves? Why can't each advertiser be man enough to make a stand for himself? Unless there is this manliness the evil complained of will never be overcome.

But probably the most seductive and insidious of all the "fake" schemes is the "write-up." This is a "fake" game pure and simple. It is true that it does not, as a rule, masquerade in the disguise of charity or religion, yet such is the weakness of human nature, and the inherent desire to see one's name or photograph in print, that a couple of smart write-up fiends can go into almost any town or city and make a good thing out of it. The best way is to have nothing to do with any advertising that is not "straight goods."

\* \* \*

I have noticed recently in Canadian advertising quite an outbreak of patriotism. There seems to be quite a tendency to use the South-African War, and scenes and circumstances connected with it, for advertising purposes. This course is certainly quite understandable even if not good business, which is to say good advertising.

The question is: Why should an advertiser work into an advertisement something that has really nothing to do with it? Does he strengthen the advertisement thereby or weaken it? I say that he always weakens it. He weakens it, because by so doing he admits that something extraneous is required. This truth is illustrated by a large advertisement of Messrs. Grafton & Co., of Dundas, Ont., that I have before me as I write. The advertisement is of several kinds of dry goods. A part is of wash skirts and is illustrated (?) by a picture of a bugler with military tents in the background. The picture, as will be seen by the reduced reproduction herewith, has nothing in the world to do with wash skirts or dry goods of any kind.



### Fully Assorted Makes of New Wash Skirts Just Received

This department is interesting and prices are within the reach of all. The prices range from 45c, 75c, 1.00 to \$2.50.

These include Linen Batists, Linen Crash, Cover and White Pique.

### FANCY BLOUSES

Another section of the Grafton advertisement is of silks for June brides. This section has a very pertinent illustration,

# JOHN M. GARLAND, SON & CO.

Wholesale Dry Goods and Carpets,

✿ ✿ ✿ Ottawa, Canada.



146 to 152 Queen Street,  
45 to 51 O'Connor Street,  
OTTAWA, CANADA.

---



---

## Departments

---



---

- A. Staples.
  - B. Colored Cottons and Linens.
  - C. Tweeds and Cloths.
  - D. Dress Goods and Linings.
  - E. Men's Furnishings.
  - H. Small Wares,  
Hosiery and Ribbons.
  - T. Carpets and House  
Furnishings.
- 
- 

~~~~~

**T**HIS firm can afford to sell closer than most other houses, as they sell about 75 per cent. of their output in the house, while other firms having as large a turnover sell about 75 per cent. on the road. Letter orders filled carefully and at once. Why not try us?

# THE CANADIAN RUBBER CO.

OF MONTREAL.

MANUFACTURERS OF RUBBER BOOTS AND SHOES.



Our products for the coming season are of the very latest styles in Gents' and Ladies' Footwear, and we would ask The Trade to have a look at our samples before placing their orders.

Our "Jacques Cartier" Brand is the best shoe in the market, and Our "Goodyear" cannot be surpassed as a second grade, and is better than many so-called firsts.

ALSO MANUFACTURERS OF BELTING, HOSE, PACKING, ETC.

## 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.

## ROBERT HENDERSON & CO.

Dry Goods Commission Merchants

181 and 183 McGill Street,

— MONTREAL

# NERLICH & CO.,

IMPORTERS

## FALL AND HOLIDAY

# Fancy Goods

Dressing Cases and  
Fancy Toilet Articles,  
Albums, Photo Frames,  
Pocketbooks, Vases,  
Figures, Fancy China-  
ware, Ornaments.



"AT THE FRONT"

IN OUR DOLL  
DEPARTMENT.

Dolls, Toys, Games and  
Xmas Novelties.

Our showing for the approaching **Xmas Season** is almost complete and our travellers will be on the road shortly with full lines of samples.

In **Novelty** and **Variety** our present range excels all previous efforts, and, thanks to our ever increasing buying facilities at the factory centres, the values defy the advancing market and preserve the usual high quality standard throughout.

Place your orders early to insure complete and early shipment.

CATALOGUE READY IN AUGUST.

# NERLICH & CO.,

35 Front St. W.,

TORONTO.

**GOOD ADVERTISING—Continued.**

and is reproduced as shown below. Anyone who uses his thinking apparatus for a minute or so will readily see that the silk section is much better advertising than the wash skirt section. It is not only better advertising but in better taste. It is better advertising, because the illustration is closely con-

**BEAUTIFUL SILKS FOR JUNE BRIDES**

Some particularly big values in Blouses and Dress Silks. Our assortment is complete.

Plain Taffetas, all new shades, 40c  
Fancy English, all silk in plain and fancy stripes, great variety of colors 50c

Plain Taffetas in silk, navy, mauve, white, cream, brown, navy, turquoise and cardinal 70c

Regaline Cordis brown, navy, red, blue, ecru, white, cream 70c  
Whitecards in silk, mauve, sky and coral, 81



nected with the text. It is in better taste, because it does not seek to drag the noble sentiment of patriotism down to the level of cold business.

Grafton & Co. were, no doubt, prompted to the use of this objectionable illustration by the thought that it would be more likely to attract attention than would a pertinent illustration. This is a mistake, however, and a very common one.

## Boys' Clothing . .

Think Twice ;  
Yes, Several Times,

before deciding where to buy your Boy's New Suit. Our stock is the largest we have ever shown, and prices were never more in your favor. It will cost you nothing to see them if you do not buy. It will save you money if you do buy.

|                                                         |                |
|---------------------------------------------------------|----------------|
| Boys' Navy Serge Blouse Suits, trimmed with white braid | \$1 25         |
| Boys' 2-piece Suits, sizes 22 to 30, at from            | \$1.75 to 1 75 |
| Boys' Vestee Brownie 3-piece Suits, sizes 22 to 26      | \$2 00 to 4 75 |
| Boys' 3-piece Suits, short pants, sizes 28 to 33        | \$2 75 to 6 00 |
| Boys' 3-piece Suits, short pants, sizes 34 and 35       | \$3 95 to 6 75 |

**MEN'S SHIRTS**

Men's dark check flannel shirts at 25c.  
12 doz. men's print shirts, assorted dark and light colors, some with collars attached, some without collars, soft fronts, worth 75c, for 50c

Men's fine colored shirts, immense assortment to choose from, latest styles 75c to \$1 25

6 doz. men's black or drab overalls to clear at per pair 39c.

Men's cotton or wool Sox 5c. per pair.

## GRAY, CAMERON & CO'Y.

WIARTON, Ont.

Terms Strictly Cash.

One Price.

I will venture to say, without fear of even a denial, that the illustration that goes with the silks for June brides is much more likely to help sell silks than the bugler picture is likely to help sell wash skirts.

What would be thought of a person who attempted to work his religion into his advertising! He would surely be condemned by everyone. Patriotism, though not so sacred as religion, comes very near the latter in the affections of most of the people in Canada. Let us then cease trying to use it in our very natural struggles for dollars and cents!

\* \* \*

I think that the Canadian clothing men are doing better advertising on the whole than are the drygoodsmen. Two or three retail clothing houses in Toronto and Montreal are setting the pace for the whole of Canada. And it is a pace hard to keep up with. I don't know whether or not Gray, Cameron & Co., of Wiarton, Ont., are clothiers only, but this advertisement of theirs (reproduced on a reduced scale) reflects great credit for people in business in so very small a place as Wiarton. The selection of type is really excellent. And it must be remembered that to select suitable type from the outfit of a country newspaper office is none too easy. It seems to me that Gray, Cameron & Co., deserve a word of praise.

\* \* \*

## The Double Store

Biggest, Best and Brightest in Barrie.

FURNISHINGS  
CLOTHING  
DRY GOODS

HATS AND CAPS  
DRESSMAKING  
MILLINERY

### Talking of Advertising.

Our theory is that it doesn't matter half so much what you say in the papers as what you are and do in the store. Mercantile success is built up on store service—and that we've got to the point of absolute perfection. Of course, we like to talk about the service we give—to the child as well as to the adult—to all alike—to the customer with the unlimited wallet, just as to the customer of modest means. In short, we like to emphasize the fact that with us store service is not expensive but experienced—and to assure you that you'll profit in testing it. Test the matter—save the dollars. It's a truism that big value's a basis for big business. We are obliged to do a big business in our big store. What's the inference?

### HERE ARE BRIEF HINTS AS TO OUR

#### Ladies' Fine Dress Fabrics

Tweed Suitings, superb goods, at 25¢ a yard. All-wool Serges, black and colored, newest creations, at 25¢ a yard. Extra heavy weight Serges, blacks and blues, hard finish, wearing, at 50¢ a yard. New lines of Imported Suitings, most elegant, from a quarter to a dollar a yard.

#### Dress-Skirts and Underskirt Showings

Ready-to-wear Dress Skirts and Underskirts, black and colored, embracing Piques and Crashes, fitting and finely finished, from \$1 00 to \$2 50. Mercerized all-finished Underskirts, \$1 75, \$2 25, \$2 50. Those mentioned barely touch the stock.

#### Shirt Waist Profusion

Our offerings in new season Shirt Waists will be a revelation to the shopper. A line at 50¢ will sell on sight. Combinations in colors at 75¢ are rare value. Very special conceits at \$1.00, \$1.25 and \$1.50.

#### Parasol Importations

We've gone heavily into Parasols and Sunshades, the newest fancies from the leading makers in the old land. Commonest to best, 50¢. to \$3 50.

We've no need to exploit our Dressmaking Department in the press. Our Miss Murphy's judgment, skill, and happy knack of executing commissions on time, has given lasting reputation to the rooms. The staff is busy, but we'll take your order and fulfill your commands to the letter.

New things in Summer Millinery are beginning to take precedence over Spring showings. Our Miss Wright has her own way in this department, and we stand behind her every effort to keep abreast of the season. The past week has witnessed arrivals from the great millinery centers, which give the cue to what's to be worn the coming summer. You are welcome to inspect, whether disposed to order or not.

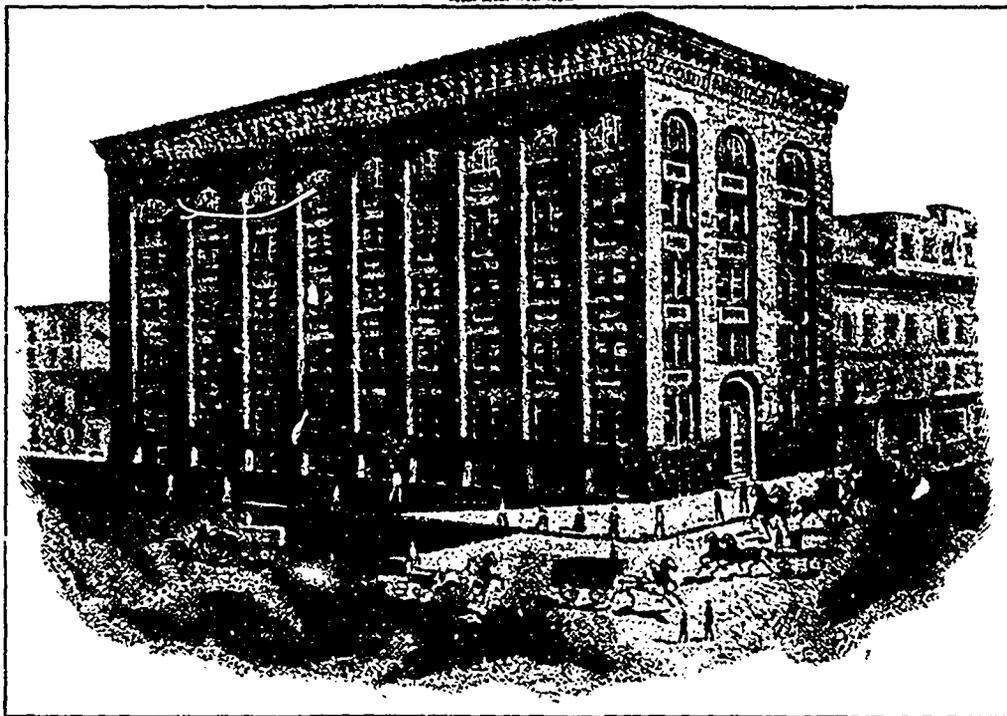
## FRAWLEY & DEVLIN

Front Street, Barrie.

N.B.—The clothing salespeople are busy these days. Come in while the snags are available.

THE GREAT WHOLESALE DRY GOODS WAREHOUSE OF THE GREAT WEST.

**FALL 1900**



**OUR  
DEPARTMENTS  
ARE:**

1. Foreign and Domestic Staples.
2. Dress Goods and Tailors' Woollens.
3. Hosiery and Smallwares.
4. Men's Furnishings.
5. Carpets and Housefurnishings.

Each Department is filled with goods carefully and specially selected for our customers throughout the Great Canadian North-West.

By placing your order for Fall, 1900, with us we are certain it will be to your advantage and profit.

We know that every wide-awake merchant is looking for the best values to be found in the Trade, and right here he is sure to find them.

Last season was the best in the history of our business. We believe that we helped to make it exceptionally good for those who had dealings with us.

Our samples this season are better and more numerous than ever before. With our facilities for close buying, and our ideas of close selling we are able to quote as low a price as any in the market.

With us letter orders are a special feature Try us and you will be convinced.

Have our traveller call on you or write direct.

**R. J. WHITLA & CO.,** Wholesale Dry Goods Importers, **WINNIPEG.**

**GOOD ADVERTISING—Continued.**

Frawley & Devlin, Barrie, Ont., seem to have right ideas about advertising. I haven't the pleasure of being personally acquainted with this firm, but if their store is as good as their advertising it is all right. There is a "snap" and a vim about their announcements that are quite refreshing, as witness the clipping from a recent issue of a Barrie paper on previous page.

It is here of course much reduced in size. The main charm about this advertisement is its evident truthfulness. There is no loud bombastic talk or absurd claims. Not once is the claim made that their goods are cheaper or better value than those of other Barrie merchants. The adverse criticism I feel compelled to make is on account of the lines or rules that divide the advertisement into different parts. If these rules had been omitted and headlines for the dressmaking and millinery section put in it would have been an improvement.

\* \* \*

Compare the advertisement of Frawley & Devlin's with John J. Weddall's, Fredericton, N.B. Both of these firms are in the same line of business, and Fredericton being a more populous town than Barrie Mr. Weddall has a better

MAY 25, 1900.

Now that the fine weather is here you will need  
to replenish your homes.

An Immense Line of . . .

*Lace Curtains,  
Curtain Scrims,  
Floor Oilcloth,  
Stair Oilcloth,  
Chenille Portieres,  
Etc., Etc.*

**JOHN J. WEDDALL.**

Agent for Standard Patterns.

opportunity than the people on the shore of Lake Simcoe. I think I could write a book on the difference between these two advertisements. The man who is desirous of learning something about advertising can easily acquire some valuable ideas by making a study of these two specimens.

\* \* \*

I have received a copy of a reproduction in color of Mr. A. W. Cressman's advertisement in the Peterboro' papers. The reproduction is used as a dodger following up the advertisement in the daily papers announcing a special sale. I am asked for an opinion. In the first place, it is quite clear that Mr. Cressman has grasped all the essentials of good advertising, and that he knows it is useless to omit prices in making his announcements. The consequence is that this circular is crowded from top to bottom with valuable information about a great many lines which he is offering to the public. In several cases, also, he has illustrated his circular with neat little cuts,

and the announcement in all its details shows that a great deal of time and trouble have been expended in getting it up. I should say that if it gets into the right hands it would bring results. In fact, I can't conceive of a properly circulated advertisement on these lines, providing the prices are right, not bringing ample returns to the advertiser. I do not know that the typographical arrangement of the matter on the circular is above criticism. In order to get a lot of matter into a short space there has had to be some crowding. This gives the announce-

**WASH FABRICS**

These Prices Run with an Economical Step.

|                    |                                                                                                                                                                          |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| At 5c.             | 1,000 yards of mid light Prints, full 3/4 in. wide, good wearing cloth. SALE PRICE only. 8c.                                                                             |
| At 12 1/2c.        | 12 pieces striped Pique, in variety of colorings, stylish and pretty, worth up to 2c. SALE PRICE only. 12 1/2c.                                                          |
| At 6 1/2c.         | 600 yards Foulard effect Cotton Dress Stuffs. SALE PRICE only. 6 1/2c.                                                                                                   |
| At 8c.             | 12 pieces American Percalettes in dark colorings of Red, Blue and Black. SALE PRICE 8c.                                                                                  |
| At 15c.<br>to 50c. | Over 100 pieces of the very newest and daintiest wash stuffs, including the new Silkanettes, Cotton Foulards, for dresses and waists. These will interest you. See them. |

ment a somewhat crowded appearance, and as the description of each line of goods is set in a small space by itself, it is possible that some of the information might be overlooked by a casual reader. At the same time, the printer has not done badly, considering the fact that he was probably obliged to get a great deal of matter into a limited space. The reproduction in red print looks fairly well, although I am not sure that black would not be just as effective. As an instance of the apt character of Mr. Cressman's announcement, I quote just one small section of his advertisement for the purpose of encouraging others to go and do likewise.

**A WESTERN MERCHANT ON TRADE.**

Mr. Edward Brown, of the firm of J. D. Brown, Portage la Prairie, Man., was in Toronto a few days ago on a brief trip. Mr. Brown is one of the progressive wide-awake merchants of the West who impress the Eastern man greatly by their energy and acuteness. Mr. Brown thoroughly believes in trade papers and reads THE DRY GOODS REVIEW. He spoke warmly of store service in his own town, and praised his competitors for the excellent stores which they had. Mr. Brown said that part of his duty called upon him to deal with the advertising part of the business, and he found it difficult to get a good medium which went into the homes of the farmers. He believed newspaper advertising was the thing. He did not believe in circulars at all. Some years ago he had made an arrangement with a Winnipeg weekly. His firm paid the subscription price for sending the paper to all the farmers of their district, and took two pages in the paper which they filled every week with their announcements; this cost \$3,000 a year. They sublet a part of the space, and in the end the whole arrangement paid handsomely. "We believe thoroughly," said Mr. Brown, "in doing as your large city stores do in clearing out goods. Some merchants have periodical sales. But we believe in daily sales. There is more money lost in keeping stock than in any other practice. Move out the stock as you go along, and, as the business continues brisk, you make money on regular sales which thoroughly justifies clearing lots. I find your big city stores are making just as good profits as we are. There are, of course, bargain counters, but apart from these the big stores do not sell any cheaper than we do."

Your customers are pleased because  
our garments fit

THE  
*Northway*  
GARMENT

**VERY PLEASING  
INDEED.**

Our customers will, each one of them, be pleased to hear that our facilities — by no means small — are being taxed to their utmost to fill orders. It is exceedingly gratifying to have such testimony of the satisfaction which the **NORTHWAY GARMENT** is giving.

No effort will be spared on our part to continue to deserve this approbation which they are showing toward us, and which the cumulative experience of years has enabled us to merit. There has only been one expression of opinion wherever the **NORTHWAY GARMENT** has been sold, and that is that in Style, Fit and Finish it is not excelled. This standard we'll endeavor to maintain.

**JOHN NORTHWAY &  
SON, Limited**

Wellington Street West  
TORONTO  
CANADA

**We Have Made a  
Superb Line of  
Parasols.**

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

*20 Front Street, West,  
Toronto.*

**The Irving Umbrella  
Company, Limited.**

PERFECT IN FINISH

THE...  
**W. A. MARSH CO.**  
LIMITED.

THE attention of all live jobbers and retailers throughout Canada is called to our newest patterns for Fall and Winter Trade. We guarantee them to be the

**BEST SELLING, BEST FITTING,  
AND BEST WEARING**

**BOOTS and SHOES**

turned out by any manufacturer. The continued and increasing demand for our goods proves this. Have you given them a trial? Your order will have our best attention. When in Quebec do not fail to call on us. Will give you a hearty welcome.

FIT LIKE A GLOVE

466-472 St. Valier St.

**Quebec, Que.**

STOES

# Shelves Crowded With Goods But None of Them Will Move.



It is not the merchant who carries the largest stock who does the largest business. Goods must be right. You cannot expect people to buy old-fashioned, undesirable dress goods of yours, even if you cut the price below the cost mark.

What business you will do this Fall will depend on the character of the goods on your shelves, as much, if not more, as on the new goods you offer the shopper. There need be nothing but new goods if you consider what we can do to make your stocks fresh and new.

- Do certain lines of dress goods and other fabrics
- drag and hang because off color? Then send them to these
- works and have them dyed to the fashionable color
- of the season or some good winter color that is
- always salable.

Why should you cut down your profits for the reason of losses in unsalable goods? We can make them the very latest and most popular shades. Cloths dyed by us never fade. Color never cracks, and color never shows through. The lustre is provided—no one can tell that they have been re-dyed.

There is no occasion for you to lose a single penny on a single yard of goods in your store. Send us your hosiery where you have struck bad selling shades—or your ribbons—almost anything.

- In the dyeing, cleaning and curling
- of feathers we are sure to give
- completest satisfaction.

Send parcel direct to the head office and works as below and the goods will be returned to you fit to count in with your newest Fall stocks.

## R. PARKER & CO.

Dyers and Finishers,

Head Office and Works, 787-791 Yonge St.,  
MONTREAL: 1958 Notre Dame St.

— TORONTO.



**SOMETHING NEW  
MANUFACTURED IN CANADA.**

**“BRAID NOVELTIES  
FOR TRIMMINGS”**

Foreign Expert at head of designing department.

**NO NEED TO IMPORT.**

---

**PRICES RIGHT.**

---

**The Laces and Braid Mfg. Co.**

**Toronto Junction, Ont.**

**AGENTS WANTED.**

### OUTS IN ADVERTISEMENTS.

**T**O catch the eye is the first thought in the construction of an advertisement, to bring trade the prime object, to convince the consumer is an absolute necessity.

The illustrating of advertising matter greatly enhances its value. Illustrations attract attention, make plain the idea, photograph the object itself on the mind, while the text tells the story. Few retail merchants in the smaller towns place a correct estimate upon the value of illustrations in advertising. Very seldom do you see a local advertiser embellishing his advertisements with attractive cuts, but, when he does so, his advertisement is by far the most prominent on the page. Almost any advertiser of experience is, or ought to be, aware that, in order to induce the buying public to read his advertisements, he must first make the advertisements capable of attracting attention. Where 10, 12, or more advertisers are clamoring to be heard in the columns of the newspapers, the only way to make one particular advertisement attract more attention than the rest is to make that particular advertisement stand out. The illustration, then, is a logical sequence. Use illustrations; use plenty of them, use them in illustrating everything that it is possible to illustrate. If you catch the eye, you catch the mind. Even those who cannot decipher a letter can read a picture. A cut makes one read the advertisement without really intending to do so, and is therefore of inestimable value.

The large department stores here and in the United States fully appreciate the value of cuts, and frequently in the great dailies, where space costs from \$3 to \$5 an inch, one-quarter to one-half of their space is occupied with attractive cuts. In the smaller towns, where newspaper space is cheap, at least one enterprising man should avail himself of the enormous advantages of the use of cuts. If your advertising has not been bringing the results you think it should, we would advise you to try the effect of illustrations. The cuts are cheap, and can be used in newspapers, dodgers, circulars and all sorts of printed matter for years to come.

A cut of yourself or of your store is a good advertisement. Every merchant can use profitably some illustrations, and to any who desire cuts of any sort we recommend The Standard Electrotype Co., of Wilmington, Del., United States, or their Canadian agents, The Pugh Co., of 67 Yonge street, Toronto.

### THE LATE COMPROMISE.

The Montreal Wholesale Dry Goods Association held a special meeting the other week to consider the recent compromise by the Customs Department in the Fitzgibbon, Schafheitlin case. There was some strong talk against the action of the Government in the matter, and it was decided that President Rodgers should draft a strong communication to be sent to Ottawa, pointing out the injustice its course rendered to conscientious traders, and the low tone of business morality which settlements of cases in which fraud is charged was calculated to bring about

### SMALLWARES THEIR SPECIALTY.

A visit to the warerooms of Phillips & Wrinch, 5 Wellington street west, Toronto, furnishes proof of the growing business of this house as importers and manufacturers of smallwares. Every dealer will appreciate the necessity of timeliness in goods of this class. Specialties in ladies' belts, hair ornaments and jewelry, and articles of that kind, possess little salable value unless new and up-to-date. With a resident buyer in France, Phillips & Wrinch keep not only in touch

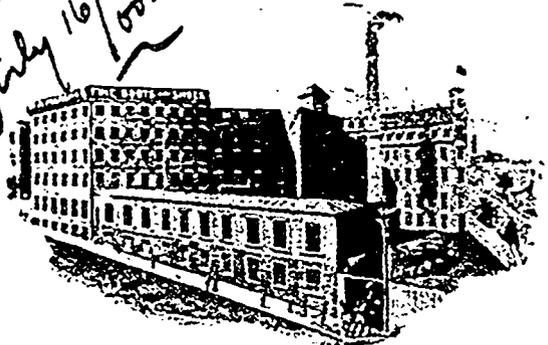
with everything in their line, but are just a little ahead of time very often. If there is anything new in these lines they are sure to have it.

An important end of the business of Phillips & Wrinch is that devoted to the manufacture of hairpins and various ornaments in jewelry where the spirit of current events is utilized, and at this season, in Canadian, patriotic, and military designs in these goods.

This firm are sole Canadian agents for the celebrated needles made by William Woodfield & Son, Redditch, England. From the preparations made by Phillips & Wrinch, there is good reason to believe that they take an optimistic view of the outlook for Fall trade.

### SPECIALS IN BOOTS AND SHOES.

While on a visit to Quebec, THE DRY GOODS REVIEW spent a very pleasant hour or so in the factory of the W. A. Marsh Co., Limited, boot and shoe manufacturers. This go-ahead and up-to-date house employ over 500 hands, and they are kept continually at it, which proves the popularity and demand for their different lines. Mr. Marsh said that the past



Factory of The W. A. Marsh Co., Limited.

season's business had been exceptionally good, and the prospects for a splendid Fall and Winter trade are extremely bright. This house undoubtedly manufacture the finest line of boots and shoes in Canada. THE REVIEW was shown a sample of their men's dice and willow calf boots, which are worthy of the particular attention of the trade. In women's goods, they have a specially fine line in plain and tan dongolas, showing several new lasts from the best makers in the United States. Those who intend visiting Quebec should, by all means, visit this wonderful factory, and we can assure them of a warm and hearty reception.

### KINGSTON MERCHANTS ORGANIZE.

The retail dry goods merchants of Kingston have formed a retail dry goods association on the lines of a similar association in Montreal. The officers of the Kingston association are: Edward T. Steacy, president; D. G. Laidlaw, secretary-treasurer; and an executive committee composed of Messrs. D. E. Starr, R. S. Waldron, Edward Crumley, Robert McFaul, David Spence and Joseph Sutcliffe.

One of the main objects in view with this association is to try and find a remedy for the system of peddling that has gradually grown up in that city during the past few years. A low estimate places the number of peddlers of dry goods and notions at 150. They have been gradually sapping the retail trade of the city until it became a menace to the regular trader. The retail merchants are now using every effort to induce the city council to raise the license fee from the present low rate.

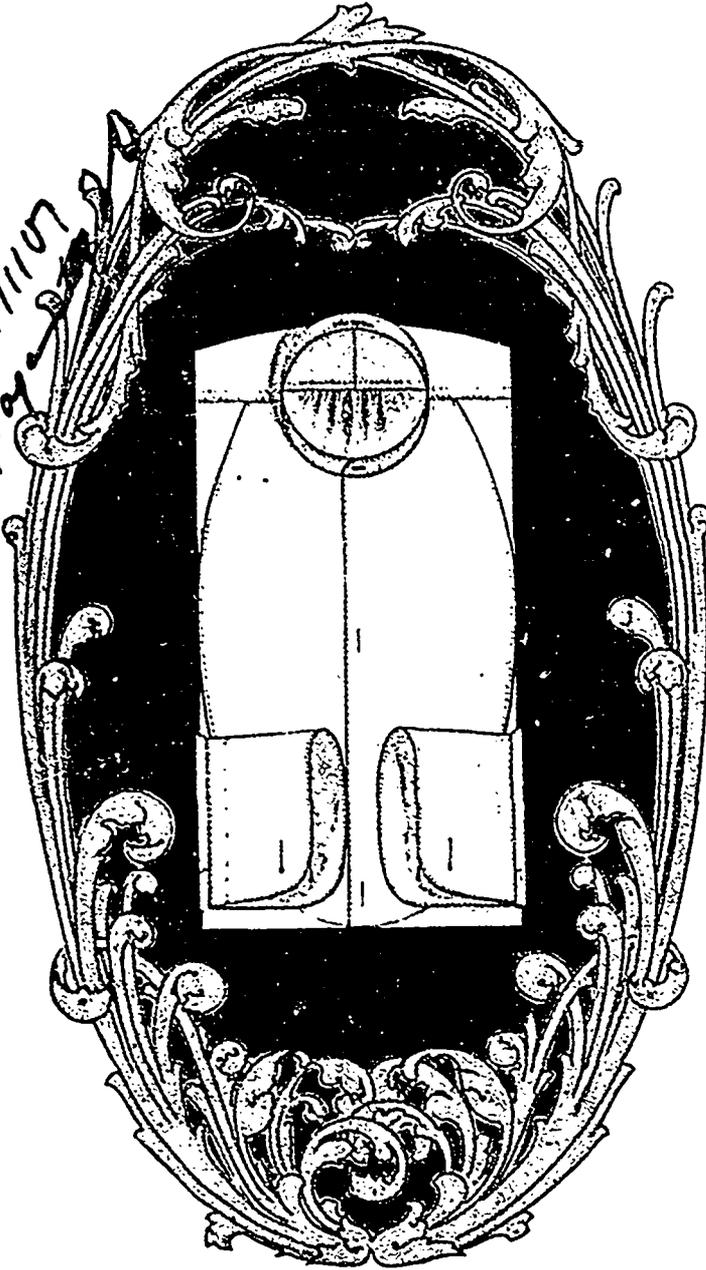
# ALWAYS ON TOP



*Handwritten text:*  
The  
only  
one  
with  
the  
signature  
of  
the  
man  
in  
the  
picture

ALWAYS ON TOP

*Returned to  
making 1/20/08  
see cut book no 1/10/07*

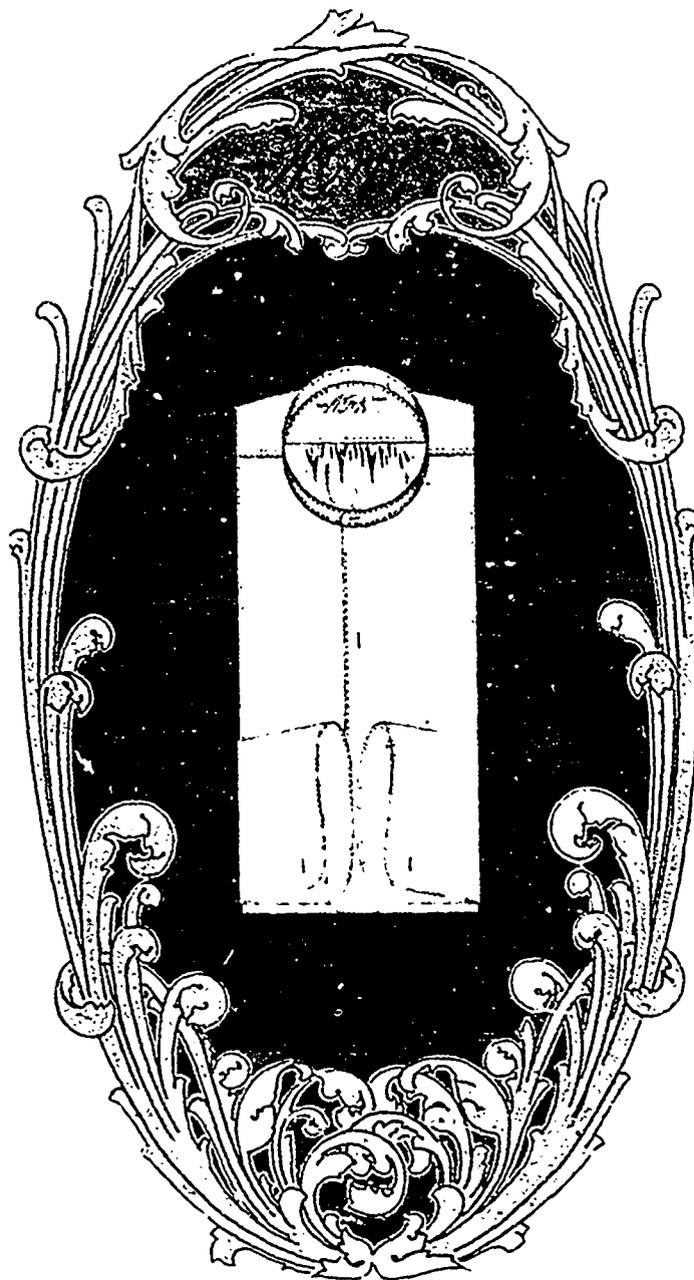


OUR FAMOUS FULL DRESS MODEL.

Cushion Neck Bands.

THE WILLIAMS, GREENE & ROME CO.  
OF BERLIN, Limited,  
MANUFACTURERS  
SHIRTS, COLLARS AND CUFFS,  
BERLIN, ONT

ALWAYS ON TOP

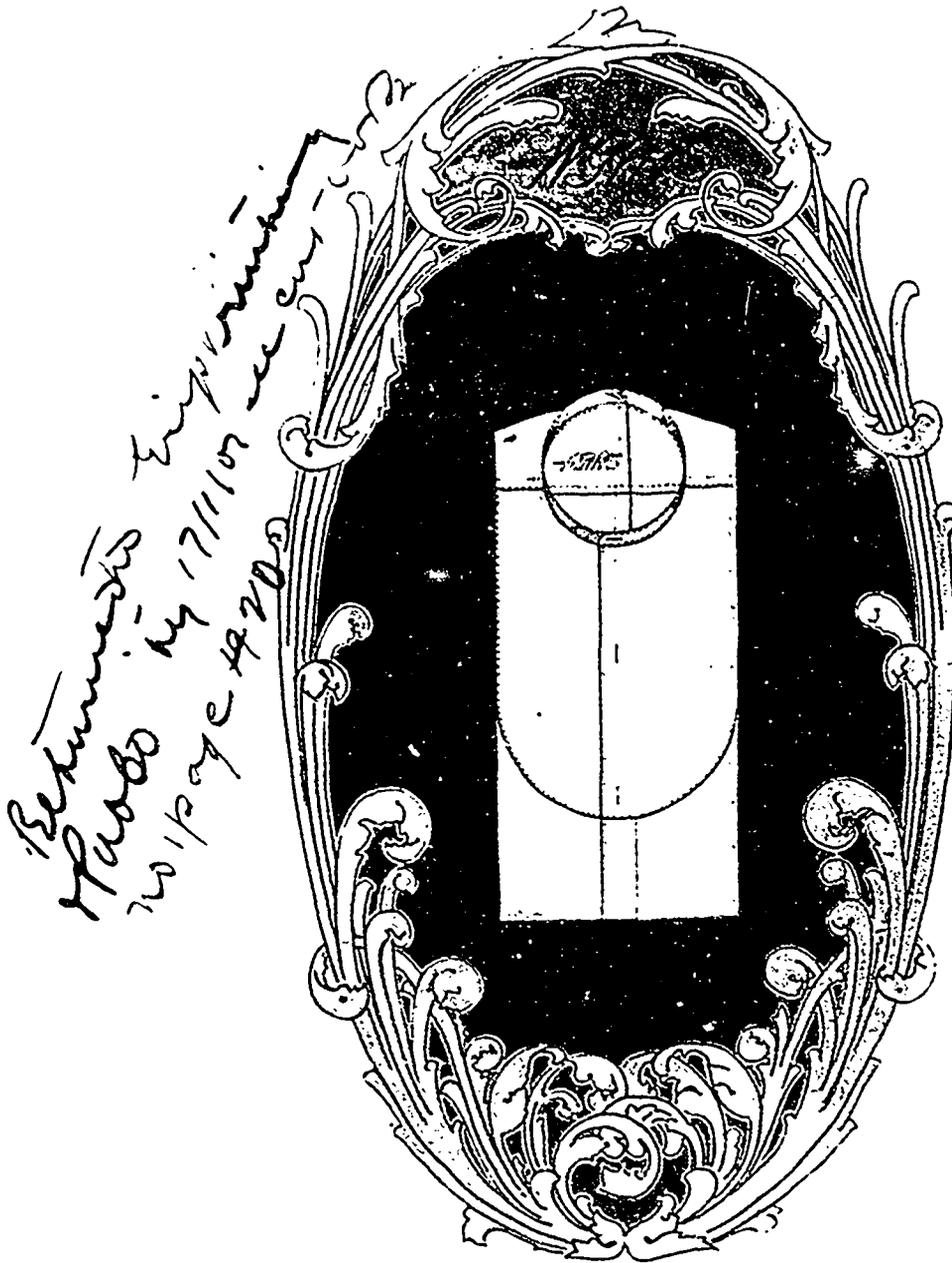


**REGULAR LENGTH BOSOM.**

Open Front Only—Cushion Neck Bands.  
Full Cuffs Attached.  
Reinforced Fronts.

THE WILLIAMS, GREENE & ROME CO.  
OF BERLIN, Limited,  
MANUFACTURERS  
SHIRTS, COLLARS AND CUFFS,  
BERLIN, ONT.

ALWAYS ON TOP



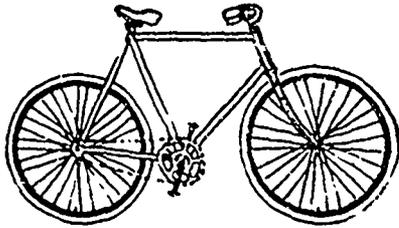
SHORT BOSOM.

Open Back and Open Front.

Wrist Bands.

Reinforced Fronts.

THE WILLIAMS, GREENE & ROME CO.  
 OF BERLIN, Limited,  
 MANUFACTURERS  
 SHIRTS, COLLARS AND CUFFS  
 BERLIN, ONT.



**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 to us, and ask for price of electrotype of it.

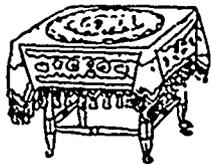
Write to-day. Don't wait.

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 25 to 49, 23c. each. |
| From 10 to 24, 24c. 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.

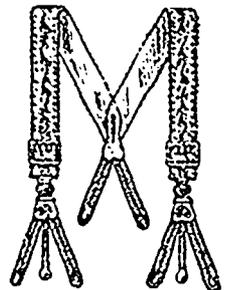
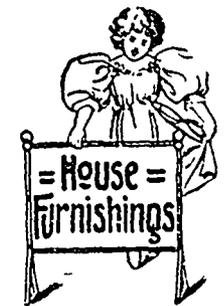


**The Standard Electrotype Co., Wilmington, Del., U.S.A.**

Electrotypers and Photo-Engravers.

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

Distributing Agents for the Dominion of Canada.



**Phillips & Wrinch**  
TORONTO.

**"Everything in Smallwares."**

## DO YOU KNOW US?

Those who do—and our trade extends from ocean to ocean—tell of the important position we fill in the trade of the country. Little things of the dry goods store are not the least important—in many respects they count the most.

A store will be judged by the character and range of stocks in its Smallwares and Sundry departments. When taste is shown in the selection—the variety, as it ought to be, is large, and stocks are novel and up-to-date—that store becomes an attractive spot for shoppers.

- Our business is the selling of Smallwares of practically every kind.
- Many specialties are controlled by us, including the needles of the well-known firm of William Woodfield & Sons, of Redditch, Eng.
- French goods are a specialty with us—and how many Novelties the French people originate! We have a buyer always on the ground, with the result that we are usually ahead with French novelties.

There is hardly anything that can be classified under the heading of Smallwares that will not be found in our stocks—Combs, Tooth and Shaving Brushes, Hair Ornaments, Hair Pins, Hat Pins and Ornaments of every description, Jewellery for men and women.

### **OUR OWN MANUFACTURE**

It is hardly possible that any house will meet customers' wants in Ladies' Belts and Buckles to the same extent as ourselves. Many of these are goods of our own manufacture with style and price both a consideration. We are manufacturers of Patriotic Novelties—make up any line that you may suggest—and ever keep ourselves abreast of the times in making beautiful Canadian, patriotic and military designs, in Hat and Stick Pins, Brooches, etc.

Our travellers will be on the road in good time for early Fall Trade. Be sure and reserve your orders until you see their samples. Mail orders have very prompt and careful attention—goods shipped on day order is received.

# PHILLIPS & WRINCH

5 Wellington St. W.

TORONTO, CANADA.

OTTAWA OFFICE: 193 SPARKS STREET.



## The MacLean Publishing Co., Limited.

President, JOHN BAYNE MACLEAN, Montreal.

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

### OFFICES:

MONTREAL, (Telephone 1255) Board of Trade Building.  
 TORONTO, (Telephone 2148) - 26 Front St. West.  
 LONDON, ENG. (J. Meredith McKim) 109 Fleet St., E.C.  
 MANCHESTER, ENG. (H. S. Ashburner) 18 St. Ann St.  
 WINNIPEG (J. J. Roberts) - Western Canada Block.  
 ST. JOHN, N.B. (J. Hunter White) No. 3 Market Wharf.  
 NEW YORK (Edwin H. Haven) - 150 Nassau Street.

Traveling Subscription Agents - (T. Donaghy.  
 F. S. Millard)

Published the First of each Month.  
 Subscription, Canada, \$2.00; Great Britain, \$3.00.  
 Cable Address: "Adscript," London; "Adscript," Canada.

### 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, JULY, 1900.

### THE DUTIES ON GERMAN GOODS.

WE have not heard the last of our preferential tariff and its treatment of Germany. The first thing the German authorities did was to cut Canada out of the favored-nation clause in her treaties. The same policy has been followed towards Barbadoes which has also gone in for a preferential tariff. The colonial party in the German Parliament has, it appears, been anxious to exclude Great Britain herself from the favored-nation clause until she could bring Canada into line. Last month this was brought up in the discussions in the Reichstag.

It seems that the German Government is now engaged in framing a new maximum tariff which the protectionists there hope will be higher than the present one. When the proposal to renew the favored nation clause toward Great Britain came up, the Government was asked why a provisional agreement could not be entered into with Great Britain so that she could secure reciprocal treatment for German goods, both from Great Britain and her colonies. The leader of the National Party in the Reichstag expressed fears that the preferential tariff policy would spread to the other British colonies.

Finally, the arrangement with Great Britain was renewed to the end of July, 1901, when we may expect a renewal of the disturbance.

Importers of German goods into Canada state that the tariff is no embarrassment to them. Perhaps not. But the principle at stake is what has attracted attention in Germany rather than the actual difference of duty which we charge upon German and British goods. And, as a principle is often a very important matter, even when its results are of no great importance, we are likely to hear more of this one.

### LORD MASHAM AND BRADFORD.

AT Bradford last month, Lord Masham, the head of the great silk firm of Lister, laid the corner stone of the magnificent Cartwright Memorial Hall which Lord Masham has so generously presented to the town at a cost of nearly £50,000 or \$250,000.

Lord Masham's speech on the occasion was characteristically modest and interesting. He said that Bradford owed its position to the man they were assembled to honor, namely, Cartwright, the inventor. He thought it strange that while in English Technical Schools there were professors who taught the use of many inventions, there were few who remembered their great English inventors. Lord Masham said that he himself, as a manufacturer, had for years used Cartwright's inventions, the comb and power loom, without knowing who the inventor of them was and only found out by accident.

He showed that the developers of inventions, rather than the original inventors themselves, had usually reaped the reward and no one had profited more by perfecting other men's work than he. This was shown in the case of the plush and velvet pile loom. In giving some details of his early experience he stated that neither he nor Dr. Cartwright had ever received any technical education, and that, although he had never been in a silk mill, he had afterwards built Manningham, one of the largest silk mills in the world.

The gift of Lord Masham to Bradford is one that does honor to himself and will be a boon to the people of Bradford. It is a very honorable action of Lord Masham and one that does credit to his generosity and public spirit.

### THE CHINA WAR AND COTTONS.

There is some speculation as to the effect on the cotton trade of the disturbance in China. Next to India, China is the biggest market for English cottons. The United States also ships a good many there, and for some years the Montmorency mill in Canada has found a profitable market in China for Canadian cottons. For the year ending June, 1899, Canada shipped 3,328,000 yards to China. If the war in China should dislocate this trade there may be a certain effect in the markets of origin. As far as Canada is concerned, of course, the export item is not of sufficient importance of itself to affect prices. Besides, we may make up in one direction what we lose in another. For example, last year Australia took over 1,000,000 yards of cotton from Canada, and South Africa took 350,000 yards. There is no knowing what we may do in the future in both these directions if our manufacturers decide to push the trade vigorously.

### THE DECLINE IN RAW COTTON.

THE decline which took place in the raw cotton market, between May 14 and June 14, caused some uncertainty among buyers of finished material as to whether it will be continued to such an extent as to affect values.

This, of course, no one can answer at the present moment to a dead certainty, but it is worthy of note that sales agents, instead of speaking of a decline, talk the other way, and predict an advance in prices before the end of July. As bearing on their stand it may be remarked that the decline in the actual spot cotton market has not been anything like that in futures, from which it is inferred that demand must be keeping up very well.

As will be noted also in the appended table, the greatest decline in the speculative market has been in the June, July and August options. The difference on the latter futures is not nearly as great, but it is, nevertheless, certain that the tenor of advices from cotton-producing sections on this continent are bearish rather than bullish. The Texas rains appear to have ceased, except to a moderate extent, the past few days, and there is little or nothing on which to bull the raw cotton market, so far as that important State is concerned.

The changes in detail are :

|                       | May 14, 1900. | June 14. | Decline. |
|-----------------------|---------------|----------|----------|
| Spots—                |               |          |          |
| Middling Uplands..... | 9 13-16       | 9 1-16   | 12-16    |
| Gulf.....             | 10 1-16       | 9 3-16   | 11-16    |
| Futures—              |               |          |          |
| May.....              | 9 37          | .....    | .....    |
| June.....             | 9 42          | 8 65     | .77      |
| July.....             | 9 40          | 7 66     | .74      |
| August.....           | 9 12          | 8 30     | .82      |
| September.....        | 8 31          | 7 83     | .48      |
| October.....          | 8 05          | 7 60     | .39      |
| November.....         | 7 35          | 7 53     | .32      |
| December.....         | 7 84          | 7 51     | .33      |
| January.....          | 7 36          | 7 53     | .33      |
| February.....         | 7 88          | 7 55     | .33      |
| March.....            | 7 90          | 7 58     | .42      |

### NEW COTTON MILLS.

Rumors of new cotton mills in Canada are often circulated. Doubtless, the reports are given in good faith, and are based upon the actual intentions of well-known people who could easily carry an enterprise of this kind to success. It is just possible, however, that the promoters on getting a certain distance on with their plans begin to figure closely as to the actual relations which profits will bear to expenditures, and that they are not wholly satisfied with the prospects.

In certain localities, where labor, power and other conditions were favorable, we can understand another cotton mill being made to pay. The mills now in existence have been greatly enlarged during the past three years. These enlargements show the increased demand in the home market. But another mill, which would mean fresh competition and a new rival for trade, is a different matter. It would probably tend to lower prices, and with the lowering of prices would vanish the certainties of profit.

We may be sure that these are some of the considerations that delay the establishment of a new cotton mill on an extensive scale. Beginning with the present month, the lower duties on British goods (13½ p.c. on colored and 16½ p.c. on

grey cottons) will not tend to encourage the setting up of new mills here as might be the case if it were a more highly protected market.

### IMPROVING THE CUSTOMS SYSTEM.

ATTENTION is called to the interviews elsewhere in this issue with Canadian importers who are disposed to view with some measure of satisfaction the proposal of the Minister of Customs to simplify and improve the system which governs importations.

There seems to be a disposition on the part of the Hon. Mr. Paterson to put things on a more satisfactory basis. A business man himself, he ought to be the best man in the Cabinet to deal with business questions. Of course we are well aware that he has not been able to see eye to eye with some of them on all questions. In this case, although the information of the intended reforms is somewhat slim, there is a general disposition to be satisfied if the changes encourage honest importing and equality of values.

There is always a certain amount of friction between importers and the Customs authorities. That is to say, there is a certain amount, not much perhaps, but a certain element of hostility between the one and the other. There is, we fear, too much tendency on the part of Customs officials to regard every merchant as likely to do the Department out of revenue if he possibly can.

We have an impression that, in the vast majority of cases, the merchant is as just and careful as the Customs official, and that if the Customs officials know their business they would never have occasion to trouble an honest importer at all.

The present Minister is not responsible for many of the difficulties that may have arisen under the new tariff. This tariff was framed by the whole Cabinet and the Minister must not be held personally responsible for whatever is the result of Government policy as a whole. No doubt the preferential tariff (satisfactory as it is as a piece of broad national policy) occasions some trouble to importers by reason of the certificates of origin and other papers which have to be filed in connection with imports.

Then, again, the almost entire abolition of specific duties in 1897 has thrown us practically upon an ad valorem tariff. This means that values become the whole basis for the payment of duties. Appraising is thus of the very first importance. Honest invoices greatly assist the officials, but there is always the extreme difficulty, even to experienced hands, of telling the values of goods. We do not say that a tariff should consist entirely of specific duties, but there are certain lines where the employment of those duties would greatly assist honest trading.

As to equalization of values at different ports, we do think the importers have a genuine grievance. The creation of so many small ports of entry is a mistake in policy. We cannot see who it benefits and it greatly increases the difficulty of imposing the same rate of duty on similar goods. If Mr. Paterson can do anything to remedy that evil he will indeed earn the gratitude of the whole trade.

**WALL DECORATIONS.**

**T**HERE is probably no money sacrifice so quickly forgotten as that made in the use of wall paper. When one thinks of the contrast between a dull-looking room, made so by soiled and probably delapidated paper, no doubt illustrating the gloomy colorings and severe heart breaking patterns of years ago, and that effected in the same room by the hanging of a bright, cheerful, clean paper, it is astonishing that there should be anyone who requires reminding of what may be done by such small outlay.

If one considers the influence of bright surroundings on the mind, possibly strained and tired with the little worries of the day, it becomes a duty to consider this matter in which expense cuts little figure in proportion to results obtained.

Recent medical experiments have proved the quieting and beneficial influence produced on violently insane persons by confining them in rooms decorated in bright colors, such as reds, yellows, etc., while the very opposite results were obtained from such shades as cold greys, certain shades of blues, etc. The effect of color on the mind is therefore obvious and everyone is influenced by it, with or without their knowledge. A large percentage of people drift into a monotonous sort of existence, which they only realize by accident, and then wonder why it never occurred to them to change and brighten up their environment, especially that portion of it most important—the walls.

The artistic designs and soft colorings of modern wall papers are so varied and easily obtained that harmony with carpets, curtains and furniture is secured, and a pleasing and restful effect produced out of all proportion to cost.

Our advice is, therefore, to wives and mothers—make home attractive and bright in appearance, and you will be surprised how quickly it will become so in fact. To this end, we claim the shortest cut is wall decoration, which often means the removal of years of oppressive surroundings, and, when intelligently done, will influence the spirits and make cheerful the faces of the very children.

**THE OUTLOOK IN THE UNITED STATES.**

The buyer of a large Toronto wholesale house informs us that, in his opinion, there is no ground for anticipating any considerable decline of prices in the United States on account of the Presidential election.

Our informant has just returned from the chief points in the United States, and reports that he was only able to find one buyer who thought that cottons would be cheaper this Autumn. All the others told him that the mills were filled up with orders until December, and that the cotton crop was not good enough to warrant the view that plentiful raw material would affect prices. One New York buyer told him, speaking of speculative dealers: "Several fellows have got to deliver cotton at 7c. in August and you will see if they don't have to pay 9c. for it." Another buyer said that while cotton goods in the United States might go a shade off in price during July they would certainly go higher later.

We give these views as the result of private observation, and, while doubtless all these buyers would sooner see prices stay up than go down, the chances are that they speak pretty frankly to one another.

**DISCOUNTS ON INVOICES.**

There is said to be some discussion going on between the Customs Department and some importers regarding discounts on invoices. There are two kinds of discounts, namely, trade discounts and cash discounts. The importers could not, and do not, expect the cash discounts to be subtracted from the total cost of goods given in an invoice for dutiable purposes. But a trade discount is another matter. It is pointed out that a European exporter when selling in large quantities to large customers of long standing grants a trade discount. This directly affects the price of the goods to the Canadian customer. The importers who get these concessions in price naturally contend that the sum on which duty is paid is less than the Customs claim it is.

**A CASE IN POINT.**

**H**ERE is a story illustrating the difficulties which occur from mixing business with politics. It happened some years ago, so that the feelings of men now in office need not be lacerated at the telling of the story.

A high official of the Customs had much extra work imposed on him. Being an energetic, capable man he put his shoulder to the wheel and got through the work. As time went on he asked for an increase of salary—not much, only \$200 a year. The answer he received was this: "We cannot increase your salary, but we will give you an assistant." In other words, the authorities were not willing to pay \$200 more, but were ready to pay \$500 or \$600 more. The extra man was appointed.

Why? Because, by adding a man to the staff they were able to give a place to a party back and thus increase the amount of patronage at the disposal of the party machine. This was not business, but it was politics, and a very useful brand of politics at that.

**THE FALL TRADE NUMBER.**

The present issue is our usual special number issued in connection with the Fall trade. In it will be found a number of interesting announcements and some valuable information of particular importance to the retail merchant.

It has become more and more necessary for the out-of-town dealer to keep his stock assorted up to the standard of the city stores, and it is, therefore, of much value to know all the specialties that are being offered on the market. This has led to the Fall Trade Number of THE DRY GOODS REVIEW being recognized as the medium through which manufacturer and importer make their announcements to the trade.

The outlook for Fall trade this year is exceedingly good. All the great commercial and financial interests are in a flourishing condition. The railways show greatly increased earnings. The banks, both through the discounts and the note circulation, show a very healthy condition of business. Failures have not been numerous. There is no reason to think that the crops, not being quite up to the highest mark in a few localities, will injuriously affect business to any extent.

## 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"

### A NEW ART.

THE century soon to close has done more for the retail merchant than all previous ages put together. It has taken them out of a life of drudgery and hard mental strain to a life of, in nearly all respects, pleasure.

It is mainly through the success of the window that the merchant has brought himself forward. There is hardly a store in the country that has not its windows.

Twenty-five years ago it would not have occurred to anybody that window decoration as a profession would ever be a success. The making of displays is engaging the efforts of a constantly increasing army of men, who find in this career an occupation especially suited to their tastes and capabilities. With only a few exceptions, the windows are considered to be the leading advertising medium of the merchant.

Even the store in the country has its windows, and those hitherto supposed to be built for the purpose of allowing the daylight to enter have been admitted to be their only advertising medium. It used to be taken for granted that the windows were for the purpose of getting as much goods as possible into them, the merchant thinking it would make an impression on the public that he carried a large assorted stock. To-day, simplicity and art rule. It is not how much you can get into the window, but how artistic and neat that window can be made.

### WINDOW FIXTURES.

The drawings will convey an idea of how a few good fixtures can be easily constructed at a very small cost.

Any man hardy with a hammer and saw can get them up. Figure 1 shows stand made with a square about 2 x 2 ft. on top of a strip 1 x 2 in.

This fits into stand (Fig. 2), and can be raised or lowered any height by boring a series of holes and inserting a wooden pin through it.

Fig. 3 is used with Fig. 2 as a base, and is intended to be used as a dress goods stand. This also makes a splendid stand for merchant tailors' use. They can be made in different heights.

Fig. 4 is a column made from two 10-inch in diameter circles of wood, to which are fastened strips the desired height. Around this cheesecloth may be pleated. This stand serves to support arches, etc., and makes a very useful stand in numbers of different ways, especially in displays of rags, handkerchiefs, dress goods, tweeds, etc.

### MUSLIN UNDERWEAR TRIMS.

In making a display of muslin underwear, a neat showing might be made as follows. Use the columns (as described above), say, in three sizes—3, and 9 ft. high. Arrange

them at the sides and back of window. Cover them over with apple green or pale blue cambric. Across the top of each nail a strip of wood and show a white skirt opened out its full width. Around each column show one certain line of underwear, and put a neat price ticket on them. Fill in the floor with same goods.

### COTTON GOODS.

One method by which the trimmer can make up a show of cotton goods, such as shirtings, white goods, printed fabrics, etc., is to show in the centre of the window a negro woman engaged in picking cotton from a basket.

Have balls of cotton distributed about the goods, loose cotton on floor, etc. In front of window have a sign to read:

"BEFORE—THIS IS COTTON IN ITS RAW STATE."

On each side of display have a sign to read:

"AFTER."

If an arch is arranged across the window, then from the cotton balls print the lettering "COTTON DISPLAY." White cotton batting may be used as a substitute for cotton balls.

### A NOVEL HOSIERY TRIM.

Make three frames about 6 ft. high and 3 or 4 ft. wide. Hinge them together similar to a screen (see drawing). The frames are then covered over with some light-colored stuff (white or manila paper preferred). Punch holes through the paper or goods.

Stuff each stocking with something that will give it a natural shape, and insert it through the hole so that it will show nearly up to the knee; fasten it on the crosspiece on the other side. Around each top show a piece of white lace or embroidery. I used cornmeal for stuffing the hose. It did not soil the stocking in the least, as it can easily be shaken out. It makes a perfect stuffing and shows the correct shape of the stocking.

### AN EFFECTIVE FURNISHINGS TRIM.

A framework was constructed out of boards. The drawing (on page 76) will give an excellent idea of the structural work of the display.

Frame A should be made in two sections, and put together after being placed in the window, as it is too large to be admitted through an ordinary window door. Circle B is connected with frame A by the pieces C with screws. The height of legs, D, should be made to suit the window, and circle B should be at an equal distance from the ceiling to the floor. After the frame is in position and properly braced, it should be covered on rear side with white or colored goods in order to prevent the back of the window from showing through the openings in centre made by the arrangement of suspenders.

The material and colors used in filling in the woodwork must be determined by the tact and ability of the trimmer. If incandescent lights are used (as in the trim) the wiring should

**ALL DEPARTMENTS** are now fully represented  
by our Travellers **FOR FALL.** ~ ~ ~ ~ ~

## Shirts and Drawers

The trade have already shown appreciation of our splendid values in Ladies' and Men's Underwear by placing orders freely. The best sellers are still being offered.

*Attention is specially called this month* to our well-selected ranges of . . . .

HOME AND  
FOREIGN

**DRESS  
GOODS**

*Tweed and Cheviot effects will predominate*, a fact which our Buyers have not overlooked. Also many French styles in Plain and Brocades are being shown. *We invite inspection.*

## Gents' Furnishings

We carry an extensive line of Men's Shirts, Collars, Suspenders, Half-Hose, Novelties in Ties, etc.

**SHIPMENTS**—Our arrangements for Fall are such as will enable us to ship seasonable lines promptly.

# KNOX, MORGAN & CO.,

Wholesale Dry Goods.

 HAMILTON, ONT.

**WINDOW DECORATING—Continued.**

all be done from the back of the framework, through concealed sockets.

To dress outer line, A, requires 16 shirts, 8 white and 8 colored, arranged alternately, and made up of ties and colors that match.

In addition, there should be 16 handkerchiefs, white or colored, and 48 pairs of suspenders.

The network framed by the suspenders may be made in a variety of ways, but in every case the rear ends of suspenders should be fastened on the outer edge of circle B, the front ends being stretched out at an angle of about 90 deg.

Circle B can be arranged according to the taste of the

nothing but the ocean could be seen, the ends being pulled out toward the front. I procured two uniforms of the Governor-General's Foot Guards and stationed them at the doors. A card near one of the guards read as follows:

"ON GUARD."

YOUR INTEREST SAFE HERE.

The card on the other side read:

THE PASSWORD IS

SQUARE DEALING.

Card in centre read:

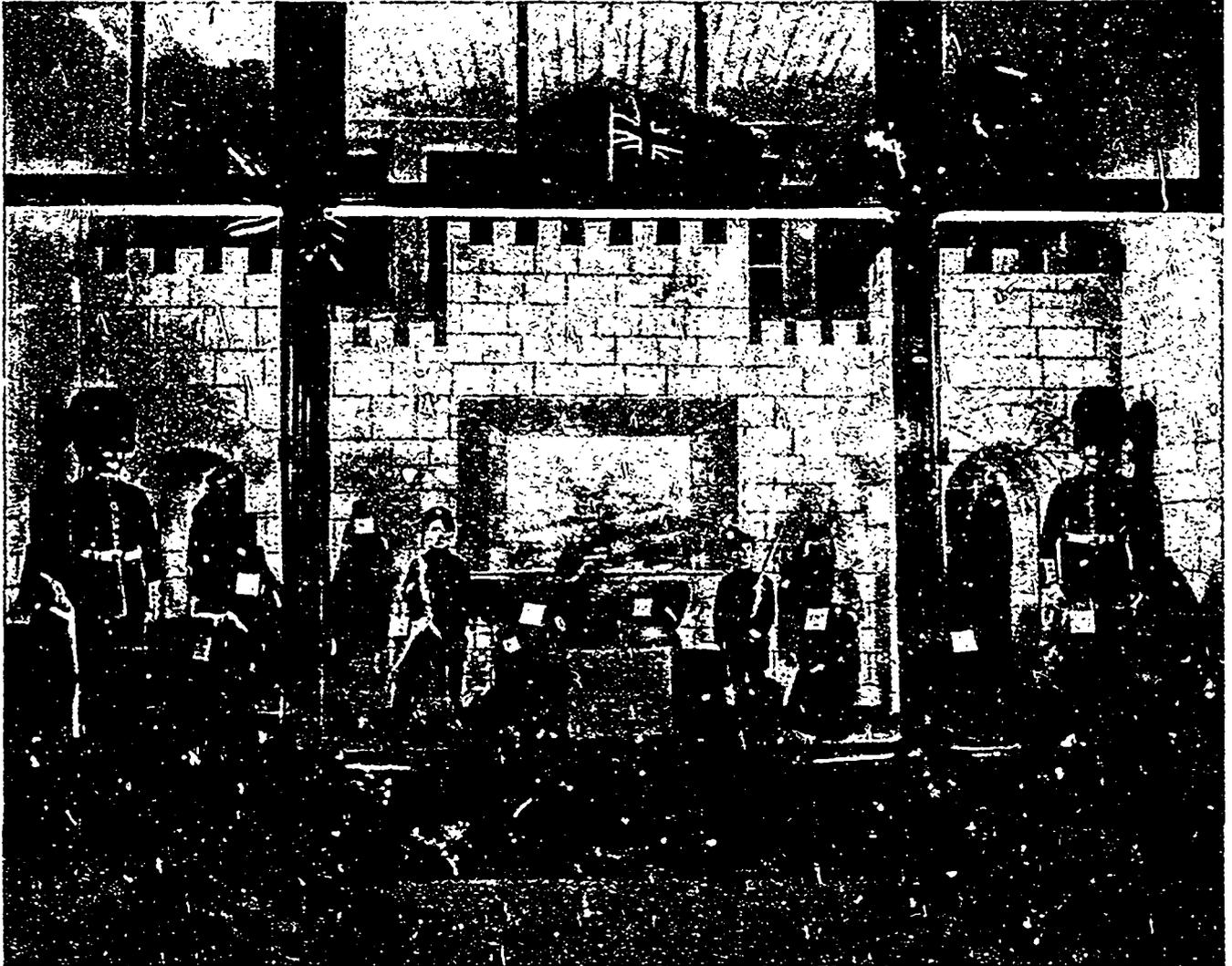
OUR FLEET

DEFENDS OUR SHORES,

BUT WE DEFEND

THE INTERESTS OF

OUR CLOTHING CUSTOMERS.



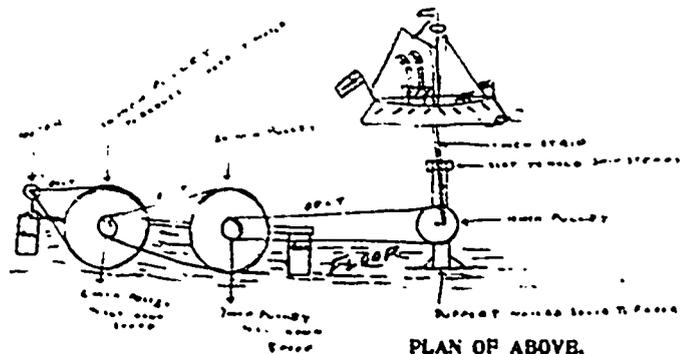
PATRIOTIC WINDOW PIECE.—Designed by H. Hollingsworth.

dresser. If incandescent lights are not convenient, bow ties or Teck scarves used in their places will look very well.

**DESCRIPTION OF MECHANICAL DISPLAY.**

A framework was first built of 2 x 2 inch strips, over which was tightened black print with the back side out, which is the exact color of stone, and after being striped and crossed with a brush and paint made a perfect imitation of stone. An opening was left in the centre to represent a gun-hole. The framework was set out 2 feet from the wall, so as to give the warship distance and room to work in. An ocean scene, painted to represent stormy weather, was set on the back of the window. The painting was made twice as large as the gun-hole, so that on looking out through the gun-hole sideways

The suits on the boys were fashioned after the style of the "khaki" uniform as worn by our boys in South Africa. The



ESTABLISHED 1830.

# BENNING & BARSALOU

Oldest Auction House in Canada.  
Trade Auctioneers and Commission Merchants.

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

REGULAR SEMI-WEEKLY SALES OF

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

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

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

# FURS! FURS!



For Gentlemen, Ladies and Children.

OVERCOATS CAPES  
CLOAKS ROBES

I make a specialty of exporting Furs. The best market price will be paid for all kinds of Raw Furs.

CONSIGNMENTS SOLICITED.  
RETURNS MADE PROMPTLY.

S. B.—The best price paid for Beeswax and for Ginseng

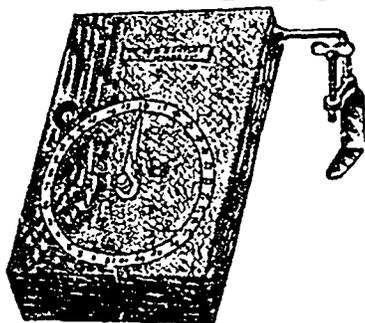
## HIRAM JOHNSON,

Importer and Exporter. Wholesale Manufacturer.

404 St. Paul Street, - MONTREAL.

REFERENCE—Bank of British North America

# "The New Century" Stock-Taking Measuring Machine



SMALL  
UNIQUE  
DURABLE  
SPEEDY  
INEXPENSIVE

FILLS A LONG FELT WANT.  
ONCE USED ALWAYS USED

It is an absolute necessity in every well appointed retail house. With this machine, one man can undertake to measure up completely a dress goods department which has ordinarily required three or four to do. Wherever shown it has been accepted as an indispensable auxiliary during stock-taking time.

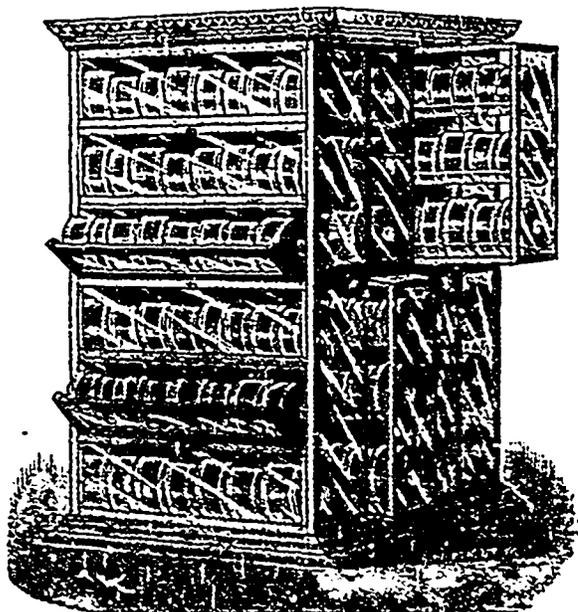
## THE NEW CENTURY MFG. CO.,

AGENCIES: Toronto, Montreal, Winnipeg, New York.

BRANTFORD, CANADA.

WRITE FOR CATALOGUE

# ARE YOUR RIBBONS DUSTY ARE THEY POORLY DISPLAYED?



NO. 4 RIBBON CABINET.

Size 23 x 25 x 36, opens from four sides.  
Has 12 trays and 4 drawers.

PRICE, . . . \$23.00.

Write for a Catalogue of the

# PRACTICAL RIBBON CABINETS.

Sold by the leading jobbers of dry goods and notions.

MANUFACTURED BY

## A. N. RUSSELL & SONS,

ILION, N.Y., U.S.A.

Price List:

|                                             |                                             |
|---------------------------------------------|---------------------------------------------|
| No. 0—Size 25 x 7 x 27, 50 bolts... \$ 6 00 | No. 4—Size 23 x 25 x 23, 225 bolts, \$23 00 |
| No. 1—Size 25 x 15 x 27, 100 bolts... 10 00 | No. 5—Size 25 x 21 x 23, 400 bolts, 25 00   |
| No. 2—Size 25 x 13 x 23, 150 bolts... 12 50 | No. 6—Size 23 x 27 x 23, 475 bolts, 30 00   |
| No. 3—Size 25 x 20 x 23, 250 bolts... 15 50 | No. 8—Size 23 x 27 x 23, 700 bolts... 42 00 |

PRACTICAL Kid Glove Cabinets.  
Piece Goods Fixtures.  
Lace Cabinets.  
Collar and Cuff Cases.  
Umbrella Cases.  
Hat Cases.

# CORRECT STYLES

40 SELECTIONS.

For the latest cut,  
 For the largest variety,  
 For perfect-fitting goods,  
 For goods that sell  
 Give us a call.



Style 876.



Style 847.



## Man-Tailored

Suits to Retail \$7.50

Tweeds, etc. to Retail \$12 to \$15

"Ladies' Cloths" to Retail \$15 to \$25

Coats and Skirts cut in all  
 the newest designs.



Style 882.



Style 846.

# ATTRACTIVE SELLERS



Style 826.

*all cut for*  
**Fall Blouses**

**TAILOR MADE.**

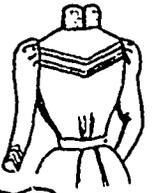
**French Flannel**

PLAIN AND FANCY.

**Velvets**

**Silks**

**Satins**



Style 827.



**BLOUSE WAISTS FOR FALL THE CORRECT THING.**

TO RETAIL

**Mercerised, \$ 1.50 to \$ 3.00**

**Flannel, \$2.50 to \$ 5.00**

**Velvet, \$2.50 to \$ 5.00**

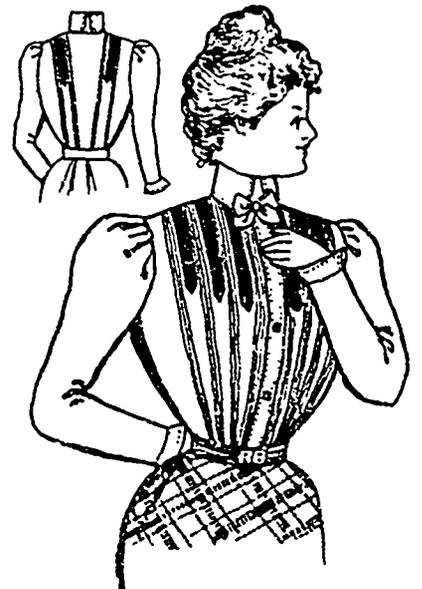
**Silk, \$3.50 to \$10.00**

**Satin, \$3.50 to \$10.00**

**Ribbon, \$6.00 to \$15.00**



Style 708.



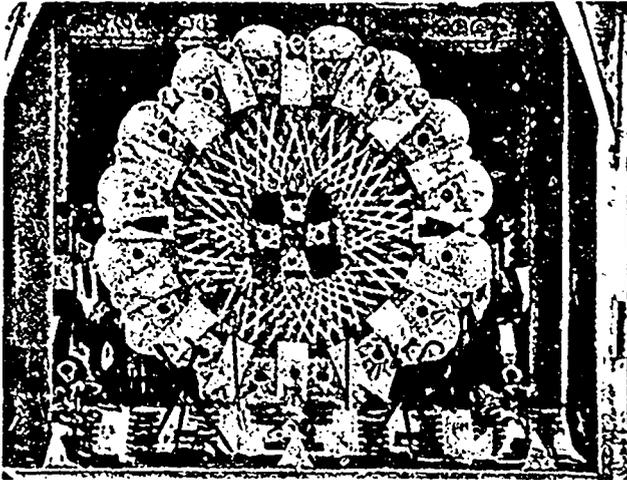
Style 708.

**We Show 125 Good Things.**

**TERMS: 2 per cent. 10 days; nett 60 days.**

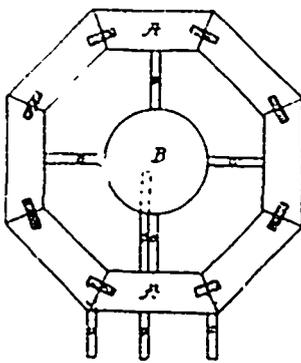
**WINDOW DECORATING—Continued.**

Union Jack is seen flying in the breeze on the top of the fort. A few select coats were shown on nickel forms, and well ticketed. The mechanical part was very simple and did not cost much, as I made the pulleys myself, and they have served me nicely in every mechanical trim I have had. The motor is just a little fan motor run by connection with the window lights. The speed of it was very fast, so I had to reduce it by the pulleys, viz., two 24-inch, a 6, 7 and 10 inch, which brought it down to a nice slow motion. The motion of the



DESIGN FOR A FURNISHING STORE.

warship was very even and natural. Two other warships are seen in the distance, but the photo did not bring them out. I have made a rough sketch of the mechanism (see drawing), and if there are any of my fellow-trimmers who would like anything definitely explained, I shall be pleased to do so. Two ships could have been used by the addition of another support (see drawing), but one large ship worked better. The pulleys are made by taking four lids of candy pails and nailing two together. These do not cost anything, as they can be had for the asking from any grocer. These are attached to a shaft.



PLAN OF ABOVE.

Part of a curtain pole, 12 inches long, serves as a splendid shaft, and curtain-pole sockets make an inexpensive and splendid bearing after they have been oiled a few times. The ship I borrowed from the toy department. I painted the scene with ordinary house paint on cotton. The blue skyline made a splendid contrast to the stone, and toned the color up fine. The display was a trade-winner, which was the object to be attained, and it did not cost over \$5. I also use the material over and over again.

H. H.

**A LACE STAND.**

One of the puzzles of a trimmer's work is to find a new or different manner in which to display laces or embroideries. They are among the arbitrary things which seem to be capable of few different hangings. One way of draping them so that the display will answer for either window or counter is very simple. It is best done on nickel stands, but wood stands can be quickly made for the purpose.

Make an ordinary (T) stand with the horizontal bar two feet long. At the point where the bar meets the upright fasten another horizontal piece of the same size and a foot long at right angles to the two foot piece, thus making three equal arms. Cover the whole thing with white, puffing very closely. Fasten the end of a piece of lace or embroidery at the outer edge of one side arm, bring it in a long, low loop to the outer edge of the middle arm, repeat to the other side arm and then return, continuing thus back and forth until the stand is full, making each loop a little shorter than the preceding and placing the edge a little farther back each time. As many of these of varying widths and heights can be made as the window or counter may require.

**WOMEN'S UNDERWEAR.**

Warm weather brings a brisk demand for light underwear. A good window display of this class of goods will bring the demand to your counters.

Cover the background with plain white material, putting it on smooth, then with a string and pencil strike a large circle, say five feet in diameter.

Take women's ribbed vests in blue and pink and arrange them on the background in the circle, then take white vests and make a circle inside of the first, then another circle of the blue and pink and so on until the centre is reached.

Take a number of knitting needles and drive them in the background around the circle about a foot apart.

Cut the same number of small sticks about eight inches long and drive one on the end of each knitting needle, making a (T) bracket. On these brackets arrange vests, colored or white.

Take some flexible strips and arrange two from the centre and top of the background to either side of the window, so they bow out into the window.

Bend two longer ones from the same point at the top of the background to the base at either side of the window next to



A QUAIN STOCKING DISPLAY.

the glass. On these strips arrange vests, alternating the colors.

Cover the base with white material, puffing it loosely. In the centre of the base arrange a half figure dressed in a vest,

# SPRING STYLES

INTRODUCED BY  
**BUCKLEY & SONS,**  
LONDON.



**W.D. & Co.**  
MONTREAL

FOR  
**STYLISH  
DRESSERS.**

Largest and most complete assortments of Felts and Straws in the trade.

Letter Orders will have our prompt and careful attention.

**WALDRON, DROUIN & CO.,** MONTREAL  
SOLE AGENTS FOR CANADA.

**WINDOW DECORATING—Continued.**

on a pedestal. If you haven't a figure use a four or eight armed fixture and arrange vests on it. Fill in the base with vests.

If the line you are showing is of one price, letter a neat show and price card and place it in the centre of the window next to the glass.—St. Louis Drygoodsman.

**A PEMBROKE DISPLAY.**

H. S. Bowden, of Pembroke, had a creditable patriotic window on the Queen's Birthday, and a cut of it appears in



PATRIOTIC DISPLAY AT H. S. BOWDEN'S, PEMBROKE.

this issue. The back of the window was draped in red, white, blue and white, and the front pillars in khaki and red. The background of window comes out very plainly in photograph, and the following pictures were hung in the background: "Highland Regiments," "Indian Army," "British Cavalry," and "The Thin Red Line," and on each side of "Her Gracious Majesty" hung the pictures of "Bobs" and "B.P." "Her Majesty" stood right in the centre of the window, and above her was placed the first verse of the National Anthem, and below was placed the following:

VICTORIA,  
Queen of Great Britain and Ireland,  
Empress of India  
31st Birthday.  
Long may she reign

The bottom of the window was in red, white and blue, and covered with war numbers of English periodicals and jubilee numbers. Rifle was draped in red, white and blue ribbon. The arrangement, as will be seen, was most artistic and appropriate.

**A NORTHWEST WINDOW.**

A recent attraction at E. A. Baker & Co.'s store, Moose jaw, N.W.T., was a patriotic window designed by Mr. Stunt, and which contained much that appealed to the public feeling of the time, being tastefully draped with the national colors and a splendid photogravure of the Queen, the main feature being a map of South Africa, showing by means of flags the road from Cape Town to Pretoria, and at the seaboard Kruger

in a Cape cart unable to decide where to go next. The last president of the Boers was humorously shown by placing a small silver boar upon a mourning card. Surrounding the map were the photos of the following generals now at the front: Lords Roberts and Kitchener, Buller, French, Warron, Macdonald, Methuen and Gatacre, the south window being devoted to the heroes of Ladysmith and Mafeking, Sir George White and Col. Baden-Powell, and draped in mourning were portraits of Generals Symons and Wauchope, who were killed, the former at Glencoe and the latter at Magersfontein. Last, but not least, the background was made with a capital copy of that popular picture, "What we have we'll Hold," surmounted by a trio of flags.

**WHITE WAIST WINDOW.**

To arrange a neat and effective window display of white shirt waists, take two half-inch strips about four inches wide. These should be somewhat longer than the width of the background.

Cut these strips about two feet apart, cover this arrangement with heavy unbleached muslin, stretching it tight, and then with Nile green bunting.

Puff a white border about four inches wide along both edges.

Place this in the window at the top of the background, fastening the ends at either side of the background. Then cover the background with Nile green bunting.

Construct a series of three half circle steps and arrange them in the centre of the window against the background. Cover this with white material.

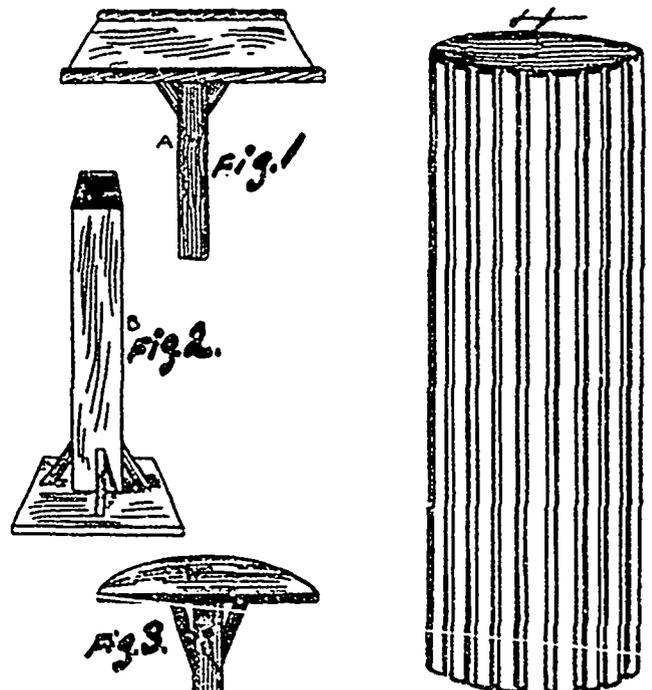
Pin back the waists you intend to show at the waist line, bringing the cuffs forward, pinning them also. Stuff the waists to show full front effect, and

place a puff of green tissue paper in the collars.

Arrange these waists on the strip across the top of the windows and on the background and strips.

Cover the balance of the base with green bunting, puffing it loosely, and fill in with waists.

A price card on each waist shown will help materially in the sale of the waists.



HOW TO MAKE FIXTURES.

**Are You Satisfied With  
Your Skirt Binding Department?**

**Are The Returns  
Fully Up To Your Expectations?**

If not, you can depend upon it, there is something wrong. Possibly you are not carrying and pushing the right line of goods. The Trade Mark

**“S·H·&M·”**

stamped on the back or printed on the label indicates the right line of Skirt Bindings. They satisfy your customers and, therefore, increase your business.

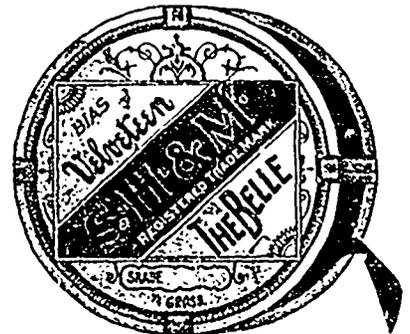
They are manufactured by a concern, engaged in making this article only, which is EXPERT in the business, and whose long skirt binding experience, together with the latest improvements in the way of machinery, etc., enables it to turn out Skirt Bindings which are the very best it is possible to produce, and which are recognized as the standard of perfection in Skirt Bindings.

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



S.H. & M. REDFERN Bias Corded  
Velvet, 1¾-in. wide.

S.H. & M. BELLE Plain Velveteen  
1¾-in. wide.



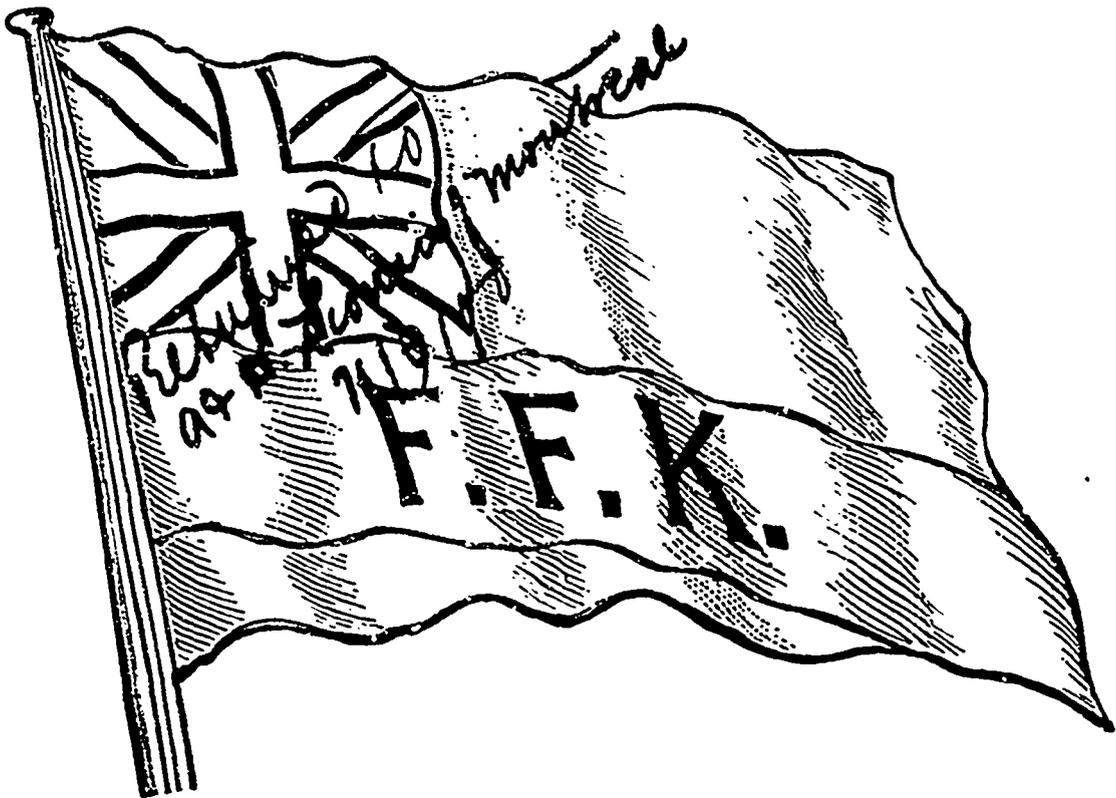
*Send for Samples, Shade Card and Price List.*

**The STEWART, HOWE & MAY CO.**

Originators and Manufacturers of  
Bias Velveteen Skirt Bindings,

24 Front St. W., Toronto, Ont.

Manchester, Eng.



# F. F. KELLY

196 McGill Street,  
MONTREAL.

## Dry Goods

## Specialist

### 5 LINES IN WATERPROOF COATS

Stock of the late GLOBE RUBBER Co.; We control them for Canada. All leaders. Every one a star. All cloth-covered and plaid-lined.

- No. 1 to retail at **\$2.25**
- No. 2 to retail at **\$3.50**—Black Paramatta.
- No. 3 to retail at **\$4.00**
- No. 4 to retail at **\$4.50**
- No. 5 to retail at **\$5.00**

**WORTH 33 $\frac{1}{3}$  PER CENT. MORE THAN OUR PRICES.**

**SEND FOR SAMPLE ORDER.**

Special purchases of manufacturers' clearing lines made from day to day for cash, and sold on small margin.

# The Dominion Cotton Mills Company

MANUFACTURERS OF

LIMITED.

Grey and Bleached Cottons, Grey and Bleached Sheetings,  
 Pillow Cottons, Plain and Circular, Grey and Bleached Cantons,  
 Grey Drills and Ducks,  
 Grey and Bleached Towels, Towelings, Quilts, etc.  
 Bleached, Unbleached and Coloured Warps and Yarns.

## MAGOG PRINTED GOODS.

Prints, Printed Ducks, Printed Sateens, Printed Linings,  
 Printed Flannelettes for Children's Wear,  
 Printed Costume Flannelettes, Printed Duplex Flannelettes,  
 Ladas Tweeds and Moles.

We carry COMPLETE RANGES OF ALL THE ABOVE LINES in regular goods—no jobs or seconds.

# BROPHY, CAINS & CO.,

23 St. Helen St.,

— MONTREAL.

# Celebrated P. D. Corsets.

10 GOLD MEDALS.



ART 631.

It is a well-known fact that the Celebrated P. D. Corsets are the finest corsets made and imported into Canada. The live retailers in each town stock them.

We keep constantly a well-assorted stock on hand.



ART 1005.

Write for samples and prices to

VICTORIA SQUARE

**KONIG & STUFFMANN**

MONTREAL

## New Customs Regulations.

Embodied in a Recent Circular.

ACCORDING to a circular just issued by the Department of Customs, the following regulations are substituted for sections 10 and 11 of Memo. No. 1007 B., relating to "General Regulations as to Invoices and Entries of Goods under the Customs Laws of Canada," viz :

10. The invoice produced for entry at the Customs House, in respect of goods purchased by an importer, shall be an invoice from the person, firm or corporation selling the goods to such importer. The invoice shall be properly certified and shall faithfully represent the transaction between the seller of the goods and the importer in respect of such goods, and shall truly exhibit the actual price paid and to be paid for the goods by the importer making entry thereof, including the cost of coverings of any kind and all charges and expenses incident to placing the goods in condition packed ready for shipment direct to Canada.

11. Goods bona fide exported to Canada from any country, but passing in transitu through another country, shall be valued for duty as if they were imported directly from such first mentioned country, subject to the following conditions, namely :

(a) The bill of lading for the transportation of the goods to Canada shall show the ultimate destination of the goods, from the place of original shipment to the port in Canada, without any contingency of diversion, and the goods shall not be entered for consumption or for warehouse, or remain unclaimed, or remain for any purpose other than their transshipment or transit in any intermediate country.

(b) The said bill of lading for the transportation of the goods from the port of original shipment to Canada, or a certified copy or copies thereof, and such further evidence as the collector may require to establish the direct exportation of the goods from the place of original shipment to a port in Canada, as hereinbefore provided, together with a proper invoice of the goods, shall be produced by the importer to the collector of Customs at the port of entry; provided that a Customs certificate showing the transshipment of the goods in a British or foreign port, without entry thereat, for consumption or for warehouse, or for any other purpose that their transportation in transitu to the port of destination in Canada, may be required by the said collector as further evidence, in any case where he deems it necessary, in addition to the bill of lading; provided also, that any original bill of lading when so produced to the collector, and marked with the Customs stamp, may be returned if a "Transitu Statement" (in a form approved by the Minister of Customs) containing the material facts set forth in the bill of lading respecting the consignment, including package marks and freight charges, be filed with the collector and be by him compared with the particulars in the original bill of lading.

(c) Goods subject to an ad valorem duty, not imported in conformity with these regulations, shall be valued and appraised at their fair market value, as sold for home consumption in the principal markets of the last country whence the goods were transported into Canada, as at the time when the same were exported from such country.

Note—Until 1st September, 1900, collectors may use discretion in respect of the production of original bills of lading when other proof is furnished establishing to their satisfaction the bona fide exportation of goods to Canada as above prescribed when passing in transitu through an intermediate country. (Signed), JOHN McDUGALL,  
Commissioner of Customs.

### DYEING FOR THE TRADE.

The business of R. Parker & Co., dyers and cleaners, of Toronto and Montreal, grows apace. A visit to their works at Toronto at any time in recent years would give every evidence of largeness in size and efficiency in equipment.

A year ago the premises were further extended so as to admit of the introduction of new machinery and the expansion of trade along distinctive lines. This month another increase in space takes place by R. Parker & Co. absorbing the premises adjoining, formerly occupied by the Canadian Bank of Commerce—the building is owned by the firm—fitting these up for private and business offices and store, and using the space formerly occupied for these purposes as an addition to their shipping-rooms.

This firm have been in business for upwards of 20 years, Mr. Parker himself being an expert in the trade. Business from the dry goods and millinery trades reach them from all parts of Canada, and the constant increase may be fairly attributed to the skill they exercise in the dyeing of dress goods, silks, hosiery, ribbons, plumes and feathers.

It can be safely said that R. Parker & Co. have been the means of adding very largely to the profits of the drygoodsman and milliner in making salable goods that had been put aside as little worth, because off-color, shelf-worn or faded.

### TRADE VISITS TO OTTAWA.

Messrs John M. Garland, Son & Co., Ottawa, find a growing desire on the part of up-to-date merchants to make frequent visits to their new six-storey and basement warehouse, a cut of which we give herewith. Buying often from a well-assorted stock, the trade find, keeps their stock well assorted in new and desirable goods, and prevents their piling up a stock out of proportion to their business, that will cost them packing, freight, etc., more than buying nearer home. This firm have their seven floors filled with

new and attractive goods at right prices, and the premises and stock will be found well worthy of inspection by all intending buyers who may visit Ottawa.



Mr. John M. Baillie, of New Glasgow, N.S., has been appointed manager of The Eureka Woollen Mills, well known for their blankets and tweeds.

# HOOKS AND EYES

in Reds, Yellows, Blues, Greens, Browns, Purples, Pinks, Grays, Lavenders, Black, White.

---

## Colored Hooks and Eyes

to match your dresses, have proven a great success in the States, and are handled by all the first-class stores.

***Made in all seasonable shades.***

***Colored with Agatine Enamel.***

***Hard and durable.***

***Will not wash off.***

***Guaranteed to wear.***

***Write for sample card.***

---

## Collins Colored Hook & Eye Co.

GRAND RAPIDS, MICH., U.S.A.

# McINTYRE, SON & CO.

13 Victoria Square,

Importers of Dry Goods and  
Manufacturers' Agents.



**MONTREAL.**

---

## DEPARTMENTS

---

Dress Goods

Linens . . .

Smallwares

Silks AND Velvets

Linings and  
Muslins

Trefousse  
Kid Gloves

Rouillon  
Kid Gloves

---

Careful attention given to Letter Orders.



TORONTO OFFICE :

25 COLBORNE STREET.

WINNIPEG OFFICE :

McINTYRE BLOCK.

# The Montreal Cotton Company

Montreal and Valleyfield, Que.

MANUFACTURERS OF

Foulard Lining, in every shade required.  
 Twilled Silesias, all shades.  
 Linenettes and Percalines, all shades.  
 Sateen Jeans, black, slates, browns.  
 Black and Coloured Silkettes.  
 Plain and Twilled Turkey Red Cotton.  
 Colored Cantons.  
 White and Coloured Dress Ducks.  
 Apron Lawns, Swiss Checks and Piques.

Cambric Linings, all shades.  
 Twilled Surahs, all shades.  
 Interlining Canvas, all shades.  
 Black and Coloured Sateens.  
 Black and Coloured Silkaline.  
 Coloured Percales.  
 Colored Cotton Cashmeres.  
 "Crown" Finish Ladies' Cloth.  
 Butter and Cheese Cloth.

WE CARRY COMPLETE RANGES OF ALL THE ABOVE LINES IN REGULAR  
 GOODS, NO JOBS OR SECONDS.

## BROPHY, CAINS & CO.,

23 St. Helen Street,

MONTREAL.

**BE SURE YOU HAVE THE BEST.**

### ***KNOX'S LINEN THREADS***

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

### ***DEWHURST'S COTTON THREADS***

All Cords and Finishes.

Guaranteed Full Length.

### ***MILLWARD'S SEWING NEEDLES***

are the best known for quality.

### ***Paton's Scotch Boot and Shoe Laces***

"BEAT ALL GERMAN IMITATIONS."

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

SEE NAME ON EVERY BOX.

Sole Agents for Canada

## **GEO. D. ROSS & CO.**

24 Wellington St. West, TORONTO.

648 Craig St., MONTREAL.

## The New Canadian Dry Goods Tariff.

THE increased preference on British goods imported into Canada went into force on Monday, July 2, so that the duties are now one-third less than on goods coming from foreign countries. THE DRY GOODS REVIEW has compiled the following list of articles, which includes all, or, at least, the principal, lines dealt in by the dry goods trade :

### WHERE THE MINIMUM TARIFF APPLIES.

The British countries whose goods may take advantage of the above-mentioned minimum rates of duty are :

The United Kingdom,  
Bermuda,  
The Bahamas,  
Jamaica,  
Turks and Caicos Islands,  
The Leeward Islands,  
The Windward Islands,  
Barbadoes,

Trinidad and Tobago,  
British Guiana,  
Any other British colony or possession whose tariff is as favorable to Canada as the above minimum tariff is toward such colony or possession.

| NAME OF ARTICLE.                                          | On Foreign Goods. |    | On British Goods. |    |
|-----------------------------------------------------------|-------------------|----|-------------------|----|
|                                                           | P.                | C. | P.                | C. |
| Cotton yarns and warps                                    | 25                |    | 16½               |    |
| Cotton batting and sheet wadding                          | 25                |    | 16½               |    |
| White or grey cotton                                      | 25                |    | 16½               |    |
| Colored or printed cottons                                | 35                |    | 23½               |    |
| Linen damask, stair linen, etc.                           | 80                |    | 20                |    |
| Tablecloths, napkins, sheets, etc.                        | 80                |    | 20                |    |
| Handkerchiefs, all kinds                                  | 35                |    | 23½               |    |
| Laces and lace goods                                      | 35                |    | 23½               |    |
| Embroideries, braids, fringes, etc.                       | 35                |    | 23½               |    |
| White cotton embroideries                                 | 25                |    | 16½               |    |
| Curtains and shams                                        | 35                |    | 23½               |    |
| Clothing of linen, silk and cotton                        | 35                |    | 23½               |    |
| Corsets and corset clasps and wires                       | 35                |    | 23½               |    |
| Jeans, satens and couils for corset-making                | 20                |    | 13½               |    |
| Collars and cuffs, all kinds                              | 35                |    | 23½               |    |
| Shirts, shirt waists and blouses                          | 35                |    | 23½               |    |
| Black crepes                                              | 20                |    | 13½               |    |
| Velvets, velveteens and plush fabrics                     | 30                |    | 20                |    |
| Ribbons, all kinds                                        | 35                |    | 23½               |    |
| Silk manufactures                                         | 35                |    | 23½               |    |
| Silk in gym or in singles                                 | 15                |    | 10                |    |
| Sewing and embroidery silk                                | 25                |    | 16½               |    |
| Cotton thread in hanks, 3 and 6 cord                      | 15                |    | 10                |    |
| Cotton on spools, tubes or in balls                       | 25                |    | 16½               |    |
| Jute cloth, calendared, uncolored                         | 10                |    | 6½                |    |
| Horseclothing                                             | 30                |    | 20                |    |
| Hemp, flax and jute manufactures                          | 25                |    | 16½               |    |
| Bags, cotton seamless                                     | 20                |    | 13½               |    |
| Bags, of hemp, linen or jute                              | 20                |    | 13½               |    |
| Pressed felt of all kinds                                 | 20                |    | 13½               |    |
| Haircloth, all kinds                                      | 20                |    | 20                |    |
| Ship and boat sails                                       | 25                |    | 16½               |    |
| Cloths, not rubbered, for making mackintoshes             | 15                |    | 10                |    |
| Featherbone                                               | 20                |    | 13½               |    |
| Stockinettes for makers of rubber boots                   | 20                |    | 13½               |    |
| Cotton duck, grey or white                                | 25½               |    | 15                |    |
| Oiled alk and oiled cloth                                 | 30                |    | 20                |    |
| Dress fabrics in the grey                                 | 25                |    | 16½               |    |
| Socks and stockings, all kinds                            | 35                |    | 23½               |    |
| Knitted underwear and hosiery, all kinds                  | 35                |    | 23½               |    |
| Shawls, traveling rugs and lap dusters                    | 20                |    | 20                |    |
| Wools similar to those grown in Canada                    | 3c. p. lb.        |    | 1c. p. lb.        |    |
| Worsted tops made from above                              | 15                |    | 10                |    |
| Yarns, woollen and worsted                                | 30                |    | 20                |    |
| Yarns imported by woollen manufacturers                   | 20                |    | 13½               |    |
| Wearing apparel and ready-made clothing (woollen)         | 35                |    | 23½               |    |
| Blankets, bed comforters or counterpanes                  | 35                |    | 23½               |    |
| Flannel, cloths, and doeskins                             | 35                |    | 23½               |    |
| Casimires, tweeds, coatings, etc.                         | 35                |    | 23½               |    |
| Mats, door or carriage                                    | 35                |    | 23½               |    |
| Carpeting, rugs mats and matting, straw, hemp, jute, etc. | 25                |    | 16½               |    |
| Carpet linings and stair pads                             | 25                |    | 16½               |    |
| Oilcloths, linoleums and cork matting                     | 30                |    | 20                |    |
| Turkish or imitation Turkish rugs and carpets             | 35                |    | 23½               |    |
| Carpet sweepers                                           | 30                |    | 20                |    |
| Window shades                                             | 35                |    | 23½               |    |
| Webbing elastic and non-elastic                           | 20                |    | 13½               |    |
| Umbrellas, parasols and sunshades                         | 35                |    | 23½               |    |
| Do. sticks or handles, not elsewhere specified            | 20                |    | 13½               |    |
| Window shade or blind rollers                             | 35                |    | 23½               |    |
| Hatpins, hairpins, belt and other buckles, etc.           | 20                |    | 20                |    |
| Toilet cases, glove boxes, etc.                           | 35                |    | 23½               |    |
| Fans                                                      | 35                |    | 23½               |    |
| Gloves and mitts, all kinds                               | 35                |    | 23½               |    |
| Hats, caps, and bonnets and shapes                        | 30                |    | 20                |    |
| Braces or suspenders, metal and parts thereof             | 35                |    | 23½               |    |
| Boot, shoe and staylaces, any material                    | 30                |    | 20                |    |
| Fur skins, wholly or partly dressed                       | 15                |    | 10                |    |
| Caps, muffs, capes and other fur manufactures             | 30                |    | 20                |    |
| Church vestments, any material                            | 20                |    | 13½               |    |
| Purses, satchels and reticules                            | 30                |    | 20                |    |
| Buttons of metal, for pantaloons and shoes                | 25                |    | 16½               |    |
| Buttons                                                   | 35                |    | 23½               |    |
| Brushes and combs                                         | 25                |    | 16½               |    |

### THE FALL TRADE OUTLOOK.

Editor DRY GOODS REVIEW :

"We go to your house first for anything we want in the way of novelties and nice goods." This compliment from one of the best drygoodsmen in Canada, backed up by a great big share of his trade, and similar kind expressions from many of our dry goods friends, has stimulated us to increased effort for Fall, 1900.

Our travelers have been out for a couple of weeks, and appreciation of our efforts, in the shape of good orders from all our travelers, is reaching us daily.

You, Mr. Editor, advise us that the Fall Trade Number of THE DRY GOODS REVIEW will be better, if possible, than any special edition you have issued in the past. This is good news. You have done well in the past; permit us to acknowledge the benefit that advertising in THE DRY GOODS REVIEW has been to our business.

We shall be able to judge of your Special Fall Number in a few days. Trust nothing will occur to prevent your having it out by the time promised, July 1. We would have been glad to see it out on June 15.

Yours, very truly,

BROPHY, CAINS & CO.

23 St. Helen street, Montreal, June 25.

### TAILOR-MADE SUITS.

The name of tailor-made seems to be applied to all kinds and makes of garment, and it is well for the merchant purchasing same to examine the class of work and finish of goods. Goods properly called tailor-made should be man-tailored, and properly pressed by experienced men pressers.

The steady demand for better goods, which are always the most satisfactory both to the trader and consumer, has developed the suit trade in Canada rapidly. A good article advertises your department, and it is better to sell fewer good, satisfactory costumes than double the quantity of cheap goods. Boulter & Stewart, well-known for high-class goods, are showing a very large assortment to retail at \$15 to \$35, and report a very satisfactory season in these goods. It will repay you to see their line when down to the openings.

### A PROGRESSIVE FIRM.

Dundas & Flavelle Bros., Lindsay, have planned extensive alterations in their dry goods premises and men are at work on a rear addition, 42 x 46 feet in size, which will take in all the spare ground between the present buildings and the Benson House lane. The front and west side of the block will also be remodelled. The cost of the improvements will be between \$4,000 and \$5,000.

# THE MERCHANTS COTTON COMPANY, MONTREAL.

MANUFACTURERS OF

Grey and Bleached Cottons,  
 Grey and Bleached Sheetings,  
 Pillow Cottons, Plain and Circular,  
 Grey Drills and Ducks.

Plain and Twilled, hemmed ready for use. Sheets,

Plain, hemmed ready for use. Pillow Slips.

We carry COMPLETE RANGES OF ALL THE ABOVE LINES  
 in regular goods, no jobs or seconds.

## BROPHY, CAINS & CO.,

23 St. Helen Street, MONTREAL.



### MANUFACTURERS OF

Overalls, Pants, Bicycle Suits, White Duck  
 and Summer Clothing; Shirts, in Black  
 Sateen, Flannel, Negligee, and Men's

Working Shirts, also a full range of White and Colored Dress Shirts.  
 Neckwear---Our own manufacture. Special attention given to this  
 department, which is always ready with the latest novelties.

Also importers of Men's Furnishings, including Rubber Coats,  
 Suspenders, Underwear and Hosiery, Gloves, Umbrellas, Handker-  
 chiefs, Collars and Cuffs, etc.

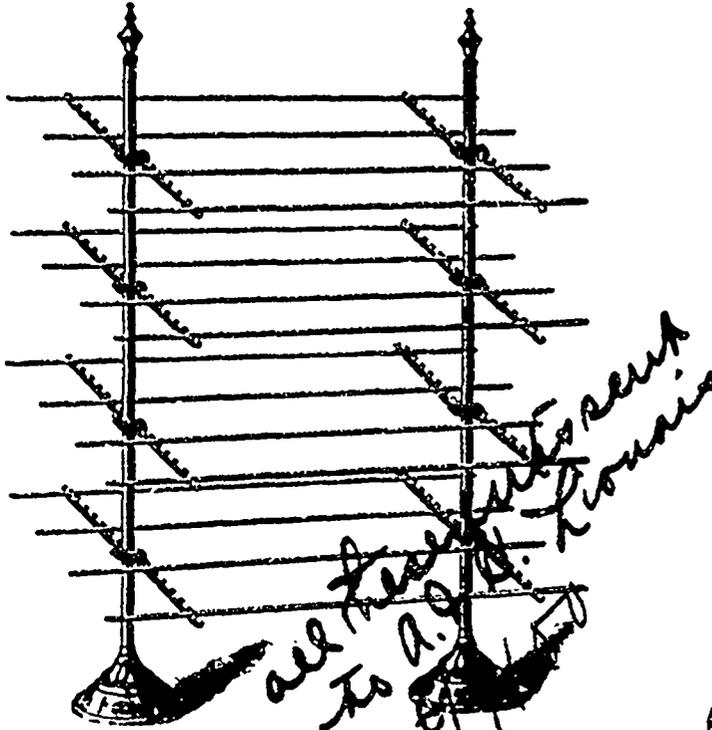
Our travellers are now out with full range of samples.

LETTER ORDERS CAREFULLY AND PROMPTLY FILLED.

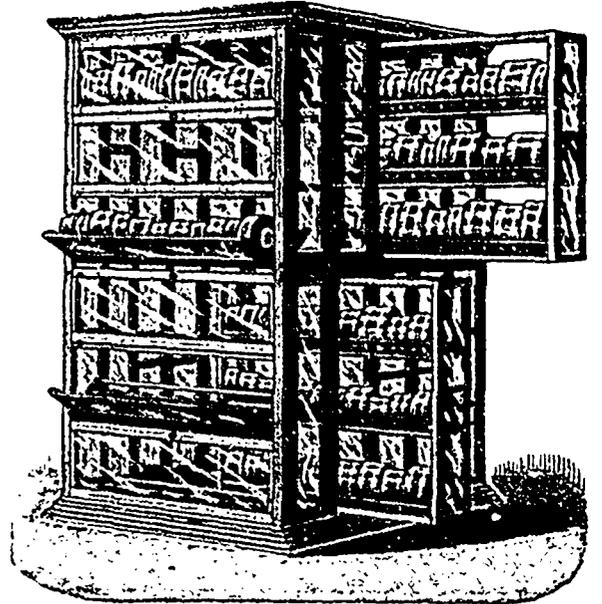
## CAULFEILD, HENDERSON & BURNS

17 and 19 Front St. West, TORONTO.

**DISPLAY FIXTURES OF EVERY DESCRIPTION.**



Nickel Plated Window Fixtures. Nickel Plated Hat Stands. Nickel Plated Millinery Stands. All kinds of Nickel Plated Fixtures.



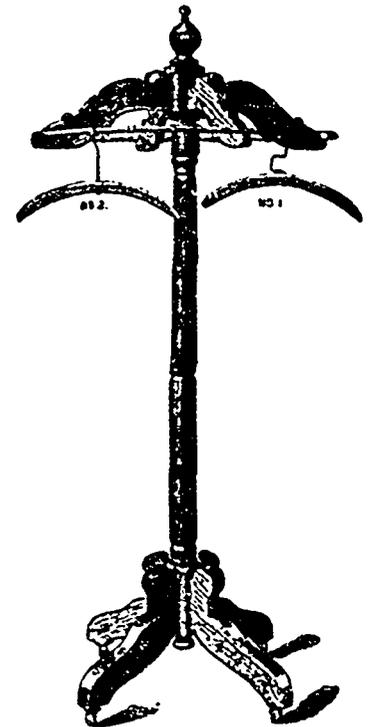
Ribbon Cabinets, 8 sizes. Umbrella Cabinets. Hat Cabinets. Collar and Cuff Cabinets. Kid Glove Cabinets.



Wax Figures of best quality and great variety. Attitude and Flexible Figures. Jointed Figures suitable for all kinds of business.

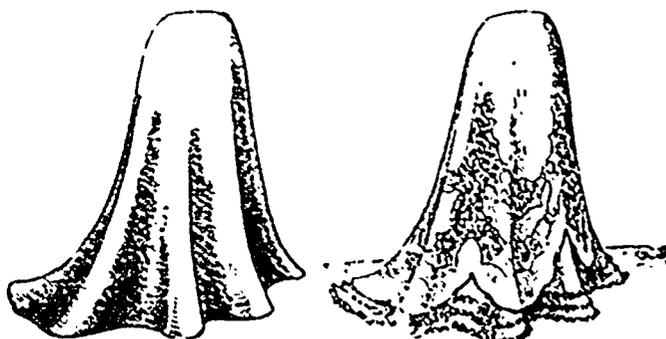


Paper Mache Clothing Forms. Jacket and Cloak Forms. Cape Forms. Blouse Forms. Skirt Forms. Infants' Forms. Costume Forms. Miniature Pattern Forms. Corset Forms. Every kind of Paper Mache Forms kept in stock or made to order.



Mantle Racks. Lare Racks. Hat Racks. Display Racks.

Velvet Display Fixtures. Display Tables. Store Stools. Triplicate, Duplex and Single Mirrors. Show Case Counters and Show Cases, Etc.



Skirt Forms.

Order now for September Delivery.

WRITE FOR CATALOGUE AND PRICES.

**CLATWORTHY & CO.**

46 Richmond St. W., Toronto, Ont.

J. Y. SHANTZ.

D. B. SHANTZ.

The  
**Jacob Y. Shantz & Son Co.**

BERLIN - ONTARIO Limited



Manufacturers of

**Fine Lines of Buttons**

IVORY, HORN, PEARL, PEARLETTE.

All leading Wholesale Houses handle our goods in Canada, and leading Button Houses in the U.S., who recognize our goods as of the best manufactured on the continent.

We supply Wholesale Dealers and Manufacturers only.

FACTORIES:

BERLIN, ONT., BUFFALO, N.Y.

WAREHOUSE:

CHICAGO, ILL.

THE **EMPIRE CARPET CO.**

**FALL 1900.**

**New Samples..**

**Now Ready**

Magnificent range of

**New Designs and Colorings  
at Unequalled Values.**

WAIT FOR OUR TRAVELLERS.

THE...

**EMPIRE CARPET CO.**

ST. CATHARINES, ONT.

**The Star  
Whitewear  
Manufacturing  
Co.**



— MANUFACTURERS OF —

**Ladies' Whitewear, Wrappers, Shirt  
Waists, Children's Wear, Etc.**

**BERLIN, ONT.**

# CARPETS, CURTAINS AND WALL PAPERS.

## PRECAUTIONS RE JAPANESE MATTING

THE three leading matting guilds of Hiroshima, Kobe and Okayama, Japan, have been united into one organization and have formed a new cooperative association under a law of Japan enacted for the protection of the interests of manufacturers and traders, in April, 1897. They have been joined by the guilds in other localities, thus forming all the manufacturers of Japan into one guild.

The principal object of the new organization is to maintain the quality as well as the price of the Japanese product of matting and to promote generally the common interests of all the manufacturers, as well as their customers and the public consumers.

According to Article 5 of the association's laws any company or individual, whether a member of the guild or not, shall not sell or export any matting which does not pass the examination of the authorized committee of the guild. Every roll is to be carefully inspected by this committee and is to be branded according to its quality. Each grade of matting, of which there are a number, is to be classified into three qualities, each quality being designated by a special design of brand. All goods which do not come up to the standard set for the third quality are to be destroyed.—Exchange.

## THE ENGLISH TRADE.

In England just now there is a demand for the "Dolly Varden" order of decorations in cretonnes and wall papers. Carpet designs still continue to be of a conventional floral style in form and color, or the various combinations of Turkish, Persian, etc., which one sees everywhere.

At the regular meeting of the English carpet manufacturers, which was held a few days ago, the reports on all sides were of a very satisfactory nature, and, generally speaking, all the carpet looms in the United Kingdom are now running fully. As yet, there will be no change in prices.

## TRADE IN THE UNITED STATES.

The New York Carpet Trade Review says in its last issue: "W. & J. Sloane's prices to the retail trade on September 1 dating are, with two exceptions, the same as those announced at the time of the latest advance, in January last. It will be remembered that two advances were made after the special sale in November last, hence the regular prices for the Fall season maintain these advances.

"On the other hand, the special prices are much higher than the special prices of last November, the advance being from 4½c. a yard upward. These special prices have been a feature with W. & J. Sloane during the past three seasons, and are in force for a limited time only.

"The situation practically is that the wholesaler who bought most of his Spring stock at the special prices of last November, and before the advances were made, must now pay a price which includes those advances or even more.

"The fact that the special prices on Smith 4,000 velvets, as well as the Saxony axminster were withdrawn after the

first day of the sale, is interesting as showing that there is a strong demand for low priced velvets and axminsters.

"Those manufacturers of ingrain who endeavor to maintain a standard in all their goods, and who obviously have to ask a price commensurate with such a stand-

ard, should receive the support of buyers. The new price of best, all wool extra supers is not relatively higher than the prices of other grades of carpeting. Any wider discrepancy in the prices of different makes of ingrain than exists in prices of the various makes of  $\frac{1}{2}$  carpeting is due to the varying qualities which can be produced in ingrain.

"Retail trade has shown a marked improvement during the past fortnight and the closing of the retail season promises to be much more satisfactory than was its beginning."

## CARPET MANUFACTURE IN ASIATIC TURKEY.

While in all Oriental carpets harmony in outline and color combination is the main point, this is especially the case as regards Anatolian or Asia Minor carpets, which are remarkable for their ideal combination of colors. A picturesque effect in the Anatolian carpet is obtained by tufts of wool being put in obliquely, thus producing wonderful color effects.

Among these carpets a distinction should be made between the Smyrna and the Konia goods. Ushak is the principal seat for the production of Smyrna carpets, and here more than 3,000 women find employment in this industry. The manufacture consists chiefly of the large rugs called "Sofrali," which have an ornamental rose in the centre; "Savali," with a striped design, and "Sedjades." The weft and chain of the Ushak carpets are of wool.

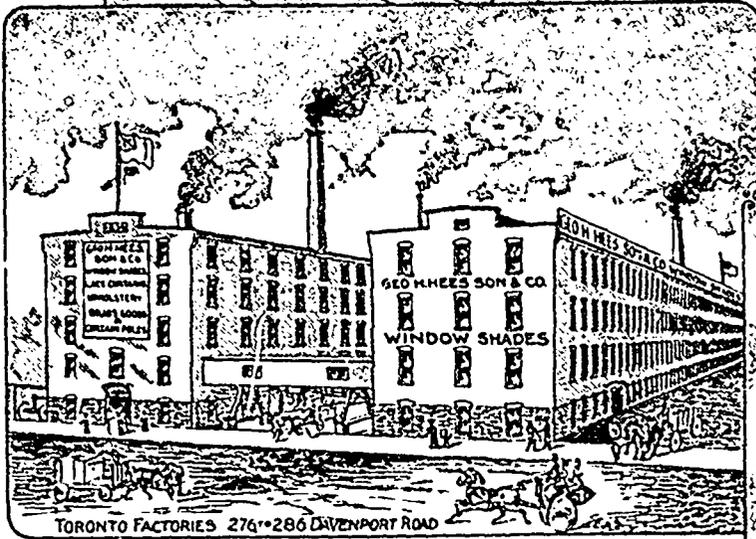
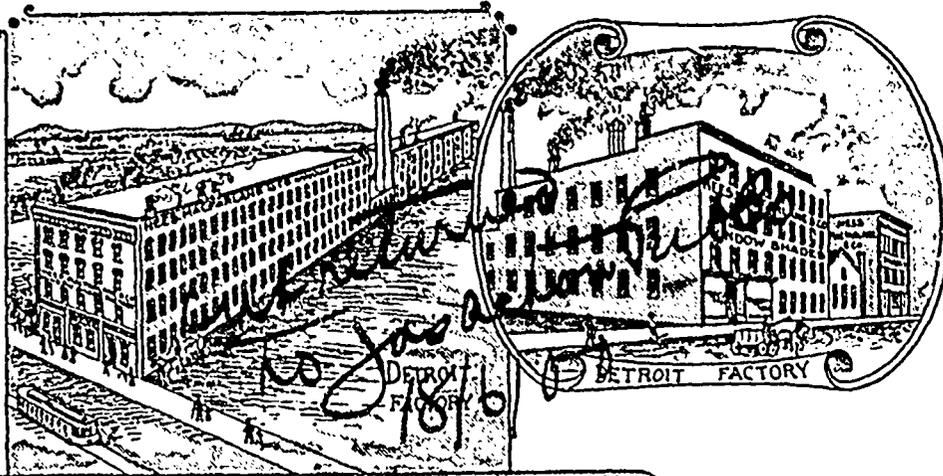
In Guerdez the manufacture is chiefly confined to smaller rugs of about two metres in length, especially "Sedjades." A cotton chain is used here. The Kula carpets have a hemp chain, while for the weft fine wool is used. The largest Smyrna rugs are made in Kula. In Demirji, during the last few years, great development has taken place in carpet manufacture, the carpet produced being close and thick and with a cotton chain. Other towns in which the carpet industry flourishes are Ak-Hissar in the Sandjak of Sarukan, Bolvadin, etc. The annual production of Smyrna carpets now represents a value of \$1,300,000.

The Konia carpets are manufactured in Sparta, Kir-Chehir, Cæsarea, Sivas, etc. The best are made in Sparta, and are preferred by some connoisseurs to the Persian carpets. About 350 looms are in operation in this city and produce annually about 15,500 square yards. The company, "Societe de Tapis de Sparta," formed some years ago, stands at the head of the industry. The Imperial factory at Herek produces masterpieces, although just as fine pieces of work are turned out by the private works, as the Imperial factory is rather inclined to imitate the European carpets.

The Government having recognized that the success of the manufacture of Sedjades, or silk carpet, depends on the choice of beautiful and artistic designs, the use of unfading colors, the production of a fine and uniform weave and the absence of defects, has, during the past two years, taken measures to improve the dyeing, and arranged that all designs be done by a special artist. The use of colors has been regulated in dyeing, and a large dyeing establishment, where each manufacturer must have his raw material (silk) dyed, has been

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

HAVE THE PICK OF THE MARKET.



## Important Notice:

The plant of "The Montreal Weaving Co." has been removed to Valleyfield and added to our new upholstering plant at that place.

A few months ago we purchased the metal plant of "The H. M. Flock Co.," and now we have just purchased "The Excelsior Stamping and Plating Co's" plant and business and merged them into our own, making the most complete factory in Canada for manufacturing Curtain-Pole Trimmings, Stair Plates, Drapery Pins, Shade Pulls, Picture Hooks and many other metal goods connected with our window shade and upholstery business.

We manufacture everything in the line of Window Shades, and sell them at a price that affords the Retailer a Large Profit.

OUR FACTORIES { TORONTO, ONT.  
VALLEYFIELD, P.Q.  
DETROIT, U.S.A.

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

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

Many of the above goods are from our own looms.

YOU ARE CORDIALLY INVITED TO VISIT OUR SAMPLE ROOMS.

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

## WINDOW SHADES.

- SHADE CLOTH, 37 in. to 120 in., in 50 and 60-yard pieces.
- MOUNTED SHADES, Plain, Decorated, Fringed, Laced and Lace and Insertion.
- WOOD and BRASS CURTAIN POLES and TRIMMINGS.
- GRILL WORK, SWINGING POLES, and every thing pertaining to Window Drapings.

See our new Illustrated Catalogue.

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

**71 Bay Street, TORONTO.**

**CARPETS AND CURTAINS—Continued.**

installed at Sinan-Eunu. Silk that is dyed elsewhere is confiscated. After being dyed at this factory the silk is boiled at a temperature of 100 degrees. The unalterableness of the colors is thus assured at a cost of 32 cents per ocque (2.8 pounds) of silk. If the colors are not fixed, or if they run, the owner is not only exempt from all expenses, but can claim from the dyer an indemnity of 88 cents per ocque.

The silk used in the manufacture of this carpet was formerly obtained from Europe and from Broussa, but although the silk from Europe is cheaper than that from Broussa, its use has now been prohibited in the manufacture of Sedjades, it being considered injurious to their quality and therefore their reputation. The Government, therefore, now confiscates and destroys all Sedjades in the manufacture of which European silk has been employed. All Sedjades made of other than pure silk must receive the seal of the commission as such, and any not carrying the seal are liable to confiscation and destruction. The use of the pure silk and that from pierced cocoons is prohibited in the same carpet. All manufacturers are obliged to present their Sedjades to receive, without charge, the official seal. There are two seals used, one representing three cypress trees and a distinctive sign adopted by the commission and the other representing two cypress trees only. The first is applied to Sedjades of pure silk and the second to those made of silk of pierced cocoons from Broussa.

Those manufacturers who violate the provisions of the regulations are considered by the Government as prejudicial to the industry and are liable to the penalties of the law, as well as being prevented from following their handicraft.

The Shah of Persia, in order to maintain the good quality of Persian carpets, has recently issued an edict prohibiting the importing into Persia of aniline dyes, dry or liquid, as well as all dyes in the composition of which aniline enters.—New York Carpet Trade Review.

**GAINING IN POPULARITY.**

No. 43 St. Sacramento street, Montreal, has been made popular since Geo. H. Hees, Son & Co. established their office and warehouse in that district. The trade appreciate the advantage of making their selections from stock right on the spot, and then having their goods delivered right at their doors soon after. They carry an immense stock of lace curtains and a general stock of upholstery goods, window shades, etc. People in the Montreal district who are not already buying of Hees, Son & Co. will find it to their interest to visit No. 43 St. Sacramento street, Fraser Building, Montreal.

**ADVANCE IN TAPESTRIES.**

Advices under date of June 16 report a further advance of  $\frac{1}{2}$  penny to 1-penny a yard in the price of tapestry carpets. The Canadian buyers for large importing houses have left for the British markets. Mr. Williams, the carpet buyer for Gault Bros. & Co., Limited, left about the middle of June; Mr. T. P. Williams, carpet buyer for S. Greenshields, Son & Co., left about the 20th, as did also Mr. T. A. Mitchell, buyer for John Macdonald & Co., Toronto.

**THE CONSTANTINOPLE RUG MARKET.**

The Constantinople correspondent of The American Carpet and Upholstery Journal says: "The transactions in this market in Oriental carpets and rugs during this season have been of a heavy character, and a great many shipments are now ready for all parts of Europe and the United States.

"A constant demand is experienced for Daghestans, and as a consequence the prices on these are daily increasing.

"A decided scarcity in small Karabaghs, Ghendjes, Kazatches and large Casaks is noticed, but shipments of these are expected shortly.

"There have been some big arrivals recently of Iran goods and more are coming in daily, but inquiry for these just at this time is somewhat slow. The call for Shirvans, which, as stated in my last letter, had been very slack for some time past, has picked up decidedly, and the month's transactions have been quite considerable. The demand for smyrna carpets are numerous, Ghiordes having the principal call. These goods are very popular in Germany, and most of the lots are being ordered for the German market."

**FALL BUSINESS SHOULD BE GOOD.**

Anticipating a large demand this Fall for upholstery goods, lace curtains, window shade goods, etc., Messrs. George H. Hees, Son & Co. have been quite venturesome in manufacturing and importing to meet demands. They are keenly alive to the wants of the trade, and keep up their reputation of offering to the trade quick-selling goods that afford the retailer large profits. They claim that their new importations of over 85,000 pairs of lace curtains should interest dealers that handle such goods. Their new productions of upholstery goods at their plant in Valleyfield contain many lines that dealers will find profitable to put into stock.

**THE COBOURG MATTING FACTORY.**

The matting Factory at Cobourg, Ont., says a Cobourg contemporary, continues to receive large supplies of raw material, whilst equally heavy shipments of the manufactured articles go forward from it day by day to the business houses in the centres of population in all parts of the Dominion. For long has this manufactory kept up its unwavering business, giving constant employment to quite a large number of operatives, without ostentatious show, and without having received a dollar of subsidy from the town treasury. Mr. Mitchell has made it a successful venture, and long may it continue to yield him the profits of which he is so well deserving.

**WILL SHOW IN ONTARIO THIS MONTH.**

The Watson, Foster Co.'s travelers will open their selling season in Ontario early in July. The company have every confidence in the result of their efforts.

Ontario wall paper dealers, early this month, may count upon finding in the Watson, Foster Co.'s line for 1900-1901 the evidence of their promise to make it the most magnificent combination of original designs and successful colorings ever attempted in Canada. Dealers may safely reserve their decisions till they inspect it.

**CANADIAN WALL PAPER TRIUMPHS.**

If "there is inspiration in a drop of ink" it is only necessary to say to wall paper dealers, wait for the Watson, Foster Co.'s line of samples for 1900-1901. It is superior in extent, design and coloring to anything heretofore offered by this company. Most people will know what that means.

**ENGLISH CARPET MAN DEAD.**

The death is announced at Kidderminster, in his 76th year, of John Thatcher. Mr. Thatcher originally came from Yorkshire, and spent the best part of his life as a carpet weaver, chiefly at Messrs. Dixon's and H. R. Willis & Co.'s. At the latter firm some few years were spent in the yarn room

# W. Taylor Bailey

MANUFACTURER OF

Hand-Made Opaque Shade Cloth.

Mounted Shades

Plain, Decorated, Fringed, Laced and Lace and Insertion.

OUR PATTERNS ARE ALL EXCLUSIVE DESIGNS.

SPECIAL ATTENTION GIVEN TO ESTIMATES FOR

**Store Shades**

**Upholstery Supplies    Drapery Fabrics  
and Brass Goods**

Our looms in Montreal are now producing a new weave of  
**COTTON TAPESTRY.**

**COTTON DAMASKS A SPECIALTY.**

MAIL ORDERS SOLICITED.

**27 and 29 Victoria Square  
MONTREAL.**

**CARPETS AND CURTAINS—Continued.**

attending to the many requirements of the weavers. This position taxing his patience rather too much, he returned to the loom for a brief time, and finally retired early in 1892. He had long been a member of the Carpet Weavers' Association. He leaves four sons and one daughter. The eldest son is a public designer; the next, James, of New York, was for many years carpet traveler for various American houses; and another is head of the designing department of Messrs. Harrison & Son, Limited.

**MAKING SPECIALTIES IN CANADA.**

ONE of the most noteworthy features of the Canadian dry goods business in recent years has been the development of the manufacture of specialties which, until lately, were imported. An interesting instance of this development is furnished in the rapidly attained success of The Laces and Braid Manufacturing Co., Limited, Toronto Junction. This firm started in business about three years ago, and have from the first done a large and constantly increasing business in fancy and plain braids, elastics, shoe and corset laces, and cords for furriers. About eight months ago they secured a foreign expert as designer and foreman of their manufacturing department, and installed new machinery of the most up-to-date type. This enterprise has enabled them not only to continue to produce the regular lines of laces, braids, etc., in great variety and at the lowest cost, but to put on the market many lines entirely original in design and exceedingly attractive in effect for trimming purposes.

The firm are now in every respect in a position to compete in the matter of quality and attractiveness with foreign goods and have the advantage of being close to the buyer in the matter of the range offered for choice, the filling of repeat orders and the price charged. Their travelers are now on the road with a complete range of the regular lines of laces and braids, as well as the many novelties which they are now manufacturing.

**A NEW KNITTED UNDERWEAR FABRIC.**

A new fabric, made of Egyptian cotton, has been invented for knitted underwear. The material has a coating of pure silk, and is called "Kotedsilk." It is warmer than wool, lighter in weight, and will not irritate the skin. Neither will it shrink in washing. Both the substances used in its manufacture are very durable, hence this fabric will be found to wear better than all wool or silk. Physicians say "body contact with silk allays nervousness." Silk being a non-conductor of electricity, warmth and vitality are equalized by the wearing of "Kotedsilk" garments, and the non-shrinking quality of the fabric recommends it to everyone.—New York Tribune.

**BLOUSE WAISTS FOR FALL TRADE.**

"The ever-popular blouse waist has come to stay." So say the experts of the American and European markets, and it is also remarked that the silk, flannel, and satin waist is having enormous demand for the Fall and Winter months. Merchants should keep full assorted stocks of these goods for Fall, but in most cases this important department is neglected in Canada as soon as the Summer season is over.

Taffeta silk waists and French flannel will be in large demand. It will pay all merchants to assort their stocks properly. The perfect fit now to be obtained in ready-made goods has won over the better class trade, and, to retain this,

proper stock must be kept all year around. In Canada there are several makers catering to the Fall waist trade, and Boulter & Stewart are showing over 100 varieties of tailor made waists with fitted linings. Pretty designs to retail \$1.50 to \$15 each. It will interest you and be profitable to see their line during openings.

**FALL TRADE IN FANCY GOODS.**

THERE should be a good Fall trade in fancy goods, and stores which carry these articles will be pleased to hear of some of the new goods. Looking over some of the new things at Nerlich & Co.'s, Toronto, the other day, a number of lines which are well suited to present trade were noticed, in addition to those for Fall trade.

For example, a line of Scotch ware will take. The articles include cups and saucers, teapots, creams, etc., and they are made of stoneware, half brown and half white, giving rather a striking effect. They will retail at 25c. up. So, too, are several lines of patriotic ware, including trays, plates, vases, cups and saucers, etc. These popular lines have the customary flag or coat-of-arms design. Another very noticeable line is artificial palms. This is a very good adjunct to the celebration season in which flags play so large a part. These flags, Nerlich & Co. report, are Canadian made and are printed on cotton, which is more durable than muslin, and therefore have the call. The sale of this patriotic stuff, including patriotic jewelry, is keeping up, and the chances are that it will sell right up to Christmas.

In addition to what has been referred to above for immediate trade, Nerlich & Co. have issued a catalogue, fully illustrated, which contains a great number of lines of every kind of fancy goods. Their stock of dolls is always, it is claimed, the largest and best in Canada. This year's dolls are to be found in soldier dresses, as a tribute to the passing military feeling. Also khaki dolls, and there is a continual demand for soldier suits, guns and swords. Toys of every description are in vogue, mechanical toys, pewter toys, tin toys, card and board games of every description, and a special range of iron toys which are practically indestructible and are having a great sale. These include fire engines, trains, scales, banks, stoves, and many other articles. The choice of toys in these days for young people is something wonderful.

Take the present craze for soldiering, the catalogue contains soldier suits, toy whips, guns, swords, trumpets, horns, cornets and every possible article connected with the military movement. Returning to general fancy goods, there is a perfect profusion of dressing-cases, glove-boxes, etc., and all that class of stuff, as well as albums, shown in leather, plush and celluloid, and fancy metal and ebonoid toilet articles.

It is clearly impossible within the limits of space to speak in detail of all these different lines. It would be well for the dealer to send for a copy of this carefully prepared, indexed, and illustrated catalogue of over 100 pages, which Nerlich & Co. will send out to any dealer asking for one by post card.

Mr. M. C. Drew, formerly of Burk's Falls, has opened a nice bright dry goods business in Grimsby, Ont.

P. & P. Griffin, Bloor street Toronto, are making large additions, preparatory to going into the manufacture of hair-cloth, a new industry in Toronto.

Mr. R. Mathews, grocer, Port Colborne, who, during the past year added the New York Dry Goods Store to his business, has now in his double store one of the finest stores in the boom town.

# The Canadian Colored Cotton Mills Co.

... LIMITED

❁ ❁ MONTREAL. ❁ ❁

## Manufacturers of:

FLANNELETTES, STRIPES, CHECKS AND FANCIES, PLAIN AND TWILLED.

COLORED COTTON SAXONIES, ALL SHADES AND PRICES.

COLORED DOMETS, ALL SHADES AND PRICES.

SHAKER FLANNELETTES, ALL SHADES AND PRICES.

FLANNELETTE SHEETINGS AND BLANKETS, GREY AND WHITE.

FANCY EIDERDOWN.

FANCY TARTAN COTTON DRESS GOODS.

FANCY CHECK COTTON DRESS GOODS.

STRIPED GALATEAS.

STRIPED AND CHECKED OXFORD SHIRTINGS.

STRIPED AND CHECKED COTTON SHIRTINGS.

PLAIN AND BORDERED APRON GINGHAMS.

STRIPED AND CHECKED FANCY DRESS GINGHAMS.

TICKINGS, AWNINGS, DENIMS, COTTONADES, ETC.

We carry complete ranges of all the above lines in regular goods, no jobs or seconds.

## Brophy, Cains & Co.

23 St. Helen Street, - - - MONTREAL.

## Adam Lomas & Son

Established 1841.

SHERBROOKE, QUE.

MANUFACTURERS OF

Woolen Tweeds  
Serges, Flannels  
Dress Goods ❁  
and ❁  
Camp-Spread.

◆◆◆

TORONTO AGENTS:

W. M. ANGUS & CO.  
Carlton Buildings.

MONTREAL AGENTS:

HOLLAND & HASKELL  
Board of Trade.

## Canadian Brussels ❁

A most desirable and attractive line of Brussels Carpets in different grades is now being manufactured by us from pure Canadian wool.

Only fast dyes used, and strictest attention given to every detail of the work.

WE GUARANTEE THE BEST  
VALUE IN THE MARKET.

The Dominion Brussels  
Carpet Co., Limited

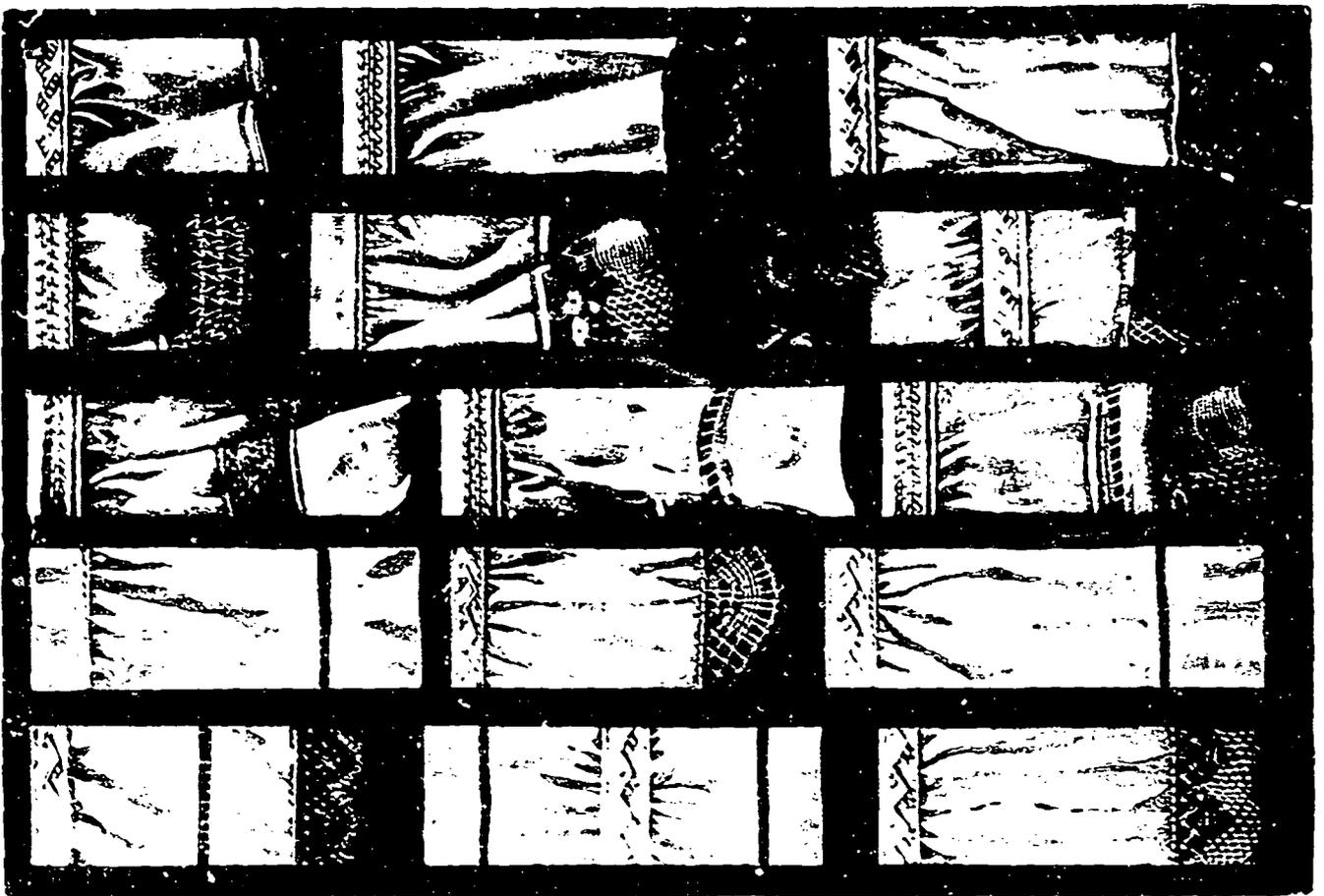
SHERBROOKE, QUE.

# "PLANTAGENET"

HIGHEST AWARD FOR  
FRILLINGS  
PARIS—1889.

## Frillings

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 fabric, exquisite finish and general utility. The "PLANTAGENET" Goods are sold ready for sewing on, avoiding vexatious and tedious labour. 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.

# The W.R. Brock Company, (Limited)

TORONTO

offer extra inducements to the trade to visit their warehouse in Toronto or examine the range of samples in the hands of their travellers.

Inducement I. The largest selection in each department ever shown by them.

II. Extra lines introduced, keeping the business up-to-date and fully abreast of the times.

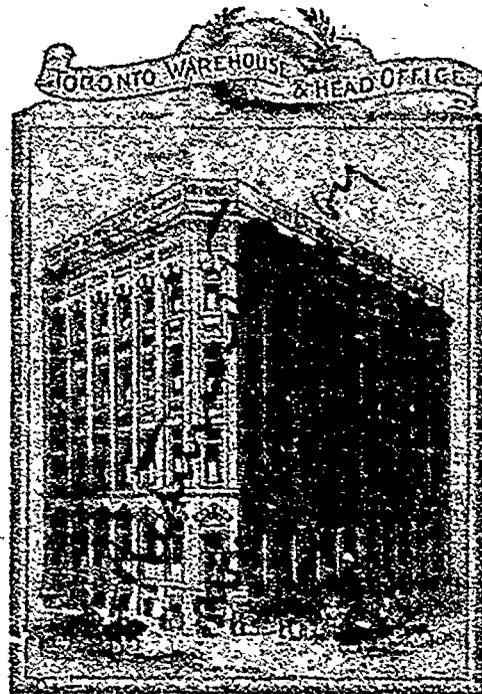
III. SPECIAL PRICES, owing to large contracts made in conjunction with their Montreal House. This applies to leading lines in each department.

IV. Many novelties, which induce new business, confined entirely in Canada to The W. R. Brock Company (Limited), Toronto and Montreal.

FALL  
1900

The  
W.R.  
**B**ro  
Limit

The Two



Cor. Bay and Wellington Streets.

Distribu

Having warehouses at  
recognized bases of  
are enabled to ship  
and economically to  
in the country.

OUR PURCHASING

being doubled give  
to control many de  
Samples of these  
every part of Canada  
Travellers, covering  
the entire Dominion

General Dry Goods, Woollens, Men's Furnishings

# Wick Company,

(limited)

# FALL 1900

## Distributing

houses at both these  
uses of supply we  
ship expeditiously  
ally to every point

## BUYING ABILITY

and gives us power  
any desirable lines.  
these are shown in  
Canada by our **34**  
covering all routes in  
union.



Cor. St. Helen and Recollet Streets  
and 1826 Notre Dame Street.

## Centres

# MONTREAL

# Woolens, Dress Goods, Carpets, House Furnishings, Etc.

# **Brock** Company (Limited)

— MONTREAL —

— LATE —

**JAMES JOHNSTON & CO.**

Specially invite Merchants and Buyers visiting Montreal to inspect their stocks, which will be found most comprehensive in all departments.

## Staple Department.

In spite of the well-known scarcity of "jobs" in the market, this department has some very interesting clearing lots to offer.

## Printed Flannelettes

in new and exclusive designs

## Ladies' Cloakings and Suitings

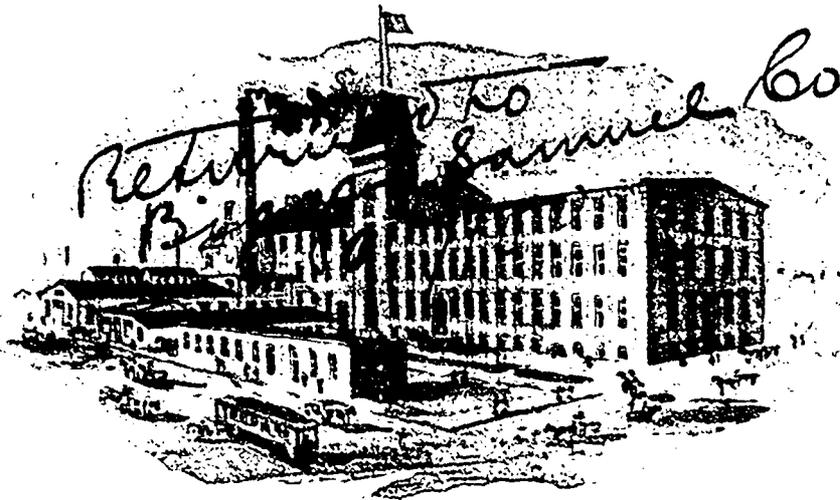
in great variety and up-to-date materials.

## Headquarters

for HOSIERY, GLOVES, SMALLWARES.

# OUR UNDERWEAR

ESTABLISHED



1859

is celebrated for its **ELASTICITY** and **SOFTNESS**. Conforms to the figure and gives great pleasure and comfort to the wearer. Made in Ladies', Men's, Children's and Infants' Styles.

## Full-Fashioned Perfect-Fitting Ribbed

Silk, Cashmere, Natural Wool, Lambs' Wool and Merino.

*Every Full-Fashioned  
Garment has this label.*

*Warranted  
Turnbull's*

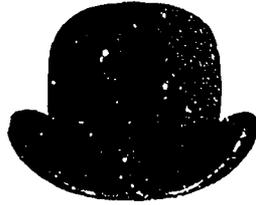
Our customers can depend on us to give their sorting orders careful attention and prompt shipment.

THE C. TURNBULL CO. of Galt, Limited

Goulding & Co.,  
30 Wellington St. East, Toronto.

Joseph W. Wey,  
6 Bastion Square, Victoria, B.C.

Hat, Cap and



Fur Trade.

#### The Canadian Hat Trade.

The orders for Fall placed with Canadian wholesale-importers are good thus far. Present retail trade is fairly active, especially in the cities, and is expected to continue so up to August. The retailers report very good sales, particularly since the hot weather set in. One large retailer reports sales of straw hats to surpass expectations. There is a greater demand for rustics, but a good article in plain straws also sells well. The Canadian straw hats this season are exceedingly well made, and our makers have turned out some very dainty goods in straw.

In conversation with a live retailer the other day, THE REVIEW was told that there was too much keeping over of old stock in the hat business. It happened with some men that sooner than clear out odd lines and sizes they would rather put them somewhere on the back shelves in the hope that they might be called for at some future time. He considered this bad business and believed in clearing out the hats that were left over unless the shapes were very staple and could safely be kept on hand. Another complaint he made against hat dealers, like himself, was that they were apt to order too many colored hats. For example, he would buy a certain quantity of blacks, the same quantity of greys, and perhaps the same quantities of two shades of brown. "Now," said he, "this order means that a man is stocked up with a great many more colored than black hats in spite of the fact that the black hat is the staple and the colored hat is always liable to rise or fall in popular taste. I believe there are dealers who have too many colored hats on hand now, and that they regret this as I do myself."

Still another grievance which this merchant referred to was the habit of the clerk to bring out at once the most saleable article. "Oh! I have seen them," he went on. "A man comes in and wants to see a certain kind of shape in black hats. The clerk brings out the newest thing, saying, that 'it is the latest style and is selling well.' The customer may be a quiet chap who is not particularly anxious to stick too closely to the fashion. Perhaps he does not know what the fashion is. In such a case, if there are a good many unsold colored hats in the store, the clerk ought, with some tact, try to push these. Of course, if the customer insists upon black, the clerk should acquiesce at once. But he ought at least get the customer to try on one, and if he looks well in it, say so. I know plenty of men who began to wear colored hats just in that way. They had always stuck to black, but one day the dealer got them to try on a colored hat, and, being pleased with their own appearance, they stuck to that kind."

#### A Fur Garment at Paris.

Dunlap, Cooke & Co., the Amherst, N.S., furriers, received an order from a New York gentleman for a fur-lined and trimmed coat that will probably be the most rare and costly garment ever made in the Lower Provinces. The shell of the coat is

of English beaver cloth, lined with the finest Alaska pup seal-skins, with-trimmings of selected Hudson Bay sable, valued at \$500. This garment has been sold by the firm with the privilege of first exhibiting in Paris with other garments they are sending, in connection with the Canadian exhibit from Toronto. As this is probably the finest article of Maritime Province manufacture at the great fair, it is to be hoped the garments comprising Dunlap, Cooke & Co.'s exhibit may merit even a share of the praise they were accorded at St. John and Halifax in September last, where their exhibits were generally acknowledged to be the finest ever shown in the Maritime Provinces. The firm received the highest awards at both Provincial Exhibitions last year, having been awarded a special gold medal by the Nova Scotia Exhibition Commission for the number of high-class garments shown, and the general excellence of their exhibit.

#### The English Hat Trade.

An English correspondent says: "The exports of hats of all kinds during April were 83,255 dozen, value £91,940, against 72,216 dozen, value £81,056, in April last year. For the four months ending April the exports were 378,614 dozen, value £417,292, against 381,475 dozen, value £393,403, in 1899. In the exports of furs and skins of all sorts there is, so far, a decline in value this year. The fur market has eased slightly of late, and good business has resulted. The shellac market has been fickle for some weeks; it now solely depends on the shipments, as deliveries are good and London stocks are bound to be considerably reduced this month. Present prices: Finest orange, £4 5s. to £4 10s.; second orange, £2 17s. to £3 15s.; garnet, £2 18s. to £3 3s.; button, £2 5s. to £4 5s."

#### Fur Trade in the United States.

Travelers who left with small furs and fur garments, says New York Cloaks and Furs, have sent in fair-sized orders right along, and of late the expected decline in prices not realizing, as the jobbers and retailers expected, business has once more assumed its wonted aspect.

The universal cry about high prices has somewhat subsided, and an inspection of the various lines really shows little in evidence of scarce figures. There appears to be no scarcity of furs, and as such articles as opossums in the various shades in demand last season, and martens, for which enormous prices were asked, are no longer in senseless demand, and many articles have made their appearance which supplant these furs, there is really more crying done than the situation warrants. The much desired and expected decline, when it does put in an appearance, is hardly likely to affect in a very serious manner furs for which a demand has declared itself since the end of last season. One or two minor articles which, at the London March sales, were driven out of reach, may, or may not experience a decline, but nothing in the present outlook or

**TOWNSEND,  
GRACE & CO.**

**BALTIMORE,  
MARYLAND,**

U. S. AMERICA.

Designers of Original Style and Manufacturers of

# Fine Straw Hats

Designers of PATENT SQUARE CORNER ROUGH BRAID HATS.  
Originators of GREAT BARRINGTON EDGE (Patented).  
Introducers of 20TH CENTURY STRAW HATS.

Hats that are different from ordinary run; hats in which style, material and workmanship struggle for supremacy; hats that are trade-makers and trade-keepers; in a word, hats that sell.

Makers of **Young's Hats**. Represented in Canada by Mr. Charles Seattle. If you will write us, he will make arrangements by which you can see the line this Fall.

New York Office, 736 Broadway: **F. G. PHELPS.**

## BALDWIN & WALKER

HALIFAX, ENGLAND.

LIMITED

Manufacturers of the

# "LADYSHIP"

KNITTING and  
FANCY

# WOOLS

*Scotch Fingerings, Vest Wools, Highland  
Soft Knitting Wool, and X Fingerings.*



Canadian Stock Agency:

## JOHN GORDON & SON

17 and 19 DeBresoles Street, **MONTREAL.**

Where a representative stock and a full assortment of samples are now kept.

**HATS AND CAPS—Continued.**

situation warrants the assumption of any appreciable decline of such furs as foxes, martens, sables, chinchillas, seals, and American specialties, for which a justified demand exists.

Manufacturers and importers of furs, who, in the belief that furs would be cheaper, refrained from visiting the European markets early in the year and have done so since last month, have by this time found out that they were bitterly mistaken. The closest inspection of the Leipzig market has not revealed stocks of any account of such fine furs as persians, broadtails, fine astrachans, sables, and other Russian goods, and even country furs which may, in ordinary times, be bought after the Easter Fair, exist in only the lowest grades. As, with the exception of one or two items, the cheaper grades of all furs did not advance in the same ratio as the fine grades, for which an unprecedented demand came from French and English furriers, the very fact that important manufacturers and dealers, who expected to obtain their wants on the other side, will be forced in the American market upon their return augurs well for at least a strongly supported tendency.

While German and even French models of cloaks are as yet in embryo, sufficient indications exist that furs of all descriptions will form one of the principal items in their confections.

As advices reach this side from buyers of millinery goods, who have been or are at the present visiting Paris, the same powerful influence shows itself in the decoration of ladies' hats. In Paris the leading milliners, who last year brought out ladies' fur hats tentatively, are now preparing their model collections with fur ornaments, wings, fancy designs and even entire bodies of fur.

American manufacturers and importers of furs may remember the years of 1888 and 1889, when the same craze for furs made them popular on almost every article for woman's wear. We may consider the present period as the equal of that beginning in 1888 and culminating in 1893. Statisticians, or in fact anyone connected with the fur trade for the past 15 or 20 years, in looking backward, will find the lean and fat periods in the trade follow each other in almost mathematical precision in cycles of five years.

While for a time during the height of a Presidential campaign, the issue of which is hardly doubted, a slight setback toward the month of November may be expected, the general or universal prosperity and especial prosperity in this country cannot and will not permit our present "fat cycle" to terminate before its appointed time.

Everybody who by this time has not prepared himself with the sinews of war, and who would have to buy at coming prices, will either have to stay out of the race or find the handling of furs unprofitable.

Active Trade in Fur Jackets. Dealers interested in furs will note Brereton & Manning's advertisement in this number of THE DRY GOODS REVIEW. They devote

themselves exclusively to this line, and report trade as very satisfactory, particularly in the finer goods. For caperines and scarves, of which they show a variety of new designs, their orders are large. They also have an extra good demand for persian, electric seal and astrachan jackets.

The recent improvements in the Arbes interlining machine help very materially in manufacturing the last-mentioned garments, all of which they now interline with that machine. This, they claim, makes better work than the older and slower process of interlining by hand.

Judging from the amount of orders now placed with this firm, they anticipate an increased business the coming season.

**Where Fur Garments are Made.**

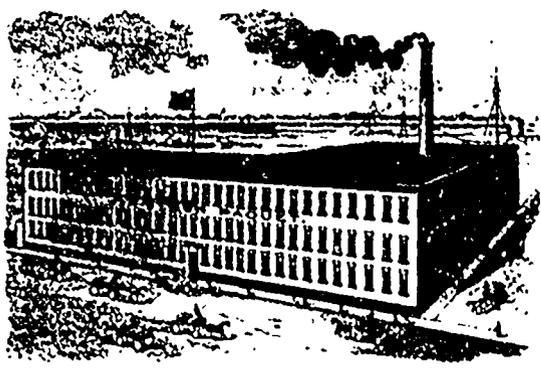
A Glimpse at Mr. Paquet's Quebec Factory.

TO inspect the fur and glove factory of Mr. J. Arthur Paquet, in Quebec city, is an education in itself, even to those who are practically ignorant of the processes through which the different fur skins and kids have to pass from the time they are received at the factory in the raw condition until placed in the sample-room for display, or in the shipping-room to be sent out to all parts of Canada and other countries. One engaged in the selling and handling of furs and gloves would, from such a visit, derive great benefit, and probably be more interested than the uninitiated.

The opportunity was afforded THE DRY GOODS REVIEW a few weeks ago to go through Mr. Paquet's factory, and a representative of the paper was not slow to take advantage of such an invitation. It would take volumes to thoroughly describe every detail of each department, and, unfortunately, space will only allow of a brief summary of the tour of inspection. Upon entering the factory, which is situated on a most advantageous site, and covers four or five acres of ground, the visitor was shown into the private office of Mr. Paquet, who was sitting at his desk busily engaged in perusing his correspondence. THE DRY GOODS REVIEW had the pleasure, the day before, of meeting Mr. Paquet, and he now received his visitor with the greatest cordiality. This gentleman makes a visit to his factory every morning, and in the afternoons is generally to be found in his retail store on St. Joseph street. During the conversation he stated that he had recently returned from the Paris Exposition, where a splendid exhibit of the different products of his factory is seen. Judging from the description of this exhibit, it is evidently a credit to Canada. As Mr. Paquet explained: "We have spared no expense or pains to attain this end." He also said that his firm's representative in Vancouver was now on his way to Dawson City with \$12,000 worth of furs, etc., to be disposed of there.

The visitor was then placed in the hands of one of the head men of the factory to proceed through the different departments. It might be said at the outset that a striking feature of every department of this concern is the system and regularity with which everything is done. They have an electric plant in the factory which is up-to-date and complete in every respect. They employ over 500 hands, who are all proverbially well treated. The head of each department seems to be individually interested in each of his employees.

It will be convenient to deal first with the fur branch of the establishment, beginning at the room where the furs are received in their raw condition. Here there are piles upon piles of different classes of furs. When unpacked, they are handed in to the adjoining room to be stretched, dressed, washed, and hung up to dry and, in some instances, dyed. At times, when there is a rush order on, it is necessary to dry the skins by means of a machine, which is really a wonderful invention. The dyeing and curling process is also extremely interesting. This concern claim to be the only one in Canada dyeing their own Astrachan goods. They handle these furs in large quantities, and qualities range from 1 to 7. The visitor was particularly struck with the Thibet lamb stock, 3,000 of



# J. ARTHUR PAQUET

## DYER AND DRESSER.

Importer and Exporter of Raw **Skins.** Also Manufacturer of **Furs,**  
**Gloves, Mitts, Moccasins, Snow-Shoes,**  
**Caps and Straw Hats.**

IMPORTER OF HATS.

SAMPLE ROOMS:  
 5 Victoria Square, Montreal, P.Q.  
 52 Bay Street, Toronto, Ont.  
 Main Street, Winnipeg, Man.  
 338 Hasting St., Vancouver, B.C.

**Quebec, P.Q.**

FOR **Fall Season 1900.**

Fringes,  
 Tassels,  
 Ornaments,

"Honest Goods  
 at  
 Honest Prices."

Cords,  
 Braids,  
 Barrel Buttons.

—MANUFACTURED BY—

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

N.B.—The oldest and original Cord, Fringe and Tassel Works in the Dominion.

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

**FIRE AND MARINE**

|               |                      |                |
|---------------|----------------------|----------------|
| Head Office   | Capital Subscribed - | \$2,000,000.00 |
| Toronto, Ont. | 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.

# Highest Quality and Latest Designs in Show Cases

**PHILLIPS** *Silent Salesman*  
**SHOW CASES**

are known from coast to coast, by the leading retail merchants. They are often imitated but never equaled.

Let us figure on your new cases.

We have a Canadian Branch.

Address us at Detroit.



Phillips Illuminated Silent Salesman. Lights are concealed in the frame, frame is fitted with ventilators. Cases made without lighting device if desired.

**John Phillips & Co., Limited,** DETROIT, MICH., AND WINDSOR, ONT.

### Persian Lamb Jackets.

We are early buyers, and as such anticipated the recent heavy advance.

There is a style and grace of outline in our Jackets not seen elsewhere.

If you want to place special orders write us.

**JAMES CORISTINE & CO.**  
Limited.

### Fur Collarettes.

We have them. All Furs. All styles. All Prices. They brighten up your stock and are sure sellers. Refer to our catalogue.

**JAMES CORISTINE & CO.**  
Limited.

### Astrachan Jackets.

The rapid increase in our output testifies to the excellence of these garments. They are "made on honor." Every garment guaranteed

**JAMES CORISTINE & CO.**  
Limited.

### We are Known

To the trade as manufacturers of "High-Grade Furs." Of course, we make medium-priced goods also. But high and low alike, all our goods are manufactured on our own premises by skilled workmen under competent supervision.

**JAMES CORISTINE & CO.**  
Limited.

# JAMES CORISTINE & CO.

Limited

### Fur.....

## Manufacturers

469 to 477 St. Paul St.  
St. Nicholas St.

**MONTREAL.**

### Cloth Caps,

For Fall and Winter wear. We have them in endless variety and price.

The demand for these goods this season is unprecedented. We are equal to the occasion.

**JAMES CORISTINE & CO.**  
Limited.

### Our Men's Fur-Lined Coats

Are made of excellent quality of Beaver, trimmed in Otter and Persian, lined with Muskrat, Mink and Marmot.

Fit and finish all that can be desired.

**JAMES CORISTINE & CO.**  
Limited.

### It is not Enough

That we do "as well" as others. Our aim is to excel. We give values that are exceptional, and our customers stay with us.

**JAMES CORISTINE & CO.**  
Limited.

### Capes and Caperines.

Never before had we such a variety of these dressy garments.

All Furs. All Linings.  
Special Prices.

**JAMES CORISTINE & CO.**  
Limited.

### Our Fall Catalogue

Will be in the hands of our customers shortly.

If you do not receive one write for it.

It contains many styles exclusively "Our Own."

**JAMES CORISTINE & CO.**  
Limited.

### Why We Advertise.

Just to impress upon you what you already know—that our goods are sold by the best dealers in the Dominion.

**JAMES CORISTINE & CO.**  
Limited.

1840—ESTABLISHED—1840



**WHOLESALE**

**DRY GOODS.**

\*  
General  
Staple  
and  
Fancy

\*  
Canadian  
American  
and  
European

**DRY GOODS**

**WHOLESALE**



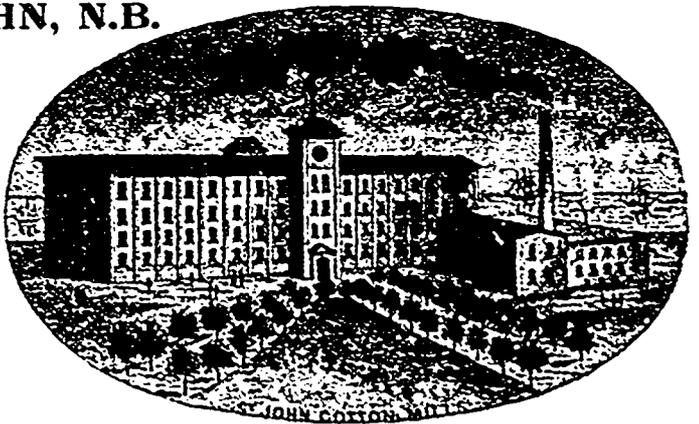
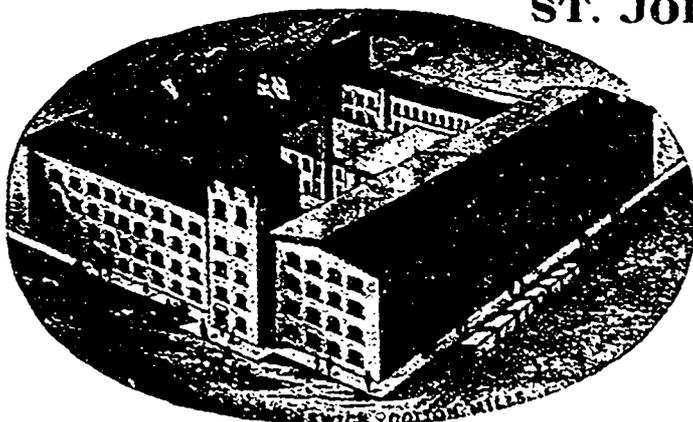
Sample Rooms:  
Temple Building,  
MONTREAL.

**P. GARNEAU, FILS & CIE.**  
**QUEBEC.**

Sample Rooms:  
Sandford Block,  
WINNIPEG.

# WM. PARKS & SON, Limited

ST. JOHN, N.B.



**C**otton Spinners,  
Bleachers, Dyers  
Manufacturers

**F**lannelettes,  
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  
Warps for Ontario.



The Only "WATER TWIST" Yarn Made in Canada.

**HATS AND CAPS—Continued.**

which had just been received, and they are really a specially fine-looking lot of furs.

After the furs have gone through their various treatments in this room, they are then placed in the fur skin stock department, and when wanted are sent into the cutting-room. This cutting-room is 225 feet long by 75 feet wide. Mr. C. Bessette, the foreman of this department, stated that at all seasons of the year they employ at least 65 cutters, 25 blockers, and also about 50 girls, who operate the fur sewing machines. In their busy season this number is often increased considerably. He said that during four months in the year the hands have to return at night to keep pace with the amount of work that has to be got through. Attached to the cutting-room is the fur finishing-room, which is 150 feet long. Here are employed from 90 to 100 hands. This is undoubtedly one of the most important departments in the factory. Adjoining this is the marking and inspecting room, through which all fur coats, caps, capes, collars, muffs, etc., have to be passed, inspected, and marked before leaving the factory or placed in the sample-room. In the sample-room, the many different lines are shown off in a most attractive manner, each line being systematically arranged. It was said that they now have for the various lines they manufacture over 300,000 orders.

This concern also manufacture many different kinds of gloves. Among the kids employed in the manufacture thereof are Napa kid, Suede imported kid, German imported, Arabian mocco, imitation mocco, domestic kid, reindeer, green buck, tan buck, cariboo, smoked deer, smoked horsehide, etc. During the last month they had cut 1,037 dozen pairs of gloves and mits. In the glove factory they employ over 114 hands. This branch of the business has only been in vogue now about 14 months, and Mr. Paquet is certainly to be congratulated upon the progress made. The foreman of this department told the interested visitor that before a pair of gloves are completed they have to pass through from 20 to 27 hands. In value they range from \$5.50 to \$42 per dozen.

**WEATHER AND TRADE.**

Felt hat manufacturers in the Manchester, England, district, are complaining that trade is very slack and disappointing. It is accounted for largely by the chilly weather prevailing so long, combined with the appeals being made all over Great Britain for the war and famine funds, which is having its effect upon the business done by the retailers. In linen hats there has been a tremendous output. Straw hats, too, have been freely called for in some parts of England; for the first four months of this year the imports of straw hats and bonnets into England were over double what they were during the corresponding period last year; and there is a big increase over a like period in the value of straw plait imported. The sailor shape in ladies' straws again holds undisputed sway this year.

The English wholesale hatters report a fair amount of business, especially in light shapes and straws. The white linen hats are found very useful in the hot weather. Large orders are being filled for stitched felts, and in drabs and Cubas. Light stitched hats, also, are largely replacing tweeds.

Advices to a Canadian fur importer, Mr. James D. Allan, are to the effect that offerings of Persians at the Nijni Fair next month will not be over 60 per cent. of last year's supply.

**RETAIL PURCHASES OF KNIT GOODS.**

SAYS The New York Wool and Cotton Reporter: "There is a phase of the knit goods business, which, while not new this season, has become particularly prominent and very annoying to the agents of knit goods, and also to the retailers who have been taken in by it. Not many seasons ago, some enterprising men conceived the idea that it would be an excellent plan to solicit orders for knit goods, both hosiery and underwear, from the retailers. To do this, they would make arrangements with some mill or mills, and secure a line of samples. Then they would canvass among the retailers, and their representations would appeal very strongly to the merchant. Of course, the agent would explain to the retailer that he represented the mill direct, and showed how much the said retailer could save by purchasing from him. This looked very plausible, and the agents secured considerable business.

Perhaps the first of this was done in good faith, and in a perfectly legitimate manner, though, of course, the best mills, and those having a reputation, would not allow themselves to be represented in that way. Since then, many other agents have stepped into the same field, some of them with honorable intentions, while others evidently do not intend to act "on the square." Last season this became a very strong factor in the market, and many retailers placed orders with these agents. The result, however, was very far from satisfactory. Some received goods, and some did not, and were obliged to exert every effort to secure lines for the season, and as it was then very late, they were usually disappointed, and unable to secure the grades they wanted. Where the goods were delivered, many of them were nowhere near the quality of the samples submitted, yet there appeared to be no redress. The agents were irresponsible, and the mills claimed that they delivered what they received orders for. The retailer is not likely to be bitten a second time, but this season irresponsible men have continued to carry on this style of business, and our attention has been called to several instances where much dissatisfaction has resulted.

This is merely intended as a warning to retailers. Of course, the primary idea is, that they can get the goods cheaper by saving a middleman's profit, but, as a matter of fact, it is usually just the other way. The "agent" must pay all of his own traveling expenses, and the mill charges more than it does to wholesale houses ordering enormous quantities. Besides this, the lack of responsibility is a feature not to be lightly overlooked. It means a great deal to be dealing with a responsible firm.

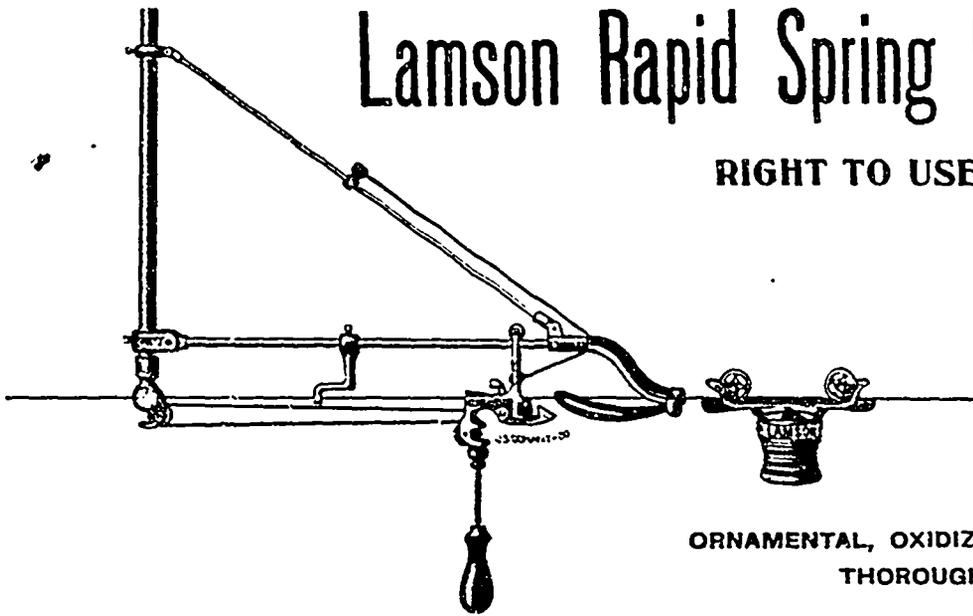
Galt dry goods merchants have agreed to close at six o'clock every evening, Saturday excepted.

Crumley Bros., of Kingston, have removed to other premises, pending alterations to their new store, into which they will move as soon as the building is ready. The store is being enlarged and improved, and will be ready for occupancy by August.

The palatial new Summer hotel at Burlington, Ont., which is being opened this month, has been furnished throughout with Ostermoor's Patent Elastic Felt Mattress and "Alaska" brand feather pillows. The contract was placed through Thomas C. Watkins, a prominent dry goods dealer in Hamilton, and the goods were manufactured by The Alaska Feather & Down Co., Limited, of Montreal, who are the sole makers of the Ostermoor Patent Elastic Felt Mattress for Canada.

# Lamson Rapid Spring Cash Carrier.

RIGHT TO USE GUARANTEED.



Nearly

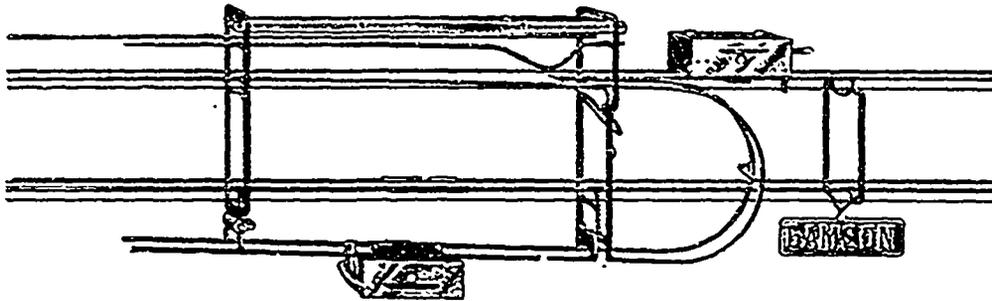
**90,000**

in use.

ORNAMENTAL, OXIDIZED FINISH,  
THOROUGHLY RELIABLE.

# LAMSON Perfection Cable Cash Carrier

RAPID, RELIABLE, RIGID, COMPACT, PROPERLY NAMED.



TWO OR MORE BOXES TO EACH STATION.

The Lamson Consolidated Store Service Co. is the largest concern in existence engaged in the manufacture of Cash or Parcel Carrier Systems, having made and installed more successful systems than all other concerns in this branch combined.

By reason of its control of patents, large capital and thorough organization, this company offers carrier system purchasers the following important advantages not to be had elsewhere:

Choice of every practical type of carrier, either pneumatic, cable, spring or gravity, with complete patent protection on every one, giving the buyer the privilege of selecting the type of system best suited to his business.

Reliable workmanship, entailing the smallest possible expense for repairs, with greatest working capacity and longest life on the systems, furnished by this company.

Lowest cost compatible with best product and the most liberal arrangements either on purchasing or renting basis.

This company will be glad to furnish estimates for cash and parcel systems for any type of store, and will send nearest department agent when requested.

It will pay intending carrier system purchasers to communicate with us before placing their orders.

**We Will Rent You a Pneumatic Cash Carrier Complete, Including Motor, Engine and Blower.**

## THE LAMSON CONSOLIDATED STORE SERVICE CO.

Head Offices and Works: **LOWELL, MASS.**

Canadian Office and Factory: **TORONTO, ONT.**

DEPARTMENT OFFICES.

Boston New York Brooklyn Philadelphia Baltimore Atlanta Rochester St. Louis Kansas City Dallas Chicago  
Detroit Denver Minneapolis Pittsburg Cincinnati Indianapolis Cleveland San Francisco

Address, **Frederick C. Cutting, Manager Canadian Dept., 119 Simcoe St., Toronto.**

# HAMLYN'S.

GUARANTEED REAL

## "West of England"

**PURE WOOL**

WOADED INDIGO

*A Special Dye to resist Air and  
Sea Water.*

*It may be boiled in Soda without  
changing colour.*

**SERGES,  
TWEEDS,  
ESTAMENES**

...AND...

**SUITINGS.**

These well known Goods can be obtained through any of  
the Wholesale, Home and Colonial Houses.

## HAMLYN BROTHERS,

LIMITED

**BUCKFASTLEIGH, DEVON.**

Branches

LONDON : 32 Noble Street, E.C.  
MANCHESTER : 39 York Street.  
GLASGOW : 38 Queen Street.

South African Agents: PRIDMORE & SAVERY, P. O. Box 341, CAPE TOWN.

**An Interlocking  
Organization.**

# SILK LININGS

**Made from Cotton.**

**T**HE Gilbert Manufacturing Co. is the pioneer lining combination, and **to them** is due the position now occupied by dress linings in the textile world to-day.

When this unique organization began to finish linings, nothing but corset jeans and the old-fashioned four-leaf twills were known for dress linings. The finishing plant then comprised two buildings, but, with the growth of The Gilbert Manufacturing Co.'s business, new buildings have yearly been added, until it has reached its present magnificent proportions.

The Gilbert Manufacturing Co. is an interlocking organization, and the only one which takes, through its various ramifications, Egyptian cotton in the raw state and transforms it into the finished article ready for the consumer. In buying of The Gilbert Manufacturing Co. purchasers are dealing with first hands.

The latest Novelties, and to which we call your special attention are as follows :

**Sultana Satin,  
Oriental Silk,  
Analyne Silk.**

The most useful Waist Linings are as follows :

**Commodore Fabric,  
American Queen Twill,  
AND FAST BLACK  
Twill and Percalines.**

**SEND FOR SAMPLES.**

Our Mr. E. S. Comstock will shortly start on another trip through the Dominion. We would ask our friends to kindly hold their orders for him.

**The  
3**

# Gilbert Manufacturing Co.

O. P. DORMAN, President.

**380-382 BROADWAY, NEW YORK.**

# WINNIPEG AND THE WEST.

OUTLOOK FOR TRADE, STYLES IN FALL MILLINERY,  
DRESS GOODS, ETC.

From the DRY GOODS REVIEW's special correspondent

WITH the thermometer ranging between 97 and 100 in the shade and the pavements fairly melting your pneumatic tires, it seems incongruous to talk of "Fall Styles." Truly, Winnipeg has not been so hot and dusty in many years. The frequent showers of June, which have always been a feature of the West, have been painfully conspicuous by their absence this season, and, for one June at least, the fair dames of the western metropolis have aired themselves in snow-white costumes, without dread of coming home dragged abominations, fit only for the washtub. Never have there been so many white frocks upon the streets. Very fresh and dainty they look, especially when the effect is heightened by a geranium, pale green, or mauve parasol. The "Ladysmith" helmet, in white jumbo braids, has begun to supersede the ever popular sailor with white costumes.

The weather that has so admirably suited the white frocks, has not been so good for the wheat, and some anxiety is being felt at the continued absence of rain. The drouth is more difficult to contend with, owing to the very light snowfall of the past Winter. The reports from some sections of the Province are discouraging, but all west of Moosomin, in the Northwest Territories, the country is no doubt safe, as they have had plenty of warm rains. If Manitoba gets the greatly desired rain within a week, much of the damage will be averted. [Since the above was written rain has fallen.—  
Editor DRY GOODS REVIEW ]

THE D. McCALL CO.

It was a pleasure to step out of the glare into the cool dimness of The D. McCall Co's. showrooms, where all hands were busy arranging Fall samples. Of course, the trimmed goods are not here, but the ready-to wear, the felt shapes, and the trimming therefor are here in abundance. There is a noticeable increase in the ready-to wear goods, and among these of course are conspicuous the military effects. The "Strathcona," "New South Wales' Lancers," "London Infantry," "Volunteer" and "Baden Powell" are among the most popular. Of these, the "Baden Powell" is decidedly the prettiest and the most becoming. It will suit almost any face and has a jaunty grace about it without the least suggestion of being fast. In wheeling hats, the "Ilseworth" is a new style sure to be popular. It has a soft felt body and turns sharply up at the back, droops over the face, and is both comfortable and becoming, a somewhat rare combination. The walking hats have all low flat crowns and are not particularly pretty. Round crowns are very much in evidence, and though they are no doubt the proper thing they are not pretty, nor are they likely to suit many faces.

TRIMMINGS.

There is nothing very new in this line, but all the goods are pretty. Plumes, fancy quills, angel and cupid wings and fancy black mounts, jetted, spangled and sequined, are shown, and also feather bandeaux which are particularly pretty in the peacock effects. Bandeaux of mink, beaver and chinchilla also promise to be popular.

RIBBONS.

A very pretty line of black ribbons with white edges and white stitchings are shown, and also full lines of taffetas in all pastel shades. These will be used in combination with both plain and fancy velvets for trimmings. Among the early Fall trimmings, flowers will be used a good deal, especially large ragged chrysanthemums. These flowers will combine very well with velvets. In black flowers, for mourning goods, tie lines are very handsome, some unusual effects being seen. In buckles, the gilt and rhinestone buckles, and those with enamel flowers will be the most popular.

Millinery business has been exceptionally good, and the outlook for Fall trade is very promising. Mr. White, manager of the Winnipeg branch, is at present in the West with samples.

STOBART & CO.

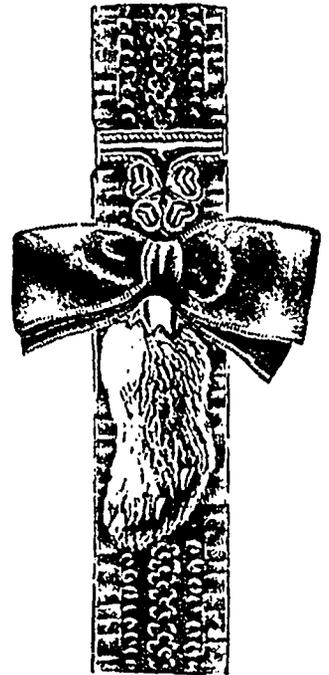
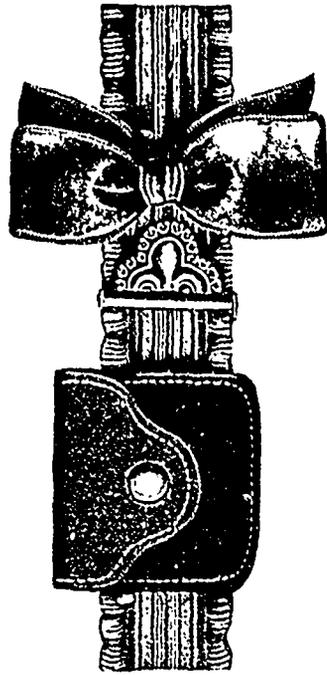
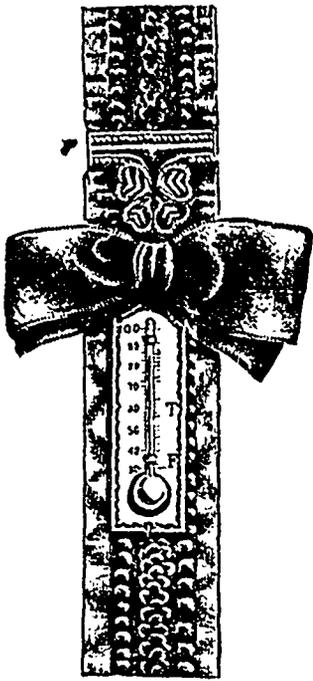
Mr. Wilson, European buyer for the house, kindly gave your correspondent a peep at the very latest things in dress goods. These are the "Zibelines." They are all-wool goods in plain homespun weaves with camel's hair spots and checks. The appearance is handsome and rich, without being too showy, and these goods are likely to be popular, as they are eminently suited to our Winter weather. The same thing is shown in tartan colors with camel's hair checks in black. Among the new goods also are mercerized wool brocades, in all kinds of pretty shot effects, and silk and wool broches with shell patterns. The most popular goods in the Old Country, and likely to be equally so here, are the rough Scotch tweeds, the rougher the better. These come in fawns, checks, browns and greens, but the most fashionable shades are bluettes and purple. Black and white combinations also promise to be popular, as also coverts in all shades. A very pretty line of fancy plaid blouse cloths was also shown. As woollen goods have advanced in price, cottons are made to take their place in many ways, and none more effectively than the cotton tartans that look so like wool that it is necessary to feel them in order to tell the difference. These will retail at 15 to 20c. per yard.

The fancy silk blouse seems just as popular as ever, and lovely silks are shown for its creation. Japan silks, in blues, pinks and mauves, with morning glories looking as if hand-painted; foulards, with dainty patterns of roses on a cream ground; tartan taffetas, and, in more expensive lines, satin broches in dainty patterns and exquisite pastel shades; Victoria gauffre silks for trimmings, and all shades of glace satin, which is again popular.

GAULT'S.

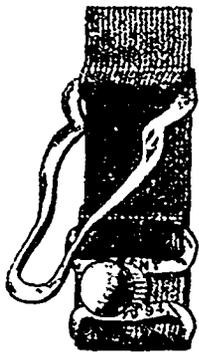
The Western branch of this firm is now comfortably settled in their fine new warehouse, on the corner of Bannatyne and Arthur streets. The building is 80 ft. wide by 100 ft. long, and consists of four storeys and basement. Two electric elevators are run through the entire building, and there is the best of light, air and conveniences of every description; in fact, it is a thoroughly up-to-date warehouse.

As the house here will combine their orders to manufacturers with those of the eastern branch at Montreal, they feel they will in this way be able to carry fuller ranges of colors, shades,



## New Styles in Fancy Garters are shown by us as usual. We make 100 numbers

ranging in price from \$7.50 to \$240.00 per gross. These are all put up one pair in a lace-edged box, also with glass covers in the better grades.



...THE...  
"Flexo-Grasp"  
HOSE SUPPORTER

### OUR \_\_\_\_\_ HOSE SUPPORTER LINE.

We also offer our complete line of Hose Supporters, prominent among which is our "**FLEXO-GRASP**," as well as frilled side elastics, and everything belonging to the Hose Supporter line.

REQUESTS FOR SAMPLE LINES WILL BE PROMPTLY ATTENDED TO.

# A. STEIN & CO.,

6 and 8 Sutter Street  
SAN FRANCISCO.

218 MARKET STREET  
CHICAGO.

438 BROADWAY  
NEW YORK.

# CARPETS

Make—two and three ply  
Wools and Unions.

**BRANDS:**

"Leader," "Chicora," "Royal," "Angora,"  
"Crescent," "Magnet," "Dominion," "Oxford,"  
"Granite," "Canadian," "Monarch."

## Rug Fringes

Twenty different colorings.

Full Samples Out.  
Wait for our Travellers.

Canadian Agents for THE MOSS ROSE MFG. CO.,  
Tapestry Curtains and Covers, etc.

**ROYAL CARPET CO.**  
GUELPH, ONT.

THE . . . .

# Cardigan Overshoe

For Women, Misses  
and Children

is the warmest, lightest, neat-  
est and cheapest Overshoe  
offered to the trade.

No Buttons,  
No Buckles.

Easy to put on  
and take off.

Manufactured  
by



**The Cardigan Overshoe Co.**  
STRATFORD, ONT.,  
Sole Manufacturers.

# The Celluloid Company

30, 32, 34, 36  
Washington Place

**NEW YORK**

ORIGINAL and ONLY  
Manufacturers of

"CELLULOID" Interlined Waterproof  
Collars and Cuffs . . .

All goods made by us are stamped as follows:

Absolutely No



Others Genuine

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



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

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

**The Celluloid Company**  
FIFTH AVE



and fabrics than have been known in the history of the wholesale trade here, and to meet this want will be the special aim of the house.

On the fourth floor is to be found a full line of house-furnishings; on the third, smallwares and men's furnishings. The latter, also, will be a special line, as the Gaults are manufacturers of these lines of goods. On the second floor is the dress goods department and hosiery. On the first floor, the staples and also the handsome offices. In the basement are a reserve stock of staples and the great receiving-rooms of the house. Mr. Belcher, the manager, who kindly showed your correspondent through the house, spoke most hopefully of the outlook for trade here, and said they were entirely satisfied with things so far and much encouraged for the future. They had been courteously welcomed by the other firms in the same line of trade, and were settling down to business and feeling quite at home.

R. J. WHITLA & CO.

report all travelers on the road with Fall samples. Business in placing orders has been very good. This house pride themselves particularly on the fact that their large range of blankets (some 5,000 pairs) were all bought before the rise of the wool market, and they feel that in these lines they can do just a shade better than anyone else for their friends.

A particularly fine line of dress goods is shown by this house; in fact, all their various departments are full to repletion with well-assorted goods. The increased space of the new building and the greater convenience for handling work has stimulated the house to extra efforts, and they feel prepared for a larger Fall trade than ever before.

IMPERIAL DRY GOODS CO.

This company are erecting on the west side of Main street a fine, new three-storey brick building on stone foundations. There is a 40 foot frontage on Main street, and the building will run back 212 feet to Albert street. When completed, it is expected to be the most up-to-date retail dry goods store west of Toronto.

HUDSON'S BAY COMPANY.

This company have moved their men's furnishings, cloth, and tailoring departments into ample premises on the ground floor.

CLOTHING.

The clothing houses have little to say at this time. It is too early to pronounce on the coming season. Large placing orders have been booked, but the final state of the crops will have some effect in saying whether any of these may be cancelled or not. In case of any failure of crops, the clothing and fur men will feel the grip first, as country merchants were well stocked in these lines last Fall, and, owing to a mild Winter, did not sell them.

Winnipeg, June 20, 1900.

E. C. H.

#### THE VALUE OF A BRAND.

It is a noticeable fact that the large dry goods stores, which usually take off any tickets which betray the name or the whereabouts of a manufacturer, invariably keep the "Alaska" brand tickets prominent on all comforters and pillows made by that company. For the name has become, like that of Hartshorn of shade roller fame and Palmer for hammocks and Dents for gloves—the standard of excellence. For a large order for down quilts, just booked by Mr. J. H. Parkhill, the buyer is supplying his own label to be sewed into one corner of every quilt. The headline of this label reads, "Alaska" brand, pure down," thus paying a compliment to the manufacturers while safeguarding his own interest.

#### LADIES' TIES, ETC., IN JAPANESE SILK.

K. ISHIKAWA & Co. are anticipating a big Fall business. They will carry an extensive line of ties for ladies, including drawn work and fringe ties, as well as their specialty—crepe de chine ties. In ties for boys and children they will have a large assortment of fancy plaid Windsor ties. In handkerchiefs, they will have a large assortment of printed border and embroidered silk handkerchiefs, ranging in prices from \$1.50 to \$8.50 per doz. They also have their specialty in these goods—initial handkerchiefs in plain and twill silks—at these prices. Mufflers they will have in black and white surah silk which can be retailed at 75c. to \$1.50 each. These are 30 inches square, and are extra value. Chair scarves, table covers and mantle drapes in silk with gold embroidery, which are always popular for Christmas trade, will be offered by this firm at all prices from \$2.25 to \$30 per doz. In plain Japan silks, which are also popular for the holiday trade, they carry a large range in several different qualities and in all the different colors created by the Paris fashions. Black Japan silks, dyed in Lyons, will be extensively used for blouse and dress goods this Fall. This firm will have particularly good value for their customers.

#### THE NEW CENTURY STOCK-TAKING MEASURING MACHINE.

The above, a cut of which appears in our advertising columns of this issue, is an invention and innovation of highest importance to progressive Canadian merchants. It is pre-eminently a stock taking machine of the most approved type, and, if once seen in operation, will number every merchant as its possessor.

The New Century (whose dimensions are only 2 x 6 x 12 inches) is a marvel in its working capacity. One man, with a machine, can do more work in a given time than three or four others under ordinary conditions. It will measure most accurately and satisfactorily all classes of rolled and folded goods. In three minutes' time a web of 50 yards can be unrolled, measured, blocked, rerolled and placed ready for the shelf. It registers yards and fractions of yards without possibility of error.

This little machine is finding its place as an indispensable auxiliary in connection with modern storekeeping.

Circulars and catalogue may be had by addressing The New Century Manufacturing Co., Brantford, Canada.

J. Sproul Smith has been appointed Toronto representative for the agencies of S. Hird, Montreal.

The association of German leather glove-makers have just held a meeting in Leipsic with a view to increasing prices.

J. T. Showler, formerly of London, Ont., has purchased James Dennis' tailoring business in Strathroy.

J. B. Hill, dry goods merchant, St. Thomas, has entered the wholesale dry goods, staples, notions, laces and fancy goods trade in that city.

Northway, Anderson & Co., dry goods merchants, Tilsonburg, have enlarged their premises by a new addition which enables them to make a fine display of their large stock and allow their customers extra comfort in shopping.

"Can't you set a date for the payment of this little bill?" asked the collector. "I could, if it weren't for one thing," answered the debtor. "What is that?" "I want to sustain my reputation for truth and veracity."

TO THE TRADE

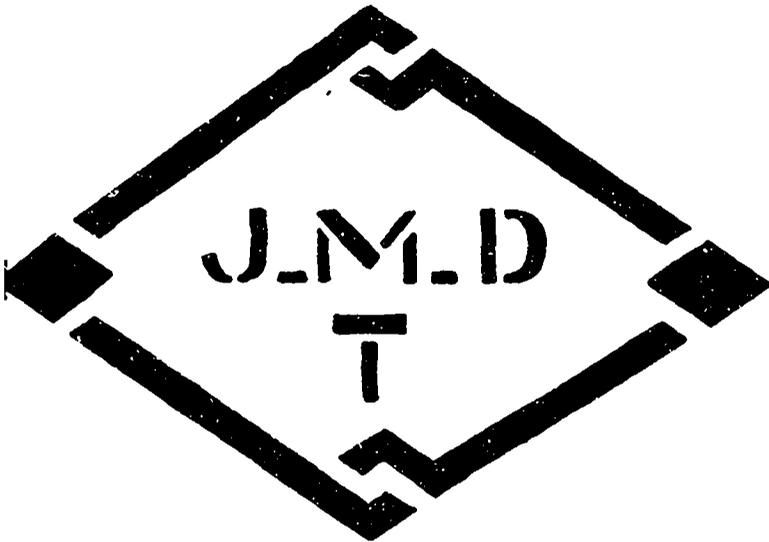
ESTABLISHED 1849

**JOHN MACDONALD & CO.**

Wellington and Front Streets East

**TORONTO**

REGISTERED



TRADE MARK.

Goods stamped with the above Trade Mark are controled by them; it is also a guarantee of superior value.

THEIR REGISTERED BRANDS :

**"QUEEN CITY"***Domestic Cotton Goods.***"CRESCENT"***Black Dress Goods.***"IMPERIAL"***Hosiery and Velveteens.***"SEABELLE"***Black and Blue Serges.*

WHOLESALE

**Dry Goods**  
**Men's Furnishings**  
**Haberdashery**  
**Woollens**  
**Carpets**

They are Sole Agents in Toronto for

**"Crum's" Prints****"Belwarp" Serges and  
Worsteds**

They also sell a variety of lines at manufacturer's list price.

They thank you for past favours and solicit a continuance of the same. They are ever on the alert to have the best value and to give all orders the promptest attention.

**FILLING LETTER ORDERS A SPECIALTY.**

# THE FALL TRADE.

BROPHY, CAINS & CO.

OF fancy colored lester ringwood gloves, Brophy, Cains & Co. are showing a specially large range, entirely made up of color combinations and fancy stitches not shown heretofore.

Brophy, Cains & Co. report that their lace stock is again fully assorted in all makes. They show some very handsome designs in black and cream cantillys at popular prices, styles hitherto not easily obtainable.

"We find customers appreciate our delicate shades in ladies' wool vests," say Brophy, Cains & Co. They seem glad to get away from the natural shades for a time. The range certainly contains some of the daintiest trimmed goods in various shades we have yet seen.

Brophy, Cains & Co. report that invoices are to hand for all their repeats in all-over tuckings and apron muslins, and customers will receive their goods at once. Further orders should be given as promptly as possible, to insure immediate delivery.

WYLD-DARLING CO., LIMITED.

Wyld-Darling & Co., Limited, are in an exceptionally strong position for Fall trade. In all departments they placed contracts before the recent advances, and are consequently offering them below present market values. Their travelers have been out some weeks with dress goods for Fall and are sending in good orders. This firm are giving special attention to this branch of their business and are showing a much larger range and better values than ever before. Among the popular lines in the range are serges, estamine freizes, homespuns, tweeds, etc. The novelty of the season is camel's hair ribeline, a new cloth in figures and neat checks. These goods are selling freely, and are likely to be in great favor for separate skirts. A magnificent range of black goods in freizes, homespuns, poplins and broadcloths is shown. In black figured materials their styles and values are meeting with much favor with dress goods experts.

In ladies' underwear this house are showing a larger and more comprehensive range of ribbed and natural wool goods than ever before. Their leading lines are to retail at 25c., 50c., 75c., and \$1, and are extra value. A large trade is now being done in ladies' ribbed vests in maco and white fleece goods to retail at 25c. and 50c. The numbers of these goods are 55 and 62. In ladies' ribbed cashmere hosiery with extra spliced knees their leading Nos., 35, 37 and 72, are still quoted at prices ruling previous to the advances. In worsted hosiery, their No. 206 is a 3 x 1 with extra spliced knees in a full range of sizes, to retail at 25c. and 50c. per pair. This house are showing a large assortment of cashmere and fancy colored ringwood gloves, wool toques, clouds, infantees, bootees, wool mitts in all prices. Flannelette embroideries in pink, sky, grey, scarlet and cream are shown in all widths and prices.

In ribbons they have black velvet with cotton back in all widths from 4 to 180, and with satin back from Nos. 1 to 40. Though these goods have been and will continue to be in great demand, the Wyld Darling Co., Limited, have kept, and

are in a position to keep, their stock fully assorted throughout the season.

In their linen department this firm are showing for Fall the most complete range of bleached and unbleached table linens and damask napkins they have ever offered. They have also a full range of prices in black and natural canvas and huck and damask towels. In fancy lines they show an extensive range of table covers, sideboard scarves, tray cloths, pillow shams, etc. Their range of linen and lawn handkerchiefs for the Christmas trade is very large, and comprises the latest novelties in embroidered and lace edges. The greater part of these goods was contracted for previous to the recent advances in prices, an advantage which is being given to the retailer.

Some choice lines are included in this house's range of wrapperettes and salisburys, both single and reversible, to retail at from 10 to 20c. They have also a good range of heavy drills, in indigo and blacks. Their stock of grey and white cottons includes many lines now being delivered on old contracts, and are, consequently, being offered considerably below the present market basis. Some of their lines of grey and navy flannel were also contracted for early, and are now selling at prices advantageous to the retailer. In cretonnes, a good stock is shown in all qualities, and in moreen skirtings they show choice new colorings and designs at popular prices.

P. GARNEAU, FILS & CIE., QUEBEC.

P. Garneau, Fils & Cie., Quebec, have a special line of navy duck suiting in white spots and stripes. This is one of the best-selling lines for the Summer months.

A well-assorted stock of plain and figured black lustre dress goods will be found at their warehouse.

They are selling some nobby lines of fancy colored dress muslins at low prices.

In all lines of navy serges for men's and boys' wear, P. Garneau, Fils & Cie., Que., will be found up to the mark.

The firm are prepared to fill immediate orders for plain dress linen in four good ranges. They report a steady demand during the season, and are prepared to meet the usual July rush for the goods.

They have in stock a capital line of black crepon dress goods to retail at about \$1.

A consignment has just been opened of black and white silks in "block" and "broken" checks. These are selling well at the price.

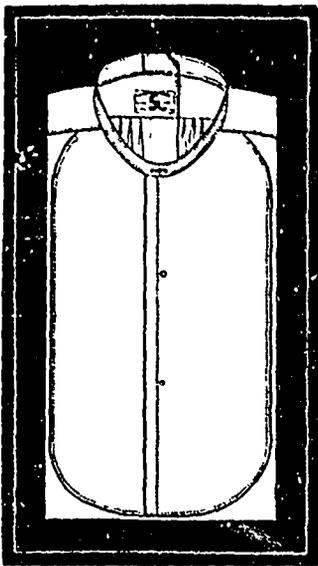
McINTYRE, SON & CO.

McIntyre, Son & Co. are showing through their travelers now on the road new Fall samples in all departments, and solicit the inspection of the same by the trade.

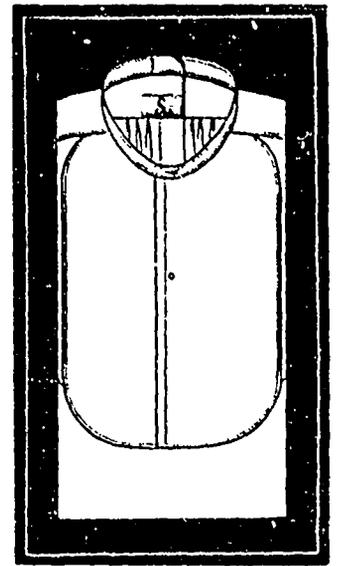
The kid glove department of McIntyre, Son & Co. is now thoroughly organized, and the stock carried is the newest and most up-to-date in the trade. Leading lines are kept for assorting in a full line of desirable shades. Prices are arranged for the retailer to get a profit, and yet give a satisfactory article. Letter orders receive prompt and careful attention, and satisfaction is guaranteed.

# STERLING BRAND DRESS SHIRTS

are Wamsutta Bodies and 2000 Linen Bosoms.



NO. 200.



NO. 225.



## SHIRTS

\$9.00 Per Dozen

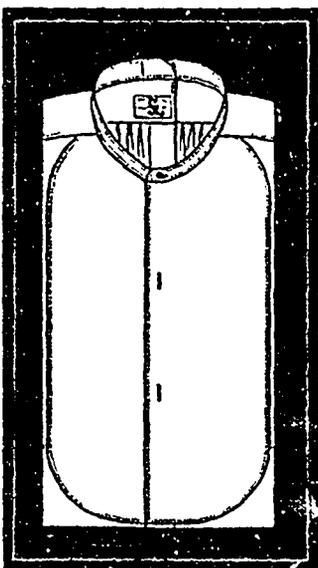
5/30, 6/10.



## COLLARS

\$1.10 Per Dozen.

5/30, 6/10.



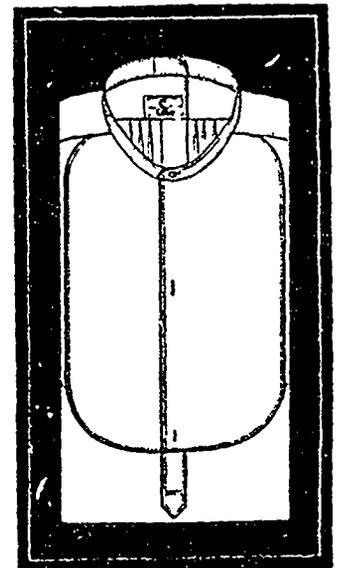
NO. 250.



# STERLING COLLARS

ARE WARRANTED

Pure Irish Linen.



NO. 275.

## The "Rooster"

### Returns



### Thanks

to his many patrons  
for their very gen-  
erous orders.

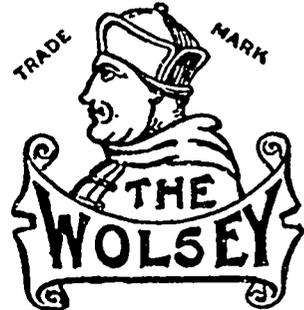
This half year is by far the  
largest in our history.

We regret not being able to give our customers bet-  
ter deliveries on "immediate" orders, but great diffi-  
culties in obtaining help and a PERFECT CYCLONE OF  
ORDERS is our excuse. We would ask you not to  
blame the "Rooster" but in future place your orders  
early and freely, as our goods always sell.

## ROBERT C. WILKINS

Manufacturer of **Montreal**  
Shirts, Overalls and Clothing Specialties  
and Ladies' Tailor-Made Skirts.

## What is the Wolsey?



**UNSHRINKABLE.**

Registered in Canada.

"Wolsey" is all-wool under-  
wear, of British manufacture.  
Guaranteed positively unshrink-  
able. . . . .

TO BE PROCURED FROM THE  
LEADING WHOLESALE IMPORTERS.

# An Important Change.

PRICES ON  
♦♦♦♦

## DOWN CUSHIONS REDUCED.

**"PERFECTION BRAND" ONLY.** You will ask the reason. It is simply  
this: We have just purchased the  
very latest and improved machinery for brushing, renovating and separating feathers, and we  
are giving you the benefit of the change.

*If you want the best money can buy wait for our traveller, who will call shortly  
with a full line of the following goods: —————*

DOWN QUILTS. DOWN CUSHIONS. TEA COSIES.  
COTTON AND WOOL-FILLED COMFORTERS.

*All styles and sizes, from the cheapest to the best, marked "Perfection Brand."*

# Canada Fibre Company, Limited, Montreal

# RYLANDS & SONS

LIMITED.

MANCHESTER, Eng.

Cotton  
Spinners

Bleachers

Merchants

Dyers

Manufacturers

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:**

- |                                         |                                |
|-----------------------------------------|--------------------------------|
| 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 SUCCESS OF THE "LAMSON."

IT was about 15 years ago that Mr. W. S. Lamson, of Lowell, Mass., invented the Ball Cash Carrier System, which is what is known as a Gravity System, with which the cash was carried in balls rolling upon inclined tracks to and from the cash desk. The success of the system was very great, and from this start by the invention of hundreds of other styles of cash carriers, Lamson Co. have grown to be the largest cash carrier company in the world.

They are doing business in every civilized country, and have a capital stock at the present time of \$15,000,000, manufacture everything from the cheapest wire line cash carrier to pneumatic tubes for the transmission of merchandise in cities. At the present time they are installing a plant for the delivery of packages from the congested portions of the city of Boston to the surrounding towns by pneumatic tubes.

Their business in Canada has, within the last three years, through a more intimate acquaintance of the Canadian merchants with the Lamson Co. and their methods, so largely increased that it has become necessary to establish a factory in Toronto, from which headquarters the Canadian merchants can be supplied with what the company feel to be the best cash carrier systems in the world.

### WAR VICTORIES AND HAT SALES.

One result of the recent military demonstrations in London, England, was a decided impetus to the hat trade. The DRY GOODS REVIEW's London correspondent says: "When London 'mafficks,' and goes 'pretoring,' it does much the same as Toronto in the way of processions, flags, songs, etc., but there is not room in the streets for the bonfires. As much of it as there is room for goes up in front of the Mansion House, and up and down Cheapside, and there it shouts its throat out, and incidentally destroys its own hat, and everybody else's hat within arm's reach. Silk hats and bowlers were thrown in the air as if they cost nothing, and once off the head of the wearer, were gone forever. The official news about Pretoria came about noon on Friday, and I am sending you, herewith, two items of news which show that these war victories are very good indeed for the hat trade. The items herein refer to the Pretoria rejoicing, and when I mention that it was only a mere shadow to the Mafeking fun, you can imagine how the hatters coined money on that occasion. The items are that one Cheapside hatter kept open till 2 a.m. on the day of celebration and sold 1,110 hats by doing so, and that sufficient ruins of hats were picked up in the streets of the 'city' to fill a dust cart."

### WINDOW AND STORE FIXTURES.

Clatworthy & Co., manufacturers of display fixtures, novelties, etc., Toronto, whose warehouse and stock was seriously damaged by fire and water on April 4, have completely recovered from the effects of that disaster. They have cleared out all their old goods, and have now a full stock of new goods of every description.

In addition to the regular lines, orders for which they are in a position to fill more quickly and satisfactorily than ever before, they have many new articles which are worthy of window and store trimmers' attention. Among these latter lines are glass showcase counters, which are being universally adopted by the best stores; two styles of lace racks, for showing various kinds of laces, which, because of their practical utility, are bound to win favor; new cabinets and racks for displaying hats and caps; a counter notion case, an ingenious

arrangement for showing novelties on the counter; new mirrors of every description for outfitters, clothiers, milliners and dry-goodsmen generally. Illustrations of several of these articles will be found in this firm's advertisement on another page.

By their system of keeping in touch with the latest improvements in display fixtures, as well as keeping up their stocks of regular lines this firm have found their business a steadily extending one, the present year being the most remarkable of any in this respect, which fact seems to prove that Canadian merchants are keeping up to date in the matter of store and window display.

### NEW CANADIAN CLOAK FIRM.

Although the samples of the Victor Manufacturing Co., Quebec, manufacturers of ladies' cloaks and suits, have been on the market but a short time now, this up-to-date and go-ahead house report that their various lines, as shown by the increased orders received from their travelers and other sources, are meeting with the general approval of the trade throughout Canada, and retailers report a splendid demand. These people sell largely to some of the most responsible retailers in the larger cities, and on all sides hear nothing but praise, and that their goods are equal to the finest and newest designs ever turned out in Canada.

The Victor Manufacturing Co. have engaged one of the most skillful designers from New York, Mr. M. J. Waldman, and all the hands under him, we are told, are also New Yorkers. This insures stylish goods with newest ideas. There can be no doubt but that large orders will be placed for their lines this Fall and that the trade will be delighted with the striking and stylish patterns.

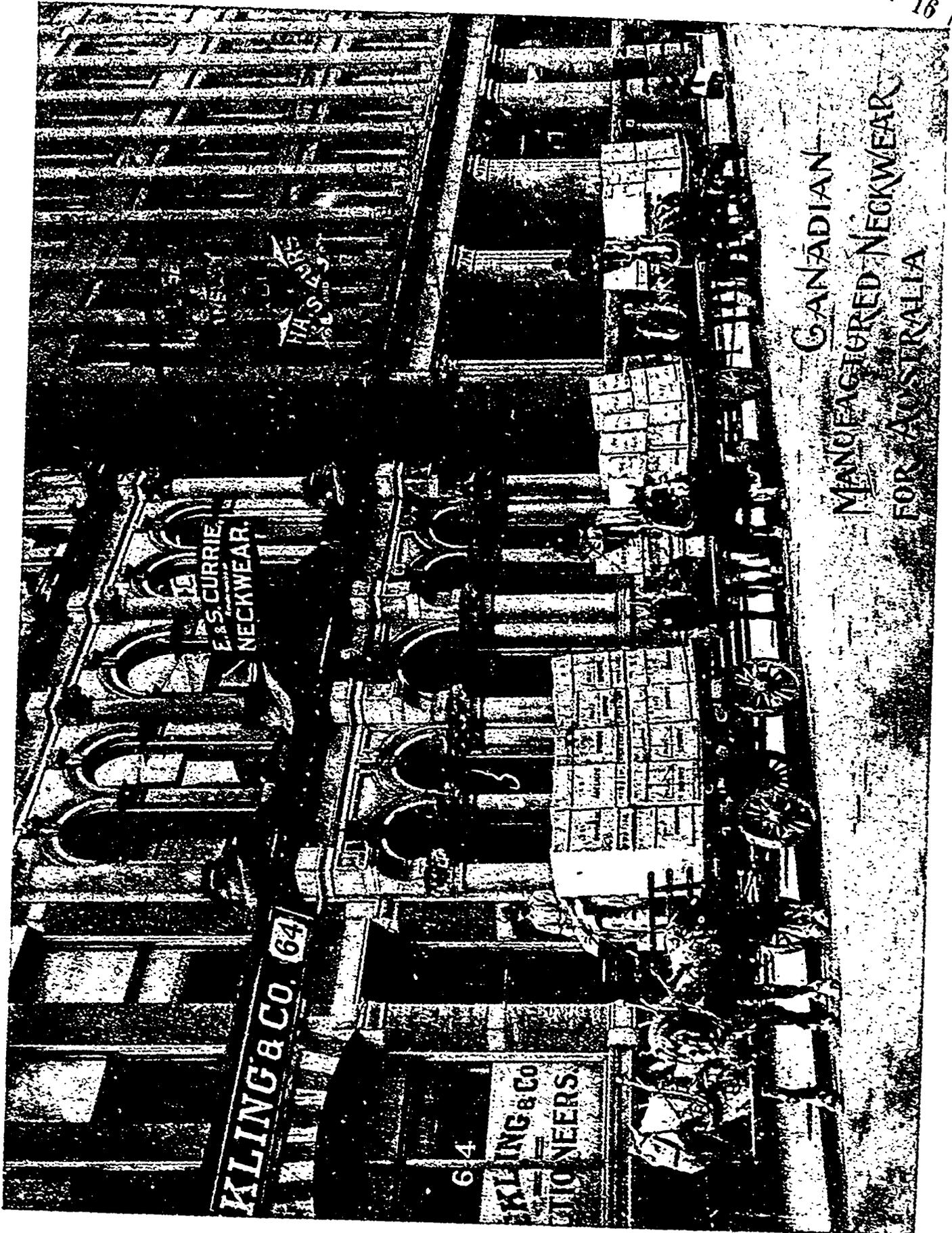
### COLLINS COLORED HOOKS AND EYES.

ONCE in a while something appears in the notion line that causes one to exclaim, why was'nt it done before? This is the case with the idea of making hooks and eyes in the various colors to match dress fabrics. The suggestion came to a hook and eye salesman from a dressmaker, and from him to an inventive friend. It looks very easy—simple "colored hooks and eyes"—but when you think that they are enameled and must be baked in an oven to get the proper condition for the hard service to which hooks and eyes are subjected, that hooks and eyes are very small articles to handle, it made the problem more difficult than at first it seemed possible, and it was only after months of experiment that the present product was made a success.

There is every reason to believe that colored hooks and eyes have come to stay and will soon be accepted as a matter of course, in the same way as dress bindings and other trimmings. Every dressmaker does her best to conceal the hook and eye fastening, but somehow they will always show, and every woman who wants a neat costume has always wanted colored hooks and eyes to match her dress whether she ever heard of them or not. A merchant need not buy in any larger quantity than with the common kind, and the best selling shades can be reordered in any quantity.

The manufacturers are doing a great deal of careful advertising, and the reception of the colored hook and eye has been very flattering. They are retailed at the same price as the best quality of the common variety, and a small order can cover a good assortment that will match all shades and colors of dress fabrics. For further information address the manufacturers, Collins Colored Hook & Eye Co., Grand Rapids, Mich., U.S.A.

RETURNED  
MAY 16 1902





## Men's Furnishings.

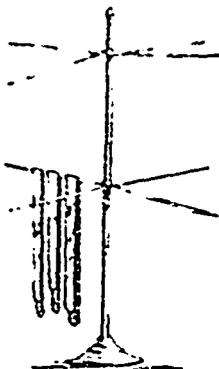
LONG ago I decided that money and time spent in making the store attractive are well spent. To the average dealer I say: Be watchful of what other men are doing in this matter. The men's trade appeals directly to the male desire to be nicely dressed. How, then, can the dealer ignore the new methods of showing goods, the fixing up of

the store so as to attract the young men about town, and the addition of every new "winkle" that comes in his way?

There are in Canada some very fine stores. Study these. To the town dealer I would say visit the city for the purpose of inspecting them. The other day I was walking along Yonge street, Toronto, and it just struck me that a few notes, with illustrations, on a modern, finely equipped establishment for men's furnishings might help the out-of-town dealer. So I turned into E. Boisseau & Co.'s. Now, Mr. Boisseau believes in doing a thing well, so that when he decided to add a retail furnishing's branch to his business he did everything in the best style.

The establishment not only attracts attention from an architectural point of view, but very favorably impresses the observer by its well-trimmed windows and the bright, up-to-date appearance of both its exterior and interior.

There are few store windows that present a finer display of goods than that in which the contents of the men's furnishings department are arranged: for, although a wholesale tailoring store, the ground floor, besides retailing the work of the tailors upstairs, also contains all kinds of men's furnishings. No section of this store is more complete than this department, which occupies a corner of the store, and takes in, with its counters, nearly one whole side and half of front.



The counters in the store are of glass, more than half-a-dozen being used in the men's furnishings section, reaching from the door nearly to the back of the store. The manufacturer's name for this kind of showcase is the "Silent Salesman," a very suggestive title. With the exception of the corners and base, the whole case is of glass, while two glass shelves placed in them, about half the width of the case, and fastened along the rear of it, make plenty of room for goods. Goods placed in these cases are shown as satisfactorily as though they were suspended in the air, with the advantage that they are kept free from dust.

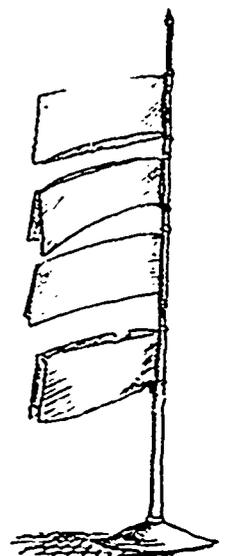
Each case has a certain line of goods which, at any time, can be found there. The case containing leather goods never has collars or ties in it, but always articles along the one line: purses, belts, shawl straps, etc., while behind it on the shelves are valises, hat boxes, and all leather goods found in such a store.

The shelves in Mr. Boisseau's are about six feet high, so that boxes can be piled on top of them and be reached handily by salesmen. Fastened to the top of the shelves, behind each showcase, are the "shelf display fixtures," appliances for exhibiting goods which fulfil their mission in a way that leaves nothing to be desired. These can be raised or lowered, or turned from one side to the other in whatever way is best to show what they hold. Shirts, belts, suspenders, etc., are all displayed on these racks, each in its own department.

On top of the showcases are placed the tie and collar stands, made, like the "shelf-display fixture," of oxydized iron, and being, also like it, ornamental as well as useful. The cases themselves are extremely well trimmed, no matter what may be their contents.

Speaking of the dressing of windows and showcases, Mr. Saunders, the manager of the men's furnishings department, said: "We pay a great deal of attention to keeping our windows and showcases in a good, neat condition. We do not dress windows like most stores. You'll never see a lot of ties—red, black, blue, white and all colors in our windows at the same time. We make a point of putting one color in at a time, sometimes one style, though generally we show narrow, wide, and puff ties together, but all of the same color or pattern. We had a window full of wide, blue ties, and nothing else, a while ago, which was very attractive.

"When only one color is used the window will draw greater notice than if there were a dozen colors in it. It can be seen from a distance, too, and catches the eye of the man on the other side of the street just as easily as it does anyone passing down this side. It takes a lot of goods to furnish a window like that, but it is, in my opinion, far ahead of the





No. 210. (\$4.50 per doz.)

MANUFACTURED BY

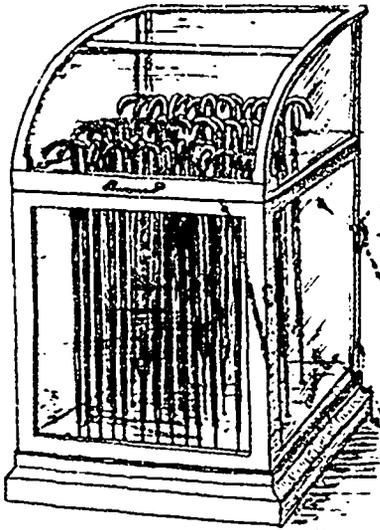
TOOKE BROTHERS, LIMITED

MONTREAL

*Red July 16/00*  
*The B. Scarf*

**MEN'S FURNISHINGS—Continued.**

ordinary window of all shades and descriptions of goods. If we have not enough of the same style and color to make up a window we show the same color and different styles, or one pattern in different colors. But one class at a time is always our aim in dressing windows.



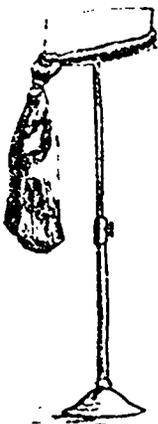
Our motto in trimming either windows or showcases is 'individual display,' and we consider it the proper one.

"We showed, some time ago, a line of white and black ties, with a card in front reading, 'you don't know when you may need one.' At another time we made a window out of our leather goods department—nothing in it but purses, valises, belts, etc., from the leather-goods counters.

"There are times when, for the sake of advertising, it is advisable to put more than one kind of goods in the window at a time. For instance, the other day we displayed a line of negligee shirts. Now, with them we put into the window the duck trousers and coat and cap that makes up the suit. You can in this way not only advertise the whole suit, but, by a proper arrangement of the goods, make the shirts especially conspicuous.

"When new goods come in they are first put into the window. None are shown anywhere else unless there happens to be some left over from the window, when they are exhibited in the showcases. These we pay great attention to, both as to the way in which they are trimmed and their own appearance. The goods in them are changed sometimes two or three times a week—whenever new goods come in. After a new line of goods has been displayed in the window they are put into the showcases. These glass cases are away ahead of the ordinary counter. Their name, the 'Silent Salesman,' is an appropriate one. I have no doubt but that they have sold articles many times by simply holding them up to view in the splendid way they do. Each case has its own line and is never changed. You see on the 'shelf-display fixtures' above them the same line of goods is exhibited.

"Now, take that glove case. People who come in after gloves might easily miss the showcase, but the gloves on the rack above it can be seen from all over the store, and a customer on seeing it would naturally suppose that the glove department was there. This is one of its advantages. It draws attention to the showcase in the same department as itself. The boxes on the shelves behind the glove counter contain nothing but gloves.



"Every department is the same. Around the showcase where the ties are you will find tie stands, and ties on the display fixture above it and on the shelves behind it.

"The tie and collar stands are very

useful in drawing attention to their respective showcases, as well as in displaying goods so attractively.

"In these cases we follow the same line as in the window, as regards exhibiting goods. We always try to keep things of a color together and avoid mixtures as much as possible. Over there you see a showcase of boys' shirts. Last week we displayed in it a line of jerseys; next week something else will probably be shown there; but we never put the boys' shirts and jerseys in together. One thing at a time, and that advertised well, is worth a hundred things shown together where each takes interest away from the other."

To anyone who has seen Mr. Boisseau's windows, it must appear that Mr. Saunders is not far from right in advocating the placing of one color of goods in a window at a time, and one has but to walk down the line of "Silent Salesmen" in the men's furnishings department of this store to admire the principle on which all goods are exhibited—one thing at a time, or, as the manager has it, "individual display."

#### New Store in St. John.

In their new furnishing store in St. John, N. B., Messrs. Macaulay Bros. & Co. have gone to great pains in fitting up the interior so as to embody all the latest ideas. The ceiling and part of the walls are of ornamental steel of a handsome design, and a hardwood floor has been laid. A particularly new feature is the style of counter. Instead of the wooden counter which is generally seen, counters of plate glass framed in curly native birch have been put in. These serve the double purpose of display cases and sale counters. Goods can be shown to much greater advantage in them, and they give the store a very light and finished appearance.

The wall cases for the display of such goods as bath robes, dressing gowns and traveling bags are made of curly birch, beautifully wrought and highly polished. They are fitted with sliding plate-glass doors and will be lighted from inside by electric light.

Access to the large front window is had by means of sliding panels of a new patent.

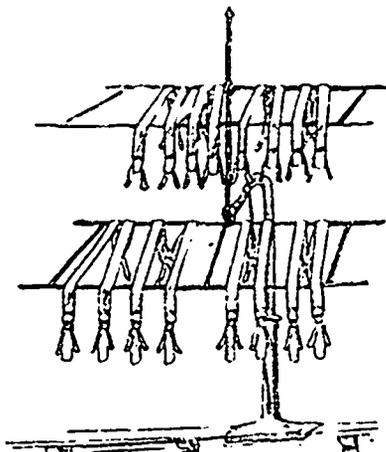
A large room at the rear of the store will be fitted up immediately for the special display of trunks, traveling bags and other heavy articles.

The new store will be devoted entirely to gentlemen's furnishings. The space formerly given up to this class of goods in the main store will now be utilized for extending a line of household linens and dress goods.

Entrance to Messrs. Macaulay Bros. & Co.'s new furnishing store is had from King street and also by a connecting door from the main establishment.

#### A Discourse on English Glove Fashions.

A London writer on men's fashions gives the following very valuable hints on gloves: "Of all the many small items of a man's attire there are none which require to be more constantly renewed than that of gloves; also, there are none which require more careful choice in order to be in keep-



# Men's High-Class Clothing



*Returned July  
18<sup>th</sup> 1908 to  
The Lowndes Co.  
by Bobbie.*

SEE OUR GARMENTS AND YOU WILL BE A PURCHASER.  
THEY ARE SUPERIOR TO CUSTOM-MADE GOODS.

---

THE  
**Lowndes Company**  
LIMITED

61 Bay Street,

**Toronto**

**Perrin's**



**Gloves.**

QUALITY GUARANTEED.

It is a well-known fact that Perrin's Gloves are the best gloves imported into Canada, that is why they are kept by the best dealers in each town.

We have always a well-assorted stock on hand.  
Mail orders are attended to with punctuality.

5 Victoria Square

**Perrin Freres & Cie.**

MONTREAL



**Autumn 1900.**

Our Shirts for Fall and Winter wear are made of up-to-date fabrics in correct patterns and styles.

Be sure and look at our goods, which are reliably made.

ALSO an extensive range of select designs for immediate delivery.

**The Empire Manufacturing Co.**

limited.

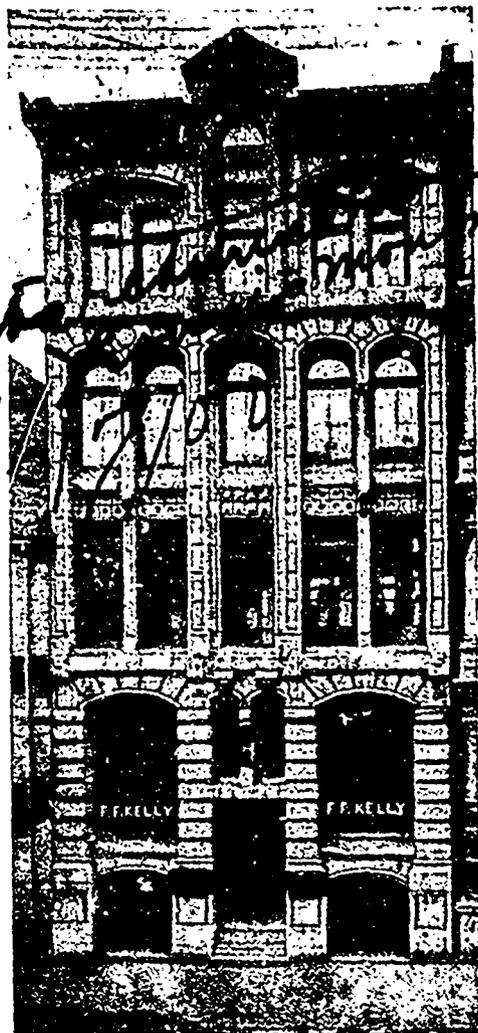
Manufacturers of High-Grade Shirts, Collars and Cuffs, and Boys' Blouses.

646 Craig Street, MONTREAL.

# Gents' Furnishings

**FALL SEASON**

*Both cut with care  
a.p.p.*



Brais Brand Goods for another  
**60 DAYS.**

All Glover & Brais' Fall goods  
now brought to the front.

**THE**

*Brais*  
**BRAND**

Underwear, Hosiery,  
Gloves, Ties, Shirts,  
I. R. Coats and Umbrellas.

Nothing can be purchased  
to-day to touch them.

Do not imagine that you are too late. There were thousands of dollars worth of staple Fall lines in the stock, and now we propose to give you the benefit. In addition to this the stock has been assorted in all staple lines, and goods will be offered at popular prices.

**F. F. KELLY**

Successor to Glover & Brais.

 **MONTREAL**

**MEN'S FURNISHINGS—Continued.**

ing with the rest of one's clothes. One constantly sees the unities, so to speak, marred by a pair of gloves of some startling shade, the effect being that hands 'fair, large, and fine' are made to appear like shoulders of mutton, whilst those of the little man have their smallness exaggerated to effeminacy. There are some men who will persist in wearing gloves no matter how warm the weather, just as if a well-tended bare hand were not 50 times more pleasing to behold, on account of its cool appearance, than the same hand stifled in the stuffy embraces of a thick deer or dog skin glove.

"Generally speaking, three or four pairs of good gloves of different shades at a time will last their owner for a month. I am not speaking, of course, of those to be worn at weddings, garden parties, flower-shows, those fretful functions known as 'At-Homes,' and the like, in all of which one's gloves can never be worn more than three times at most) for afternoon in the Row, race meetings—except Ascot—walks about the 'little village,' and so forth. I say three or four pairs because these should harmonize with the clothes one is wearing at the time, the well-known proverb as to hats, boots, gloves, and linen being every whit as applicable to a man's appearance as to that of a woman, and often going far to atone for shabbiness in other respects. These four pairs, then, constitute a stand-by for all occasions other than the first-named, and should be of the best that money can buy, being made of specially-selected skins and cut with 10 times as much care as the cheap varieties. They fit perfectly, yet easily, with plenty of length in the fingers; the others do not.

"Hence, I counsel my readers to follow my example, and, by giving half-a-guinea a pair, to secure all these advantages and—nearly endless wear. With a grey or black frock coat, therefore, dark grey suede or deerskin gloves—the former for choice in hot weather—are in the best taste. If you affect a brownish or drab colored frock coat a most appropriate color for the gloves is the shade called 'smoke,' which I do not remember to have seen at all until this season. It is a kind of brownish grey—much the color of so many of the backgrounds in the Dutchman's pictures—and has the quality of blending with most of the cloths now worn, whilst actually out of keeping with none of them. Another thing, too: I do not fancy it would show the dirt, so inseparable from London, so quickly as a pure grey. Hence I recommend it to my readers. Both smoke and grey, however, and not tan, may be worn with the navy-blue double-breasted coat and trousers, with which also black, and not tan, boots should be worn. Concerning this coat, I may say that it should be cut fully long this year, and that while the sides should drop straight from below the insertion of the sleeves, the man who wishes to make the most of his appearance should instruct his tailor to 'tight 'em over the 'ip,' as did the hero of a well-known soldier-ballad. This particular cut adds length to the figure, so does the lapel when cut with a good straight sweep from the shoulder. There should be at least four buttons, in order that the coat shall fit closely round the hips.

"Harking back to the subject of gloves, I fancy I hear my reader ask: 'When should tan gloves be worn?' Whenever you wear a tweed suit, especially one of the 'heather colors' (unless that tweed suit be a grey one, when, of course, grey gloves are in the best taste). Then, too, are tan boots appropriate; black calf or patent with the grey suit. There is, however, one exception to all the foregoing anent tan gloves, and that is when driving or riding. Then, no matter what the shade of one's coat, tan gloves are not only permissible, but

the most workmanlike. For tandem or four-in-hand driving, 15 years' experience of the subject has taught me that there is no glove equal to that made of stout buckskin, which, of course, may now be procured in any shade, a good coffee or cigar-brown being the least likely to show dirt. The great tip with all driving or riding gloves is to have them thoroughly pliable. That is why I prefer them to the smooth dogskin, which stiffens when wet. They also afford a firmer grip. Get them fully large, with the backs cut longer than the palms, plenty of length in the fingers, and with a closely-fitting wrist. I always have such gloves made with a third button, so that the pull of the ribbons shall not drag the glove all over my hand. All these gloves are best cleaned with a washball of their own shade, very lightly applied. It is sometimes as well to have a double thickness stitched on the forefinger and between the second and third fingers of the left hand. But with a good, stout pair of buckskin gloves even this is not necessary.

"Last year, a very cool glove for Summer wear came into vogue, and bids fair to be just as popular this year. This is made of very closely woven silk, so closely woven, indeed, as to be indistinguishable from one made of suede unless closely examined. I know from personal experience that such gloves are delightfully cool in hot weather. This year all the best glove-makers seem to have abandoned metal buttons in favor of those made of mother-o'-pearl or horn, and these latter are much neater in appearance.

"For evening wear, a faint shade of lilac, almost white, is most generally worn; but, like all such, cannot be worn more than twice at most, and is scarcely a success when cleaned, no matter how good or costly the glove may be."

The Dress of two Noted Men. In a character sketch in *The Globe*, W. A. P. Byrch, Toronto, gives a good description of the dress of Hon. G. W. Ross, Premier of Ontario, and of J. P. Whitney, leader of the Opposition in that Province. In his description of the traits of Hon. Mr. Ross, the writer comments on his dress thus: "This person knows how to dress well without devoting too much attention to personal adornment. In the House he is generally attired in a black frock coat with silk lapels, a black vest of the same material and neatly creased dark trousers to match. His pedal extremities are encased in brilliantly-polished black shoes, which are the envy of rural members. His collar is of the stand-up turn-point variety, and a modest dark four-in-hand tie is worn without adornment. This almost total lack of jewelry is a striking feature. A gold ring is worn upon the little finger of his left hand. His cuffs are of the old-fashioned cylindrical variety, fastened with unpretentious studs. Attached to his watch and extending to the second button of his waistcoat, with the bar outward, is a long, plain gold chain with charm. But none of these are conspicuous."

Of Mr. Whitney, he says: "Though with the means to the end, he is not lavish in his dress, the clothes in which he generally appears on the floor of the House being a steel-grey suit with short sacque coat, cut more for ease than style. His shoes are black, and, like the gentleman opposite, he does not allow their shining glory to suffer an eclipse. His collar on this day was of the same stand-up turn-point variety as that of Mr. Ross. It is not high, though a rear view would make it appear that it was very much so, but, probably, that is due to the architecture of the hon. member's neck and shoulders. His tie, an Ascot puff of bluish color, suits the gentleman's complexion admirably, and at the same time hides—at least it is in marked contrast to—the Tory red four-in-hand sometimes

# THE CANADIAN DRESS CHART.

JULY, 1900

| Occasion.           | DAY WEDDING,<br>GOVERNMENT<br>HOUSE CALLS,<br>RECEPTIONS.                                 | AFTERNOON<br>TEAS, CALLS,<br>SHOWS, ETC.                      | WHEELING,<br>GOLF,<br>OUTING.                          | EVENING WED-<br>DINGS, BALLS,<br>RECEPTIONS, FOR-<br>MAL DINNERS,<br>AND THEATRE. | INFORMAL DIN-<br>NER, CLUB, STAG,<br>FURATR PARTY | BUSINESS<br>AND MORNING<br>DRESS.         |
|---------------------|-------------------------------------------------------------------------------------------|---------------------------------------------------------------|--------------------------------------------------------|-----------------------------------------------------------------------------------|---------------------------------------------------|-------------------------------------------|
| Coat.               | Frock, black.                                                                             | Frock or cutaway.                                             | Sacque or Norfolk<br>jacket.                           | Evening coat.                                                                     | Monte Carlo.                                      | Dark worsteds.                            |
| Waistcoat.          | Black in Winter,<br>white or brown<br>holland in Sum-<br>mer.                             | Black in Winter,<br>white or brown<br>holland in Sum-<br>mer. | Fancy Shades.                                          | White or black.                                                                   | Black.                                            | Same material as<br>coat.                 |
| Trousers.           | Striped, dark<br>tones.                                                                   | Striped, dark<br>tones.                                       | Knickerbockers.                                        | Same material as<br>coat.                                                         | Same material as<br>coat.                         | Same material as<br>coat.                 |
| Hat.                | Silk.                                                                                     | Silk.                                                         | Soft felt or cap.                                      | Opera.                                                                            | Soft felt.                                        | Christy.                                  |
| Shirt and<br>Cuffs. | White or colored,<br>with white cuffs.                                                    | White or colored,<br>with white cuffs.                        | Flannel, with<br>white collar and<br>attachable cuffs. | White, plain, or<br>with pique front.                                             | White.                                            | Colored or white.                         |
| Collar.             | High straight or<br>high turned-<br>down.                                                 | High straight or<br>high turned-<br>down.                     | High or turned-<br>down or hunting<br>stock.           | High standing or<br>high turned<br>down.                                          | High standing or<br>high turned-<br>down.         | High standing or<br>high turned-<br>down. |
| Cravat.             | White silk or dark<br>blue or black<br>foulard. Laven-<br>der may be worn<br>at weddings. | Fancy shades.                                                 | Ascot or hunting<br>stock.                             | White, not made<br>up.                                                            | Black.                                            | Fancy, of fashion-<br>able shades         |
| Gloves.             | At weddings,<br>white or grey<br>suede, tan.                                              | Tan.                                                          | Tan.                                                   | White or pale<br>lavender.                                                        |                                                   | Tan.                                      |

This Chart is corrected to date by a Canadian authority on men's fashions.

# Canadian Cloths

---

The variety of our productions includes:

|                                                            |                         |
|------------------------------------------------------------|-------------------------|
| Suitings,                                                  | Fine Worsted and Tweed. |
| Trouserings,                                               | Fine Worsted and Tweed. |
| Serges,                                                    | Fine and coarse.        |
| Beavers,                                                   | Fine.                   |
| Meltons,                                                   | Fine.                   |
| Whipcords and Herringbones,<br>in different priced cloths. |                         |

We have a well-equipped department for indigo dyeing, and all our piece-dyed goods in Beavers, Serges, Meltons, etc., are *guaranteed indigo*—stamped every two yards.

Our new patterns for Fall are now being distributed to all the principal houses in the Canadian wholesale trade.

Ask your supply houses to see the designs and patterns of this Company. We feel sure you will be interested.

We wish to remind you again of the fact that our goods are made of *wool*. *We use no cotton whatever.*

---

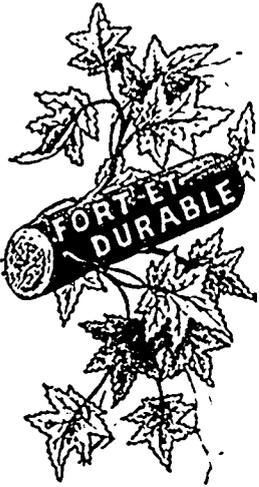
## Rosamond Woolen Co.

Almonte, Canada.



# The Maple Clothing Co.

DRUMMONDVILLE, P.Q.



Trade Mark

(Strong and Durable)

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

Manufacturers of

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

Overalls and Jumpers  
 a specialty.

**E. Pelletier, Manager,** Fraser Building,  
 MONTREAL.



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 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.**

**T**HE 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

# "Tiger Brand"



# Clothing

"Tiger Brand" is the best clothing being produced in Canada to-day.

"Tiger Brand" has the most style---and the label's the quality guarantee.

"Tiger Brand" is a trade-winner for the dealer, because it gives such absolute satisfaction to the wearer.

"Tiger Brand" assortments for present demands are complete---and wire, letter, 'phone or personal orders have our quickest attention.

## E. BOISSEAU & CO., TORONTO

TEMPERANCE AND YONGE.

**MEN'S FURNISHINGS—Continued.**

worn. His link cuffs are immaculately white and not prominent. Like the Premier opposite, he is not given to display in the way of jewelry. A medium length gold watch chain with charm is about all the jewelry visible, for the fingers of his strong, full-veined hands are guiltless of rings."

**Canadian Neckwear in Australia.**

The new trade opened up last year in the export of Canadian neckwear to Australia is going on. Its results do not appear in the official returns yet, so imperfectly do they represent the actual results. Quite recently, Messrs. E. & S. Currie, Toronto, shipped a large number of cases of neckwear to Australia. Mr. Evans, who has been placing their goods in Australia for them, left Australia for Hong Kong on May 31, so that he has completed his second trip around the Australian colonies. He landed at Brisbane, Queensland, last December, and then visited Sydney, Melbourne, Adelaide, then to the principal cities of New Zealand, returning to Sydney by way of Tasmania.

The business he has done has been very satisfactory, and, already, the firm have received more orders than during the entire first trip which Mr. Evans made. They anticipated a handsome increase, which would have been much larger but for the plague which has flattened business out considerably in Sydney. Mr. Evans himself was quarantined once for 10 days. But, evidently, Canadian neckwear has met with a splendid reception, and those who placed trial orders have now renewed them. The trade there have apparently thorough confidence in the patterns and finish of Canadian neckwear. The other day the Toronto manufactory and warehouse of the firm were visited by Mr. Hawkin, of D. & W. Murray, Launceston, Tasmania, a large house with branches throughout that colony. He was well pleased with the conditions under which he found Canadian neckwear being made.

Mr. Evans will push business in Hong Kong, returning to Canada from there. If, as a member of the firm remarked, he can provide rope neckties for all the Boxers in China it would be a good thing.

**New Suspender Idea from London.**

A London correspondent says: "Coming through Old Bond street, some months ago, with both my eyes wide open to receive suggestions from the shop windows which are always so beautifully dressed in that part of London, I noticed a very attractive display of suspenders occupying the whole of a well-known hosier's window. I stopped immediately to inspect, and have congratulated myself for doing so many a day since, for the braces proved to be of an entirely new sort, and their good points impressed me so that I easily became a purchaser. The most noticeable feature of this 'Annular spring brace' is the absence of buckles, which alone is an immense improvement on old ideas. The shoulder webs end in small leather straps, which pass through tough hand-made rubber rings and fasten back on a small brass stud. The button-hole parts are secured to the rubber rings in the same way, the three rings thus utilized supplying the necessary elasticity. Adjustment to required length is simple and perfect, insuring equal length and equal wear.

"For nearly six months now, I have been wearing a pair, and find them most comfortable in every way. The rubber rings seem to stand any strain, and will last indefinitely. If I should break one, or should one become lax, I have only to

fall back on a second set, which accompanies every pair of these excellent braces.

"I might add that this 'Annular' brace is made in both silk and cotton webs with white or natural leather straps to match, and I have it from a reliable source that the West End hosiers are supplying them to some of their most particular customers. •

J. M. McK."

**The Latest London Ties.**

An examination of the ties now being displayed in Young & Rochester's London house shows that the dark patterns are still in favor. Both flowing ends and narrow shapes (for bows) run largely in blacks, with grey silk diagonal stripe, or "all-over" brocade.

A new and specially attractive line is selling remarkably well at the moment, being specially suited for Summer trade. It is a mixture of silk and linen, and has a stripe or border woven at the ends. There is a great variety of shades, including the popular blues for boating wear, etc. These ties have the appearance of silk and tie beautifully. By no means the least important feature is that the material washes well, and the lining is stitched, so that it cannot get out of position during the process.

Patriotic ties are still shown in great profusion, and one which was specially designed to meet the Canadian demand was of maple leaf design. The effect of this pattern in the various brown and green silks is exceedingly pretty.

**Individual Display.**

The principle on which windows were dressed a few months ago is apparently becoming unpopular. Most of the leading city furnishers have adopted an entirely different and directly opposite one. The most attractive window to-day is made with one color, or sometimes with materials of different colors, but of one pattern.

This is not a new idea with one or two stores, but with the majority it is a decided change. One window is used to display blue-striped shirts and nothing else. They are placed on view in two rows, facing each other and meeting in an angle at the back of the window. Another store exhibits a line of white Summer suits with a belt and straw hat with each suit, while a third makes a display of blue sweaters with white stripes. These windows are wholly taken up with their respective lines of goods, nothing else that would be likely to destroy the effect they produce being shown.

A window trimmed in this way not only is in itself attractive, but gives the impression that a large stock of goods may be found in the store. If it is not possible to make up a whole window with strictly one pattern and color, the effect produced is practically the same if the styles of the goods shown are alike, and the patterns and colors somewhat similar. When one passes from inspecting a window display of this description to one in which all sorts and shades of goods are shown the difference is very noticeable, and the advantage is not by any means with the latter.

**A Good Outlook for July.**

There should be a good men's furnishings business done this month. The prevalence to within the last week or so of comparatively cool weather has kept back the usual large business in midsummer materials. If July proves to be as warm as usual there is bound to be an active demand for these goods. The lightest weights of underwear, socks, etc., the coolest of shirts, hats, etc., will be asked for more freely, while the sale of linen suits, duck trousers, men's and boys' blazers, etc.,



ROMA, 2 1/4. WESTWARD NO, 2 1/4.



FREE WHEEL, 2 1/4, 2 1/4. D.S.O., 2 1/4, 2 1/4.



NATAL, 2 1/4, 2 1/4, 3.

# YOUNG & ROCHESTER'S

*all new styles returned*  
**LINEN COLLARS**  
*9/12/10*

Guaranteed Best English Manufacture.

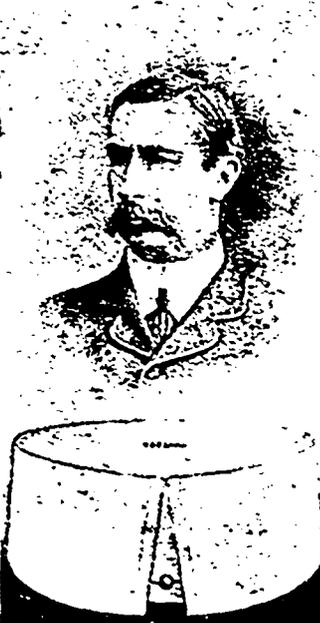
Present Fashion dictates the styles illustrated herewith. They are the leaders this season. Samples of these and all our novelties in

**TIES, SHIRTS, WAISTCOATS, DRESSING GOWNS,  
RUGS, SMOKING JACKETS, ETC.**

Now in the hands of our Canadian Representatives.

**WREYFORD & CO.,**  
TORONTO.

**YOUNG & ROCHESTER,**  
LONDON AND LONDONDERRY.



ARBITRATOR, 2, 2 1/4, 2 1/4.



1515, 2 1/4.



ULTIMATUM, 2, 2 1/4, 2 1/4, 2 1/4.  
CENSOR, 2 1/4, 2 1/4, 2 1/4.

**MEN'S FURNISHINGS—Continued.**

will become a good feature. There is no question but that trade in these lines can be greatly increased by active pushing on the part of the furnisher. The majority of people are on the lookout, especially on the hottest days, for garments that will increase their comfort, yet do not know what will serve that purpose most thoroughly. If, by advertising in the local press or by window display, these buyers are informed that you have ready the most suitable garments for hot-weather wear they are sure to be interested, and are likely to, at least, examine the goods offered. Picnicers' and campers' wearables are also worthy of attention during July. Emphasize the fact that only by the wearing of suitable clothing is it possible to most thoroughly enjoy a day, a week or a month by lake or stream, and you will win for yourself an increased inquiry for suitable garments. If there is to be a 12th of July celebration in your town, make some money out of the sale of orange ribbon, either for hat bands, coat-lapel streamers, or badges. Of course, there is a tendency to take things easy in July, and a furnisher is not to be criticized if he takes his holiday with the rest of the world. But the business is to be done, and the outlook appears good for the furnisher who goes in to do it.

**Winning a Customer's Confidence.**

The merchant or clerk who has the genius of winning confidence has a quality which is exceedingly valuable. It is important that buyers should be attracted to the store through advertising of one kind or another, but it is more important that their confidence should be won and retained. To win confidence, certain elements of character, as well as certain methods of doing business, are essential. The clerk or merchant must know his business and the value of goods so thoroughly that he can honestly and intelligently express an opinion as to the respective merits of various goods in any line he may be showing. The salesman must be, moreover, fearless in his statements—having fear neither of contradiction by the buyer, nor of criticism by his employer. If he does fear, he cannot have sufficient confidence in himself to win confidence from others. But a salesman may be honest, intelligent and fearless and yet fail in winning the confidence of buyers, because of wrong business methods. The merchant who misrepresents in his advertising, or who tries to sell inferior goods or imitations for first-class articles, places his clerks at a disadvantage which few clerks can overcome. Again, the merchant who makes sudden or erratic changes in his prices makes it hard for his clerks. His clerk may sell a valuable customer a straw hat on Monday at \$1.75, and tell him that the price is rockbottom. But, on Wednesday, the customer passes and sees the hat in the window, conspicuously marked \$1.50, or even as low as \$1.25. This may occasion the loss of a customer. At least, it will certainly mean the loss of his confidence in the clerk who sold him the hat. If this is done frequently there is bound to be a great deal of loss due directly to this cause.

In addition to good business methods and the qualities of honesty, intelligence and fearlessness, the merchant and salesman who wins confidence must possess a good knowledge of men. There is, in both town and city, such a wide range of temperaments and opinion that the means which win the confidence of one will fail in winning that of many others. While it is always well to treat a buyer in a friendly way, there are some whose natural reserve makes it advisable to treat them with formal rather than friendly courtesy until they show a

tendency toward greater freedom. The salesman should know how, and be willing to meet every advance of any buyer, rich or poor, in a confident, honorable manner. If he does, he will not only win but hold many customers.

**The Use of Price Cards.**

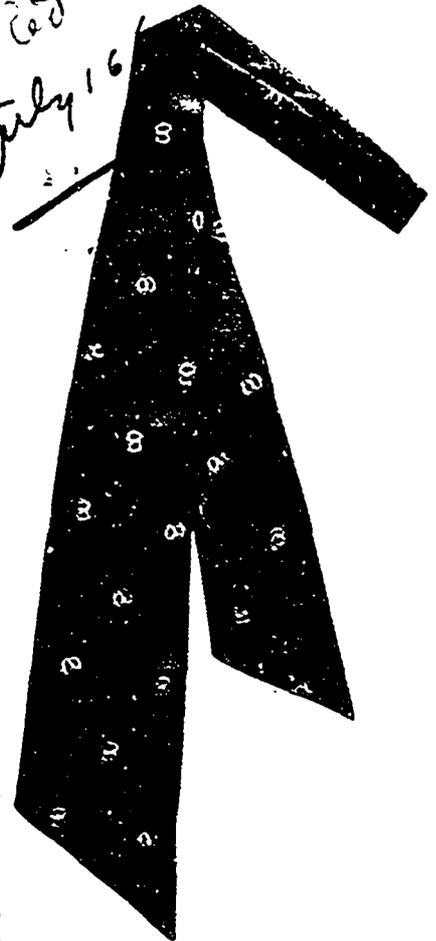
While grocers, hardware dealers, and even dry goods dealers find it advisable to make liberal and continual use of price cards, the general consensus of opinion among the large down-town city furnishers is that price cards are to be used with moderation and discretion. These merchants have found that the trade which is most satisfactory is the trade of regular customers, rather than transient trade, and so they direct their efforts to hold by reason of quality and attractiveness rather than by price or quantity. Yet there are times when, by reason of fortunate buying, a furnisher is able to offer a line somewhat below the market. Even the most conservative take advantage of this by not only selling at the low price, but to draw attention to the fact in his window by the use of price cards.

This policy of impressing quality all the time, and price when the conditions are favorable, is undoubtedly the best for a city where there is a large high-class trade. But, in the country town, the furnisher has to look for trade from all sorts and conditions of men. Here quality and price are of equal importance, so attention to both must be paid in advertising and window displays. Therefore, price tickets should be used freely, yet with regard to the effect they will create on buyers who look for high-class goods. To advertise price alone would be almost as bad policy in a small town as to talk only of quality.

One of the neatest window dressers to be found in the market this Summer is offered by Tooke Brothers, Limited, in the way of a diagonal pointed graduate. The accompanying cut shows this scarf in their new Razimire silks.

**Notes Here and There.**

Wyld-Darling Co., Limited, Toronto, state that the prospects for Fall business are exceedingly bright. In men's underwear they are showing a big range in fleece-lined and plain and striped wool goods. In plain natural wool special attention is being paid to their "Wolsey" brand, which is guaranteed unshrinkable and will not felt when washed. As such a garment has been much sought for by the trade, it is having a big



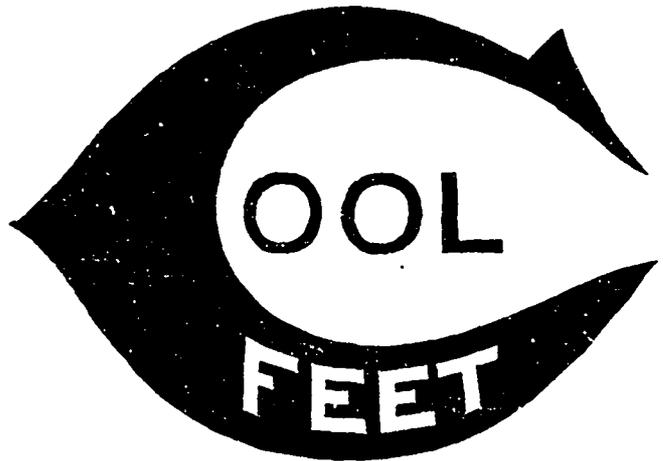
# SPRING HOSIERY



## 1901



**W**E are now showing these popular goods and booking orders for future delivery. We would advise the trade to place their orders now to ensure early delivery and avoid the disappointments which are sure to follow orders placed later in the season.



## MATTHEWS, TOWERS & CO.

(See Pages 136 and 137).

14 St. Helen Street, MONTREAL.

# MATTHEWS, TOWERS & CO.,

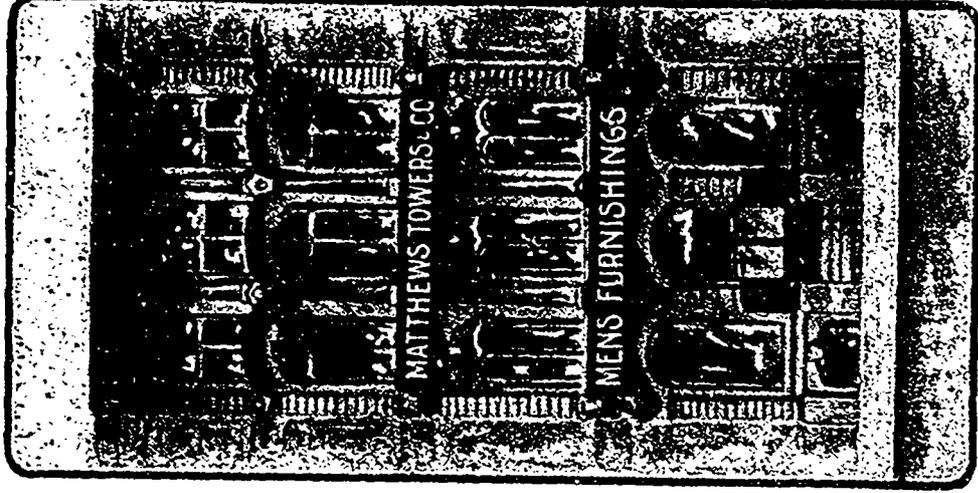
14 St. Helen  
Street,

# MONTREAL.

## OUR NEW HOME

where we are showing

## The Latest Novelties



For . . . .

# SORTING

AND

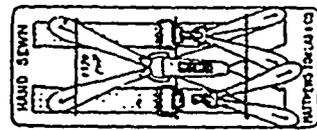
# FALL

# TRADE

IN

# MEN'S FURNISHINGS

including our well-known  
Special Lines in

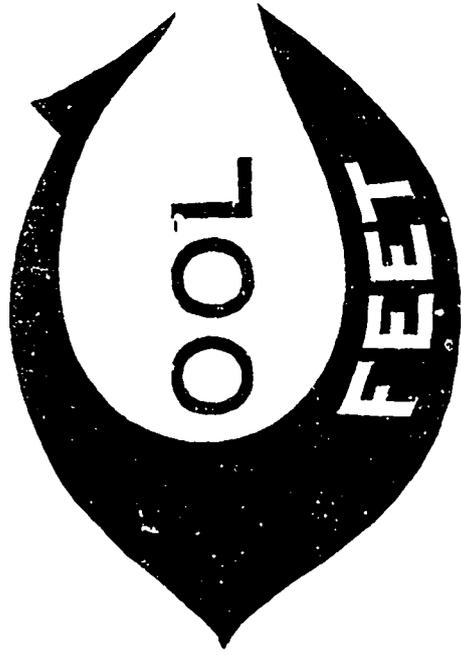
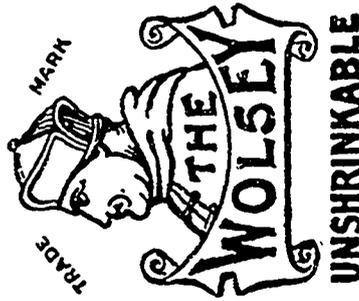


**Hand-Sewn  
Braces**  
**Club-Color  
Sweaters**

We are also offering special values  
in . . . . .

## **Underwear** For Fall and Winter

including the celebrated  
"Wolsey," guaranteed  
**positively** unshrink-  
able. This will be the  
leading line with all first-  
class Men's Furnishing  
houses in the Dominion.



We must ask our  
many friends to  
give us their gen-  
erous consideration  
in our delivery of  
this line, the popu-  
larity of which has  
even surpassed our  
high estimate.

**HOSIERY.**

Full Stock, at all times, of

**White Colored Shirts**  
*and*  
**English German Collars**

**Umbrellas**

**Rubber Coats**

**Up-to-date Neckwear**

and all requisites for a high-class trade.

**MATTHEWS, TOWERS & CO., 14 St. Helen St., MONTREAL**

See page 135.

EXCLUSIVELY MEN'S FURNISHERS.

# 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 requirements 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.

## 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.

Latest Neckwear Novelties Stocked in Toronto.

TRESS & CO., London, Eng.

—High-Class—

## HATS and CAPS.

Our Pearl Soft Felts and Rustic Straws are a success this season.

Equally good styles for the Fall.



**DR. JAEGER'S SANITARY  
WOOLEN UNDERWEAR.**

For Gentlemen, Ladies and Children.

**UNITED GARMENTS.**

For all Climates. For all Seasons.

FAVORABLE TERMS CAN NOW BE OFFERED TO THE TRADE.

Genuine ..  
**Celluloid**

**Collars, Cuffs and  
Shirt Bosoms**

All Fine, Fresh Stock.

GENUINE GOODS are  
stamped with our TRADE MARK  
Trade Mark.



The Miller Bros. Co., Limited  
30 DOWD STREET, MONTREAL

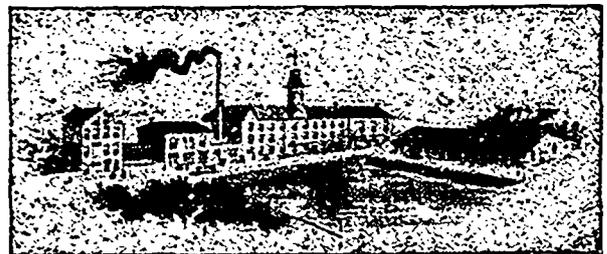
Toronto Agent :

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

## The Galt Knitting Co.

LIMITED

GALT, ONTARIO.



Makers of the

**"Tiger Brand"**

of Underwear, in plain and fleeced effects.



EIDERDOWN SPECIALTIES

and SHOE LININGS.

# Finley, Smith & Co.

Importers of . . .

**WOOLLENS** and

**TAILORS'**  
**TRIMMINGS**

Cor. St. Peter and Recollet Sts.,

W. M. C. FINLEY  
J. R. SMITH

**MONTREAL**

Sole Agents for

Trafalgar, Britannia and Royal Navy Serges.

# JOHN FISHER

SON & CO.

Cor. Victoria Square and St. James Street

**MONTREAL.**



# WOOLLENS

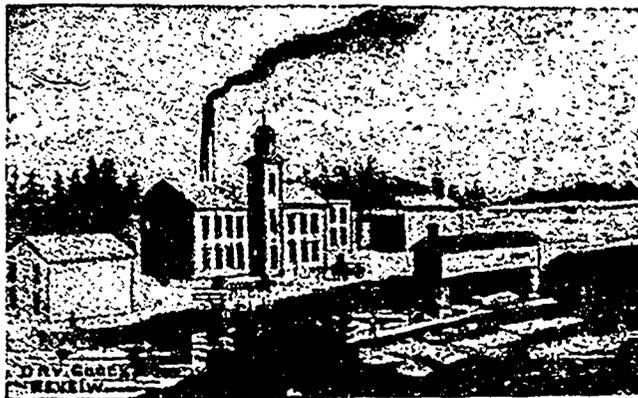
— and —

**TAILORS' TRIMMINGS.**

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

Established  
1867.



Incorporated  
1899.

# HARRIS & COMPANY, LIMITED,

ROCKWOOD, ONT.

MANUFACTURERS OF

# PURE WOOL GOODS

SOLE AGENTS

**E. J. DIGNUM & CO.**

27 Melinda Street,

**TORONTO.**

**MEN'S FURNISHINGS—Continued.**

sale. In men's half-hose this house are showing great values in black cashmere and worsteds, plain and ribbed, to sell at popular prices. They have also a good range of heather mixtures in all prices, which are meeting with great favor in the trade.

George Mackenzie, of C. S. Ellis' store, Sarnia, has gone to Petrolia, where he has entered the men's furnishing store of H. C. McDonald.

They have a full stock of men's collars in all the correct shapes. They report the straight stand-up will be the favorite for Fall wear.

Mr. Wm. Rigby, of Armitage & Rigby, Manchester, England, manufacturers of shirtings, towelings, flannellettes, etc., visited the Canadian markets last month.

Some firms are kicking because some cotton companies have increased the charge for cases in which goods are shipped. In one instance the charge was increased from 50 to 75c.

They also have a very large range of lined and unlined kid gloves. For early Fall wear their "Roberts" and "Lipton" kid gloves for walking and driving, shown in all the leading shades, are bound to have a good sale.

Fraser & Ross, of Brandon, Man., are building an addition to their west store, which runs 30 feet farther back than the present men's furnishing department. When the addition is completed this firm will have plenty of room to put in a much larger stock of clothing and men's furnishings.

A new trust, or combination has been formed in England called the United Bleachers' Association, with a share capital of \$30,000,000 and power to issue \$15,000,000 debentures. Mr. H. S. Cross, M.P. for Bolton, is chairman of the association, and Messrs John Brennan, of Seedley, and John Stanning, of Leyland, are managers. The new combination is said to be a representative federation of the Lancashire industry.

W. J. Chapman, manufacturer, of Wingham, Ontario, has become well known for the making of special lines of gloves and mitts, especially suitable for the Manitoba trade. Mr. Chapman introduced into Canada the chrome tannage which has superseded the old tannage. Amongst his lines of gloves are buckskin, horse hide, moose, and full lines of sheep. Mr. Chapman is also devoting special attention to the "Klondike" brace, made of white horse hide. The advantages of this brace are that, while the ordinary leather will stain the clothes by reason of the perspiration from the body, the "Klondike" brace is made of a material which has no color from which the stain can be drawn. The brace is guaranteed for three years and will probably last ten. It is a continuous round, which is another advantage. The trade are invited to examine the qualities of this brace as a trade-winner.

The "Kerchief" tie is having a great sale owing to the warm weather of the past few weeks, and will, no doubt, be the best selling negligee tie for this Summer for both men and women.

A new bat's-wing bow, recently introduced in New York, is being asked for here and is selling very freely wherever shown. It has square ends with very puffy short loops and drawn in tightly at the centre. Its close resemblance to a well tied-by-hand bat's-wing is the secret of its popularity.

**AMERICAN SILK WAISTS.**

HEREWITH is an illustration of a waist shown by The American Manufacturing Co., and is one of the latest designs, made up of heavy black tafetta, suitable for Fall trade. A particularly striking feature is the up-and-down effect with one row of cord and fancy stitching in white. It is a very pretty garment, in both appearance and pattern, and is right up to date. This is only one of many other designs of this season's style.

The American Manufacturing Co.'s warehouse is situated on St. James street, Montreal. They are manufacturers of a high grade of silk waists. They claim to be the only ones in Canada who make American waists. This, they say, gives



the Canadian dealers the opportunity of purchasing a New York waist on their own side of the line, both as regards work and finish. These people are makers of silk waists that sell as high as from \$18 to \$25. The wholesale trade, they say, are very well pleased with their goods, and, so far, have sold more of their line than of any other make. Their designer takes a trip to New York every three or four months in the interest of their house, and they are therefore able to keep in touch with the latest New York styles.

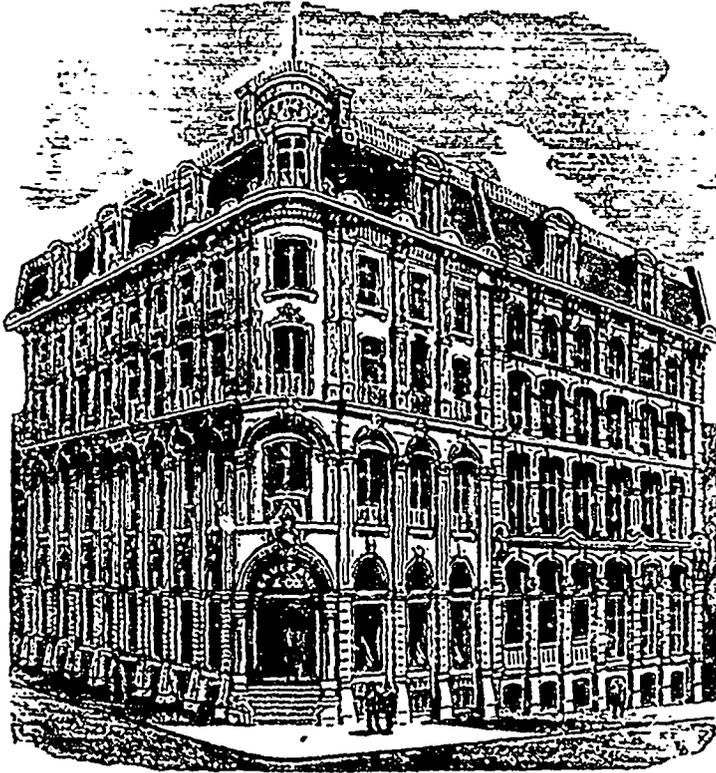
Said a Canadian buyer on a large scale to THE DRY GOODS REVIEW the other day: "One reason I have for thinking there will be no decline in prices this Fall is that reports of drops in prices apply to top prices which have never been paid in this market at all. Any advances that have taken place here are not going to be affected by a decline in what are practically speculative prices abroad. Our people have not been paying those top prices. Take hosiery, for instance. I am selling a line to-day at \$2.25, which, if it had been bought at present prices, I would have to ask \$3 for. The agents for German hosiery have, in a few instances, lately received their samples for Spring 1901, and their prices are so high that they hesitate to show them to the trade. All these indications show a pretty firm market in these lines, while, as regards cotton, it is well known that some wholesale houses in Canada can show at least some lines cheaper than the present mill prices."

# The Gault Brothers Co., Limited

WINNIPEG

MONTREAL

VANCOUVER



FOURTEEN GREAT DEPARTMENTS.

ALL COMPLETE AND READY FOR ACTION.

STYLES AND PRICES RIGHT.

## DEPARTMENTS :

Cotton,  
Dress Goods,  
Linens,  
Silks,

Woollens,  
Tailoring Goods,  
Costume Cloth and Mantlings,  
Factory Shirts and Neckwear,  
Tailors' Trimmings and Linings.

Gents' Furnishings,  
Carpets,  
Smallwares,  
Canadian Woollens,

**Sole Agents in Canada for Fownes' Gloves.**



## THE FALL TRADE.

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

THE dress goods season for the Autumn and Winter has opened favorably, and The W. R. Brock Co., Limited, Toronto, report good orders to date. Their main business so far has been on their celebrated "Victorian" serges, cashmeres, velours, sedans, box cloths, poplins, vigoureux, estamines, zibelines, camel's hair, etc. This brand is their registered trade mark for Canada, and all goods bearing the mark may be depended on for make, dye, finish and durability. Another, and very important, feature for Fall is their extensive show of "Imperial Suitings" for skirts and complete costumes. In these they claim the largest range in the trade and the bulk of the cloths and designs being entirely confined to them for Canada, and, comprising the most up to-date novelties, makes their assortment a peculiarly attractive and exclusive one. They specially warn buyers to book early, as already such large orders have been placed that many patterns are sold up which cannot be repeated, and have in consequence to be withdrawn from the travelers. In fancies they set special store by their magnificent show of high-class checks in camel's hair and zibeline effects, also fancy backed goods, all of which are receiving favorable attention from the trade. Fancy blacks are as far from neglect as in the past few seasons, and this firm, by their increased assortment and variety, are doing more business from old clients and extra business from those who have not bought from them previously. Dress goods properly bought mean profitable business, and The W. R. Brock Co., Limited, only ask for a comparison, and claim that it will be time well expended.

The firm have just opened and passed into stock their first consignment of silks for Fall, consisting of 12 cases of plains and fancies. These comprise a great variety of novelties and staple lines, which are already in demand, and have been largely sold ahead from travelers' samples. THE REVIEW had an opportunity of examining many of these in the piece, and, from orders placed by many of the keenest and most extensive buyers in the country, would certainly recommend an examination of the following: Blacks—Peau de soies (including their celebrated "Jubilee" make), which can now be bought again for a short time at the old prices. Satins—In all qualities and extra values; surahs, including P330 at old price; mervilleux, in all qualities; special gros grains, bengalines, faille française, royals, broches, satin duchesse. Colors—Full ranges of shades and exceptionally cheap surahs, satins, moire antiques (a great bargain), tamoulines (to retail at 50c.), bengalines (also a drive), taffetas (to retail at 50c.), liberty satins (all silk). Fancies in numbers and variety impossible to describe, but which we can honestly recommend an examination of.

In arctic or fleeced underwear, The Brock Co. have never had such success with this line as this season. Their selection of styles and prices has caught the trade, and they are fortunate in having placed large orders, as, from all accounts, there will be a great scarcity when the season is once on. Their brands are just as popular as the values. A few of these are: "Bobs," "Kitchener," "Kimberley," "Buller," "French," "Milner," "Dundonald," "White," "Berlin,"

"London," and "Paris." Special value in many lines to retail at 50c, 75c., and \$1. Also boys' in every size, from 20 to 34 inches.

In spite of the high prices in all classes of wool, the men's furnishing department can quote the same goods as last season's in almost every case at the same prices. Their 3-lb. grey mixed black cashmere and natural merinos can't be surpassed for value. In cashmere hosiery, they are in a position to supply the largest importers in the Dominion with every line of ribbed and plain black cashmere hosiery at prices far below the values of to-day. The large contracts placed in 1898 not yet being exhausted is the reason that they are in this happy position. Sample dozens can be had on application.

Since The Brock Co. purchased victoria lawns and swiss spot muslins, prices have advanced three or four times. They are thus able to quote prices far below those of to-day, and many large importers are availing themselves of this opportunity. In fact, they are supplying some manufacturers with victoria lawns, as Brock's prices are lower than those at which any manufacturer can import now from Manchester or Glasgow.

The men's furnishing and fancy goods departments have just passed into stock some of the latest fads from Gotham, including the new golf or finger purse with silver initial, wish-bone brooches, men's neckwear, flowing ends (including the "Broadway," "Central Park" and "5th Avenue"), patriotic belt buckles with maple leaf, Union Jack, Royal Ensign, lion and unicorn, yachting, etc., designs, retailing at 25c.

All-over nets and laces are much in demand, and a large, well selected stock is shown at good value, together with new veilings, valenciennes laces, etc.; also embroideries, insertions and edgings in regular and carton job lots. Amongst the latter are five or six ranges of 4½ ends, put up neatly, and are just the thing for the bargain-day counter or the "sell-on-sight" basket.

Knitted Wool Goods.—As intimated before, many houses have dropped out of this class of goods. This only stimulated The Brock Co. to offer a more attractive bill of fare, and each season finds their assortment larger, more attractive and better value, containing goods from Leicester, Berlin and our own fair Canada. Any merchant wanting knitted wool shawls, hoods, caps, tuques, polka jackets, mitts, infantees, clouds, scarves, bootees, boots, gaiters, Shetland falls, etc., cannot find a better selection than in this house.

The demand for men's and boys' sweaters continues, and this firm's stock keeps pace with them and shows all kinds, sizes and prices in men's and boys' plain goods, and also a good sprinkling of fancies from Canadian mills, and also from one of the largest factories in Leipsic, Germany.

Gloves form an important branch of Brock's business, and this season finds the stock more complete than ever in ladies' and children's ringwood, cashmere and fancy gloves, also men's knitted wool, lined kid, mocha, etc. Amongst the latter is a special line of men's lined kid in black and colors to retail at 50c.—quite a snap.

At this season The Brock Co. import handkerchiefs galore in anticipation of a large demand for them during the Fall

We are showing the Largest Assortment of

# BELTS

FOR SUMMER AND FALL SEASONS . .

IN THE MARKET.

White Leather Belts,  
Pulley Belts in all styles,  
the Shot Chain Belt,  
Extension Hinged Belts,  
Dog Collar Belts In endless variety.  
Patent Leather Belts,

FROM \$2.00 PER DOZEN UP.



Also a large and varied line of CHATELAINES in beaded and other novel effects.

## P. W. LAMBERT & CO.

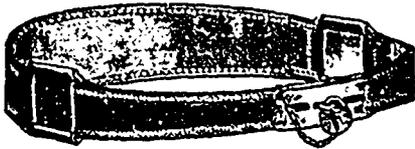
62-64 Lispenard Street,

NEW YORK

Established 1867.

Manufacturers of

Pocketbooks, Card and Letter Cases, Chate-laines, Hand and Silk Bags, etc.



DROP A CARD TO \_\_\_\_\_

## E. J. KIRK

BRACEBRIDGE - ONT.

for a Booklet illustrating

# KIRK'S PATENT HAT and CAP RACK.

KIRK'S HAT RACKS are what every Dry Goods and Hat and Cap dealer requires.

They display goods in a most artistic and attractive manner, and in doing so take up no valuable space, as they can be suspended from the ceiling over a counter, table or floor space, within easy reach; a distance from the floor. They sell goods, and afford unequalled facilities for displaying, assorting and keeping your stock of Hats and Caps in good shape.

CHAS. CLARK.

JOHN W. PENNOCK.

T. VAN DELINDER.

# Clark, Pennock & Company

## WHOLESALE MILLINERY

Now at 337 Richmond Street and occupying five flats, needed the increased room for the rapid growth of our business.

With floor space largely increased, and better facilities for showing, selling and shipping goods, we are now ready for a Fall Trade passing all precedent.

Past experience has taught us that when dealers have once come to us for their stocks of millinery they are most sure to come again.

Our Illustrated Booklet, showing fifteen masterpieces of the most up-to-date Fall Styles in hats, will be ready August 10th. Send us your address and in due time you will receive one.

LONDON,

=

=

=

CANADA.

months. An inspection of their range for Fall, 1900, will convince the most sceptical that they are on top again this season in all lines of staple goods together with their fancy picture handkerchiefs, Swiss embroidered, lace edge, hemstich silk, etc.

The carpet department have for the Autumn trade a full stock of their best-selling patterns in tapestry, brussels and velvet carpets which should be of interest to merchants requiring to assort their stocks. In the same department, repeats in several new numbers of lace curtains, tapestry curtains, art muslins and cretonnes, have been passed into stock, and samples are in the hands of the travelers. The new season's floor and table oilcloths are in stock.

The linen business has probably been the most upset during the past few months, prices on all classes of goods in this line having shown the sharpest advance. The market at the present time remains firm with every indication of staying so. The W. R. Brock Co. draw particular attention to their special offerings in towels, crashes, table damasks and napkins. French canvases can be got from them to-day at prices which can only be maintained till present contracts are exhausted.

In cotton dress goods, the firm show two special lines designed and printed for themselves which cannot be bought elsewhere in Canada: 36-inch printed checks, 32-inch woven checks, double fold, in 30-yard ends, can be retailed at 15c., and they will be a trade-winner at that; nice bright effective designs for dresses and wrappers, children's dresses, etc., in Royal navy, cardinal, brown, green, purple and maroon grounds. This line has had a big sale up to date and promises to be one of the leading lines for Fall, 1900.

Samples are in the hands of their travelers of 18 different ranges of wrapperettes, comprising the choicest designs of German, British, American and Canadian cloths, the whole giving a most enticing assortment. One particularly desirable line is reversible black and red—black and white salisbury, which can be retailed at 10c. In flannelettes, over 25 cloths, from the cheapest to the finest, are shown. In flannels and saxonys, stock is fully assorted in both plain and twills.

In dress linings, the department make a specialty of keeping all kinds of lining, from the cheapest to the best. Many cloths are constructed and confined strictly to this firm. They also carry several cloths in all the leading high colorings; two lines to be specially noted are C1-36 linenette and B18 percaline, two standard cloths.

In tailors' trimmings, five special numbers of black Italians, which are offered at the old prices as long as the stock lasts. Five qualities in colored Italians and serges, Nos. H6, H750, H708, H800 and H900, in 15-yard ends, brown, fawn, olive brown, and slate colors, are all nice finish and good wearers. Four ranges fancy silesia, large variety of patterns, good heavy weights, low, medium and fine qualities—every one a special.

In the warehouse of The W. R. Brock Co., Limited, Montreal (late James Johnston & Co.), the preparations for Fall trade are complete and extensive. The staple department announces a special sale of wash fabrics containing a number of lines at clearing prices. They have lately opened up a number of beautiful novelties in printed goods. The department has lately much increased its space in order to meet the requirements of a growing trade. The smallwares and notion department aim to carry everything which the retail store needs, either in staple lines or the latest novelties. Among these may be mentioned a range of belt buckles in jet, steel, gilt and the latest fancy styles. Enameled patriotic pins are shown. Persian novelties in side, empire and pompadour combs are numerous as well as many fancy hair ornaments.

In hosiery and gloves, they are showing for Fall some special values in plain and ribbed cashmere hose, as well as an immense range of cashmere and ringwood gloves, including the new designs with the latest styles of fastenings. They are also showing some extra values in men's, women's and children's fleeceline underwear. Of these, large quantities have been booked.

In men's and ladies' Summer neckwear, the latest shipments include new designs in the flowing ends and stock collar effects. Sample boxes of these will be sent to any dealer who inquires for them, and a sample assortment can be had in the same way. The range of ladies' and men's belts at popular prices includes plain leathers, beaded, jeweled, elastic pique, canvas, tinsel, khaki and numerous others, also dog collars and pulley belts.

The handkerchief department has just received a big shipment of fancy embroidered handkerchiefs, from 70c. to \$4 per dozen, and is well stocked with every make from the cheapest lawn at 18c to the finest silk at \$12 per dozen. They have a lot of 3,000 dozen lawns which are now in stock at 25, 35 and 45c per dozen. These are being sold in large quantities, and orders should be in early. For Autumn trade, a beautiful range of gimps in silk, jets and steels, also applique, which is the newest trimming for Fall, are being shown. A large shipment has just been received of 22-inch guipure all-over laces in butter color, from 35c. to \$1 per yard. These are all new designs and are being sold rapidly. A large selection of guipure laces and insertions are also shown at prices ranging from 5 to 15c. per yard.

The curtain department claims to have the largest range of curtains in this market, bought from the leading manufacturers abroad, and ranging in price from 17c. up to \$12 per pair, in all makes, Swiss, Irish point guipure and Nottingham. Merchants are invited to look at the samples of these, as also of lace curtain nets, pillow shams, covers, and fancy renaissance doyleys, etc.

#### LARGE PURCHASE OF GINGHAMS.

S. Greenshields, Son & Co. advise that they have purchased 6,200 pieces of fine gingham. This represents the entire stock which the Canadian Colored Cotton Mills had on hand. The goods are going rapidly, so that orders will need to be in early to secure the best assortment.

#### THE SEASON IN MANUFACTURED FURS.

The firm of Edgar, Coristine & Co., 517-519 St. Paul street, Montreal, on being interviewed, report an exceedingly satisfactory state of affairs with regard to sales of manufactured furs, etc., for coming season, due, no doubt, to the excellent range of well-made and stylish samples carried by their various representatives. Their manufacturing department is working steadily in order to have the various lines ready for prompt delivery of orders. The range of skins being worked up comprise the very choicest grades of seals, Persian lamb, grey kimmer, astrachans, beaver, marten, raccoon, sable, electro seal, etc., all of which are fresh from the European and American markets, personally selected by one of the firm. There has been a brisk demand for staple furs, such as coats, jackets, caps and robes, and, in ladies' wear, the many natty conceits in cosy neck-wraps have proved splendid sellers. On the whole, the prospects for the Fall season are excellent, and the firm are preparing for a brisk sorting trade when the season opens. The trade will find this enterprising firm right up to the times in anything pertaining to the fur business.

# Carpet Departments

---

are not properly stocked if they have not

## The Toronto Carpet Mfg. Co's

WELL-KNOWN MAKES OF

# INGRAIN and AXMINSTER CARPETS

# SMYRNA and AXMINSTER RUGS.

Our lines now being shown on the road show distinct advances in all grades, new color effects and fabrication. Our carpets have an unsurpassed record for durability and as quick sellers.

The largest carpet plant in Canada, the most perfect mill, all new, high-speed looms, enable us to fill orders most promptly.

NO DEALER can afford to neglect seeing our lines.

In quality of materials, merit of patterns and colors, weave and finish, we assert that there are no goods in Canada equal in fabric or values to our Ingrains, Axminsters and Smyrnas.

---

**The Toronto Carpet Mfg. Co.**  
**TORONTO.**

# FLAGS!

# FLA

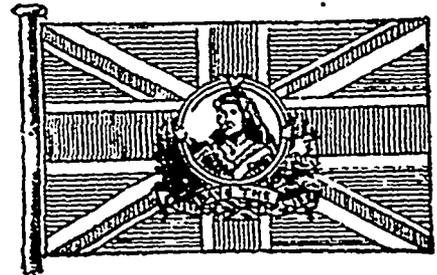
The Largest Range

SELLING BY THE MILLION A

ILLUSTRATED



A. & B — Absent-Minded Beggar Handkerchief, Hemmed.

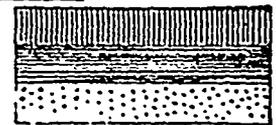


SPECIAL QUEEN JACK.  
No. J.P. 51, 27 by 23 in.

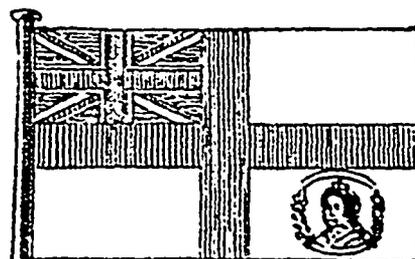


Red, White and Blue  
Stripes.  
29 and 33 in., at per yard.

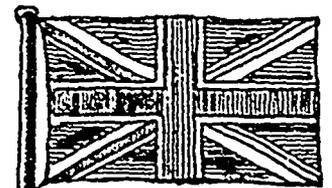
Red, Blue and Yellow  
Stripes.  
29 and 33 in., at per yard.



SPECIAL CANADIAN FLAG.  
No. C.P. 52, 35 by 22 in



SPECIAL PICTURE ENSIGN FLAG.  
No. W.E. 53, 35 by 24 in



UNION JACK.

No. U.J. 1, 13 by 9 in.; 2, 15 by 10½ in.; 3, 17 by 15 in.; 4-4½, 25/27 by 22 in.; 5, 30 by 17 in.; 6, 27 by 25 in.; 7, 30 by 24 in.; 8, 32 by 24 in.; 9, 35 by 24 in.; 10, 35 by 31 in.; 11, 40 by 35 in.; \*12, 44 by 34 in.; 13, 50 by 34 in.; 14, 40 by 60 in.; \*15, 68 by 44 in.; \*16, 50 by 72 in.

In Large Sizes, those Numbers marked \* we recommend for quickest delivery.  
Also Plain and Twilled Turkey Red, at various prices.

WHOLESALE ON

TORONTO AGENTS: R. FLAWS & SON,

**BROWN, GRAHAM**

# AGS!

# FLAGS!

ge to Select From.

AT BOTTOM MARKET PRICES.

ATED FLAG LIST:



**RED ENSIGN.**

No. R.E. 27, 13 by 9 in., 28, 15 by 12 in.; 29, 17 by 15 in.; 30, 27 by 22 in.; 31, 30 by 17 in.; 32, 30 by 24 in.; 33, 35 by 24 in.; \*34, 72 by 36 in.; 35, 40 by 60 in.; 36, 48 by 72 in.



**BLUE ENSIGN.**

No. B.E. 40, 30 by 17 in.; 41, 30 by 24 in.; 42, 35 by 24 in.; \*43, 44 by 84 in.



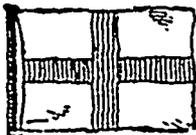
**WHITE ENSIGN.**

No. W.E. 43, 15 by 12 in.; 44, 30 by 17 in.; 45, 30 by 24 in.; 46, 35 by 24 in.; \*47, 54 by 84 in.



**ROYAL ARMS.**

No. R.A. 20, 25 by 22 in.; 21, 30 by 26 in.



**ST. GEORGE'S CROSS.**

No. S.X. 25, 30 by 17 in.; 26, 35 by 24 in.



**PRINCE OF WALES' FEATHERS.**

No. P.W. 23, 25/27 by 22 in.; 24, 30 by 26 in.



**WAR SPECIALS.** Hemmed Handkerchiefs, 2 Designs, 3 Colours, W. 311.

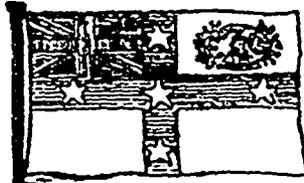


**SCOTTISH STANDARD.**

No. S.S. 38, 27 by 20 in.; 39, 30 by 24 in.; 40, 35 by 24 in.; \*41, 50 by 34 in.



**AUSTRALIAN FEDERATION.** Special. No. A.F.S. 35 by 24 in.



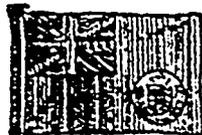
**ROYAL STANDARD.**

No. R.S. 1, 15 by 10 in.; 2, 17 by 15 in.; 3, 24, 25/27 by 22 in.; 4, 30 by 17 in.; 5, 32 by 24 in.; 6, 30 by 26 in.; 7, 35 by 24 in.; 8, 35 by 31 in.; 9, 40 by 54 in.; \*10, 47 by 72 in.; 11, 48 x 72 in.



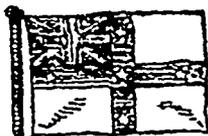
**IRISH STANDARD.**

No. I. 20, 27 by 20 in.; 21, 30 by 24 in.; 22, 35 by 24 in.; \*23, 36 by 72 in.



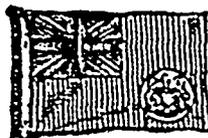
**CANADIAN.**

No. C. 50, 13 by 9 in.; 51, 30 by 19 in.; 52, 34 by 22 in.; 53, 35 by 24 in.



**AUSTRALIAN FEDERATION.**

No. A.F. 26, 13 by 9 in.; 27, 30 by 19 in.; 27 1/2, 35 by 24 in.



**CAPE OF GOOD HOPE.**

No. 61, 30 by 20 in.



**VICTORIA.**

No. V. 60, 30 by 20 in.



**AMERICAN.**

No. A. 56, 30 by 20 in.; 57, 27 by 22 in.; 58, 35 by 24 in.



**NEW SOUTH WALES.**

No. S.W. 48, 30 by 17 in.; 49, 30 by 20 in.



**NEW ZEALAND.**

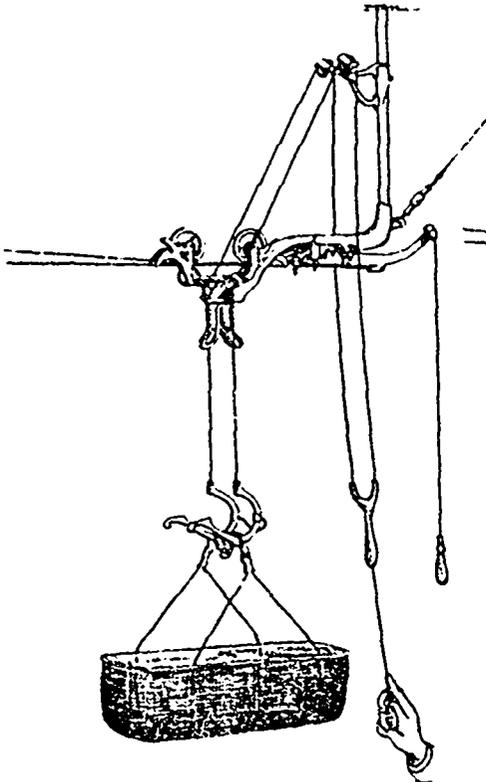
No. N.Z. 59, 30 by 20 in.

ONLY SUPPLIED.

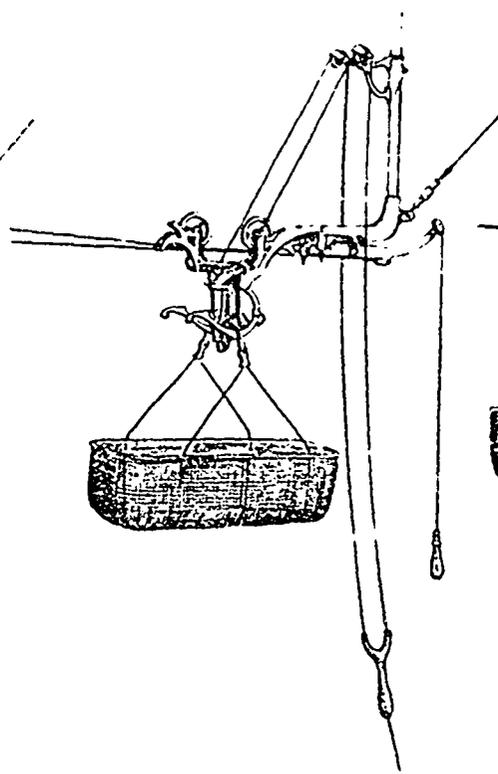
SON, MANCHESTER BUILDINGS, MELINDA ST.

M & CO., GLASGOW.

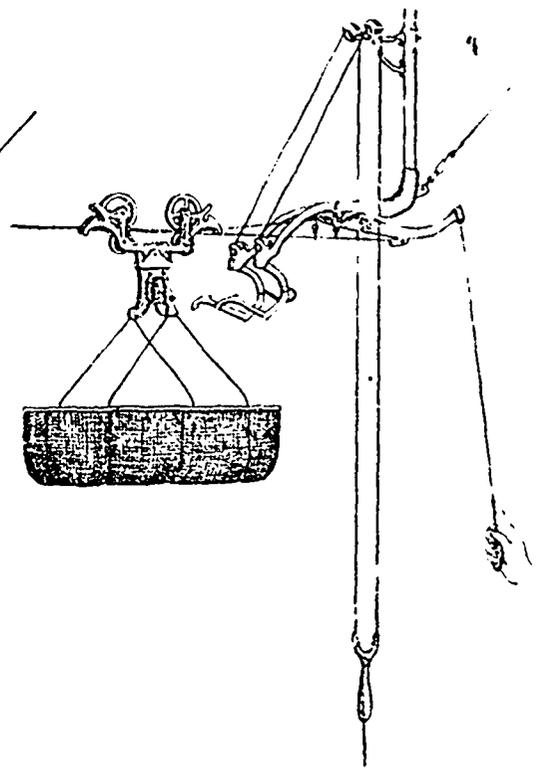
# CASH AND PACKAGE CARRIERS



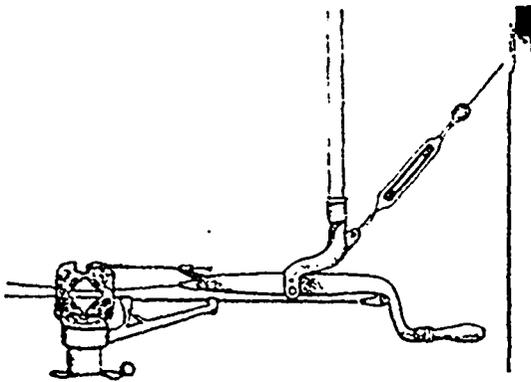
IN THE ACT OF BEING RAISED OR LOWERED.



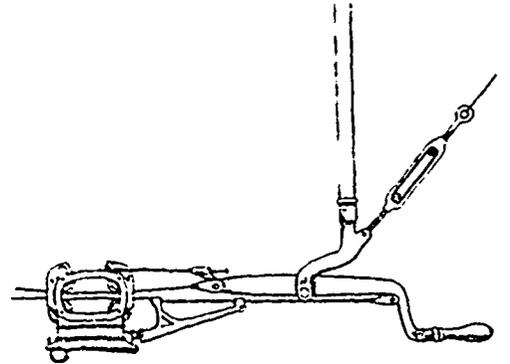
IN POSITION TO BE SENT OUT.



IN THE ACT OF BEING SENT OUT.



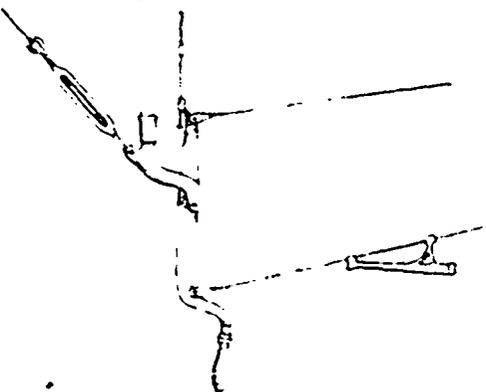
CASH CARRIER.



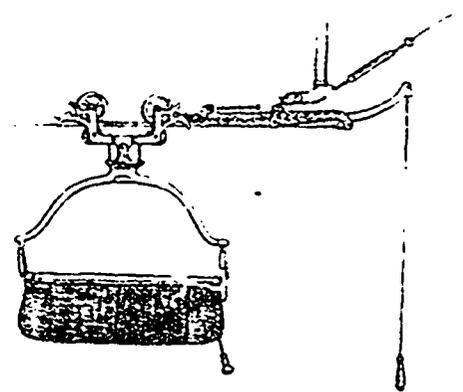
MESSAGE CARRIER.

Store Service  
Methods,  
Package and  
Cash Carriers,  
Pneumatic Tubes,  
Cable Carriers.

No contract too small, none  
too large.  
Send for estimates, circu-  
lars, testimonials, etc.



OUT STATION GRADE CARRIER.



LOW LEVEL PACKAGE CARRIER.

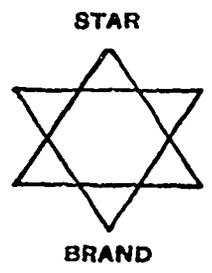
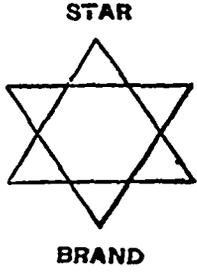
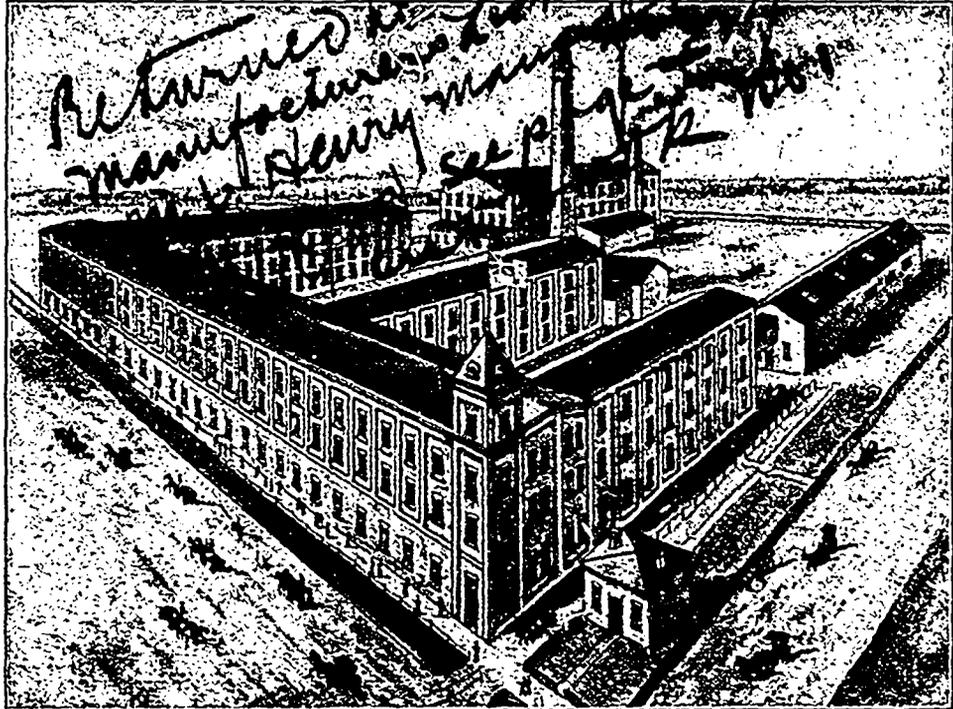
## HAMILTON BRASS MANUFACTURING COMPANY, LIMITED

259 to 269 James St. N., HAMILTON, ONT.

# HAMILTON COTTON CO.

Manufacturers of

HAMILTON, ONT.



## Chenille Curtains and Table Covers

To keep pace with the increasing demand for our goods, we have prepared for the Fall trade a larger and more attractive range of designs and colorings in both Curtains and Covers.

**TABLE COVERS**

in the following sizes:

4/4, 6/4, 8/4, 10/4, 12/4.

**CURTAINS** in

32 in., 34-in., 36-in., 40-in., 44-in., and 48-in. widths, both in Plain and Fancy.

For sale by all the leading wholesale dealers.

Selling Agent

**W. B. STEWART,** 27 Front Street West **TORONTO**



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

**Registered Trade Mark, as above.**

This Trade Mark means that the goods are

# Salt's Belwarp Cloths

and are made at the famous mills of

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

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

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

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

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

**Montreal**  
**Toronto**



## Glothing and Woollen Trade.

### FLANNEL SUITS IN LONDON.

IN London, says a high authority, the flannel suit for men in Summer has taken hold and promises to last. First, as to the dark flannel suitings. A neat kind is a dark blue ground with light blue double-line stripes running three-quarters of an inch apart. This is sure to be a favorite material for wear on the river and at the seaside; nor is it too holiday-like in appearance for town wear in the morning. This may be said, too, of the dark grey ground, with three-quarter inch white stripes, between which are faint black lines. This pattern can be had with the faint middle stripe in red.

A smart and sportsmanlike-looking flannel has a medium brown ground with thin white stripes. Others of the same ground have, severally, dark brown stripes, black stripes and green stripes. A rich-looking kind has dark green and dark brown stripes running alternately, the green stripes showing more prominently by reason of the contrast afforded by the ground color. The lines, however, are very thin in both cases, and the man wearing a suit of this material would be distinguished not by clothes striped with dark brown and green, but by a medium brown suit.

A dark brown flannel, with white dotted lines three quarters of an inch apart, alternated with hair lines in red, should make up into a smart suit for the country or seaside, or for mornings in Town, as also should a flannel with the same ground color striped alternately with thick and thin dotted lines in either red, green white, blue or lighter brown.

There's a light grey herringbone with dark grey lines, and there's a dark grey with light lines—both exceedingly pretty yet quiet materials, which should make up well into seaside suits. A nice combination of color for country wear is a green-brown with dark green and medium brown stripes alternately placed about an inch apart. The same mixture of coloring is used in the case of a close arrangement of stripes—about a quarter of an inch apart; and there is also a green-brown striped with red, one with pale blue, and another with white. Of these the red-striped is the nicest-looking flannel, such color always mixing effectively, but not in any sense conspicuously with a green-brown background.

Another effective, if somewhat subdued, flannel is a medium grey striped with black (a favorite pattern now for cashmere trousers for frock coat wear); and this looks well with a double stripe made up of red and black. This, however, is not an entirely new flannel, although placed among the present season's selections, for I saw three or four men wearing suits made up of the material at Brighton last Summer, and noted then what a smart looking stuff it was.

Of olive mixture grounds there are several kinds, among the neatest of which are those severally striped with white, red, and black. One olive mixture is striped with double lines of red and white, the tints being chosen with so artistic an eye that the general effect of the combination, though unmistakable, is very far from loud. A dark grey ground, with jet black stripe, is an unusual flannel; but, except for men in mourning, I doubt if it will rank with the favorites of the bunch. This flannel looks lighter and more Summery with its black stripe thinly edged with white, or accompanied by a red line about one eighth of an inch from its side.

A rich navy blue ground with a double stripe of red and black running down it, is a smart combination, and so is the same ground with a double stripe of black and light blue. Blacks with double and single stripes (very fine) look decidedly neat, and will probably be in demand as mourning flannels. Then there are the following selections in silver grey: One with thin red stripes, another with stripes of a darker shade of grey, a third with alternate narrow and broad stripes, a fourth with double stripes of black and white, and a fifth with treble-line stripes of red, white and black. Three shades of greys bear upon them stripes of a darker tint so faintly defined as only to be observed by the inquisitive, the darker grey of the three seeming to be a plain flannel even at fairly close quarters.

The dark blues checked either with white, light blue, or red, or red and white together, should look well on men who are not "too stout on the watch-chain," though I fancy, on the whole, that large checks, such as these are, form a pattern a trifle too heavy for association with a Summer flannel. A kind that is more likely to go down on the Continent than in this country is a blue-grey flannel with thick slate-grey stripes. The shepherd's plaid flannel makes up into a capital single-breasted lounge for both town and country wear, and I can highly recommend it for its serviceableness as well as for its smartness.

For the rest, there are medium grey grounds with alternate single and double lines in red; lighter grey grounds with alternate single and double lines in green; dark greys with alternate single and double lines in black; mouse-grey grounds alternated with black and green stripes, and also with the same stripes done in double lines; light and dark grey stripes of equal widths; silver-grey grounds with blue grey lines; and blue-grey grounds striped alternately with silver-grey and red.

In making a single-breasted flannel suit the coat should be so cut at the collar and lapels that when worn folded back the latter shall lay well to the body, and not stand up at each side to the height, almost, of the wearer's ears. To make this

**CLOTHING AND WOOLLEN TRADE.—Continued**

possible, the lapel must be small and have a shallow step—the step being cut low. The patch pockets may be with buttons or without; if without, the pockets should not be so large as usual, or they will drop open. There should be no lining to the flannel coat. The waistcoat may be either single or double-breasted. The trousers should be cut fairly full and long, and can be worn turned up or down, according to the wearer's taste. It is, perhaps, as well to have them made to turn up, for it may be taken as pretty certain that the best flannel in the world, if it is going to change its size at all in the course of wear or cleaning, will not get larger, but smaller.

Mr. Fred. Shorey, the Manitoba representative of H. Shorey & Co., of Montreal, who has just completed his Manitoba trip, reports that the recent rains have caused a very much better feeling throughout the country. His trade in Manitoba shows a very fair increase over last year, which is an evidence that the reports from that country of grasshoppers and crops ruined by the drought have not altogether discouraged the merchants, and that they are anticipating a fair trade, at least in Shorey's clothing.

Harris & Co., Limited, of Rockwood, Ont., have secured a marked success with their Canadian made homespuns, friezes, tweeds and yarns. This success, no doubt, is largely due to the fact that the quality put into the materials is of the best. Owing to the increase of business they have had to enlarge their mill and put in more machinery to keep up with the demand for their fabrics.

H. Shorey & Co., the wholesale clothiers of Montreal, explain to us that they attribute in a very large degree their excess of business this year over last year to two causes.

One is, the fact of their having made their contracts before the advance in cottons and woollens and having given their customers the benefit of it; and another is to the great success of their new patterns, having been greatly improved over last season. They are making use of some of the best talent obtainable in their line in the United States.

While we will not admit that Canadians, as fighting men, can get any pointers from our neighbors to the south of us, and would instance Paardeburg, Pretoria and other places in support of our assertions, yet we are forced to admit that in manufacturing an exchange of ideas at times is not altogether to our disadvantage.

The Merchant Tailors' Section of the Toronto Branch of the Retail Merchants' Association of Canada have elected the following officers: Chairman, Thos. Bilton, Bilton Bros.; 1st vice-chairman, S. Corrigan; 2nd vice-chairman, J. J. Higgins; treasurer, A. Latore; secretary, B. Saunders.

Under the heading "The Proof of the Pudding is in the Eating," in their ad, Shorey & Co., of Montreal, ask their customers to demonstrate the perfect fit of their goods, which they make large claims for, by having their travelers' samples tried on. There is no question about it that ready-made clothing that fits is more than half sold, and that a larger profit can be made on goods that readily please the customer than on a class of goods that he has to be talked into buying, and if the statement in their advertisement can be demonstrated by the test they suggest to be true, it seems to us that their goods are the kind that people would naturally buy.

From the enormous growth of their trade in the past few years, it would look as if there were some considerable grounds for their contentment, at any rate the test is very easily applied and quite worth the trouble.

H. Shorey & Co., the well-known clothiers of Montreal, report that their travelers are back from the Lower Provinces, and will be starting in a few days on their trips through Ontario and Quebec. Judging from results from their eastern trips, they are anticipating a considerable increase over their last season's trade.

H. Shorey & Co., of Montreal, are showing a solid worsted Campbell twill cross-bred suit made and trimmed in a style to do them considerable credit, for which they are only asking \$5.75 a suit. They say that their sales of these goods have been enormous, and that they are retailed readily at \$9. This looks as if the retail clothing business was not an unprofitable one.

The military style khaki duck suits for boys, youths and children, sold by H. Shorey & Co., of Montreal, are an exceedingly smart and dressy looking outfit for a youngster. They are very reasonable in price, and very durable as a knockabout suit. They are made in exact copy of the service uniform as supplied by the Imperial Government to their soldiers in South Africa, with the exception that they have a Canadian brass button instead of an Imperial one. They are furnishing service caps made in regulation style with these suits.

**CHALCRAFT & CO., IN NEW PREMISES.**

Numbers 72 and 73 York street, lately occupied by the S. F. McKinnon Co., Limited, have been taken over by W. E. Chalcraft & Co., manufacturers of high-class ready-made clothing, to meet with the demands of their ever-increasing business.

This firm have done much to raise the standard of ready-made clothing in Canada. Their efforts have brought success to themselves and profit to their customers. Chalcrafts find the demand for really high-class ready-made clothing is



increasing to such an extent as to make it necessary to largely reinforce their facilities. Their big building of six spacious, well-lighted storeys, fitted with all modern machinery and



The Proof  
of the  
Pudding  
is  
in the  
Eating.

If you will take the trouble to have  
Coats from our Traveller's samples in  
each size tried on, we can demonstrate  
to your satisfaction that our clothing is  
**THE MOST PERFECT FITTING Ready-  
to-Wear Clothing in Canada.**

Perfect fitting. Well trimmed.  
Well tailored and easy to sell for a  
profit.

IF ABOVE STATEMENT IS CORRECT THIS  
IS THE KIND YOU WANT. PROVE IT!

---

# H. SHOREY & CO.

WHOLESALE CLOTHIERS and  
Manufacturers of Rigby Waterproof Goods,

**MONTREAL**

**CLOTHING AND WOOLLEN TRADE.—Continued.**

appliances, will enable them to keep pace with the trade. "As good as custom made," no slop work, no skimping of trimmings or finish, backed up with the best materials from English, Irish, Scotch and Canadian mills, are their claims for business.

Their experience is that the retailer prefers to handle goods he can safely recommend to a customer—a satisfied customer being the best kind of an ad. Of one of their specialties, juvenile clothing, they carry a wonderful range. Everything the boy wants in clothing is here. Dress suits, fancy suits, and all the very best class of the small one's outfit, are manufactured on the premises.

We call attention to the values they are offering to clear out several lines in an announcement on our advertising pages.

W. S. Phillips, who has been connected with McCandless Bros. for several years, has taken the management of the Mammoth Clothing Store, Government street, Victoria, B. C., and intends putting in a first-class up-to-date stock of clothing and furnishing goods.

John Chiswell, clothier, will remove from Woodstock, Ont., to Stratford, Ont., about August 1, to open out a ready-made clothing store.

The G. A. Thorpe Manufacturing Co., of Toronto, have bought out the business of The R. Green Manufacturing Co., London.

**NEW YORK LINING NOVELTIES.**

E. S. Comstock, is just starting for a trip through the Canadian trade centres representing The Gilbert Manufacturing Co., of New York. This firm have been introducing novelties in linings and similar goods in this market for some years, and a sight of their offerings is always appreciated by the trade. This year they will show some special novelties in sultana satin, oriental silk and analyne silk, and in waist linings the "Commodore" fabric, the "American Queen" twill and a line of fast black twills and percalines. Samples will be sent to any merchant writing for them to The Gilbert Manufacturing Co., No. 380 Broadway, New York, and it is requested that their customers in Canada should save their orders for Mr. Comstock until they have seen the samples.

**WOMEN'S FABRICS.**

The satisfaction derived from tweed and homespun costumes has established their popularity with the dry goods trade and the demand for Fall is greater than ever. They have superseded plain cloths to a large extent, although there is always a good trade in venetians, broadcloths, etc.

Messrs Nisbet & Auld have had a record season in ladies' cloths and ascribe their phenomenal success to a studious following of trade requirements and fashions. In venetians, coverts, worsteds, serges, etc., they report very satisfactory results, but in plain and fancy tweeds and homespuns their sales were far beyond expectations. They introduced new designs throughout the season and their output of homespuns, etc., absorbed the entire production of several mills.

Their range for Fall is very extensive and orders already placed convince them of the correctness of their styles and colorings. Notwithstanding the run on plain goods the latter part of this season, checks and stripes are quite as popular as ever and the ranges shown by English and Continental houses impress one with the idea that they are the correct thing for stylish gowns.

**ALL FROM A QUILL.**

THE fact is probably not generally known that all the properties contained in whalebone are found in the quill of a bird. Upon making inquiries from the Canadian Featherbone Co. as to the construction of "Featherbone," we were surprised to learn that the foundation of all "Featherbone" is the quill, or the bone part of the feather of a turkey. This is cut in strips and wound together in a manner which makes it a most durable article, for the different uses for which it is recommended and sold. It combines all the good qualities of whalebone, but, its growth being outward, it has not the same tendency to dry out and grow brittle and useless, as so many merchants have found to their loss to be the great trouble with whalebone.

"Featherbone" is exceedingly light in weight, and is not susceptible to changes of temperature, neither moisture, heat nor cold having any effect upon it. It can be used in a score of ways, to great advantage, by every dressmaker, in addition to the ordinary staying of a waist, for which it is so universally used.

For the sake of exemplifying the use of "Featherbone," The Canada Featherbone Co. bought the patents for the Koch pulley belt. This belt has had the most remarkable sale of any article for ladies' wear that was ever placed upon the American market, and all these belts are braced and supported with "Featherbone."

For a further experiment, and as an exemplar of what "Featherbone" would do, they got out a "Featherbone" collar and tie, combined, made of taffeta silk, with hemstitched edges, and belts to match, having long sash ends, tipped with fringe. These seemed to catch the ladies, as ideal articles, being light and stylish, and the "Featherbone" holding them well in shape. While originally gotten out more in the way of samples, the sales became so large that they were forced to put in a number of machines for the purpose of making these collars and belts, and they anticipate a very large business on these articles for the coming Fall, when stock collars are so largely worn and are now so fashionable.

"Featherbone" has been used for many years in the United States and France, and is looked upon in New York, Paris and London as the only reliable article which will take the place of whalebone.

The Canada Featherbone Co. assure us that it will give them great pleasure to answer all correspondence regarding their wares, and would refer you to their advertisement, on another page, for further particulars.

**THE LINEN THREAD AGENCY.**

The selling agency for the new linen thread combination formed in England, and which consists of four noted Irish and one Scotch linen thread manufacturer, has been bestowed upon Messrs. Frank & Bryce, Limited, Glasgow, and they have appointed as their Canadian agents Thos. Samuel & Son, who have for so many years handled the Barbour threads in this market. A circular was issued to the trade in Canada last month notifying them of the change. The head office, under the management of Mr. Thos. Samuel and Mr. Wm. R. Samuel, is at No. 8 St. Helen street, Montreal, with branch offices in Toronto and Quebec. The five manufacturers are the following: Wm. Barbour & Sons, Limited, Lisburn, Ireland; Finlayson, Bousfield & Co., Limited, Johnstone, Scotland; Dunbar, McMaster & Co., Limited, Gilford, Ireland; Robert Stewart & Sons, Limited, Lisburn, Ireland; F. W. Hayes & Co., Limited, Banbridge, Ireland.

# A Merchant's

STOCK IS NOT COMPLETE WITHOUT

## FEATHERBONE.



FEATHERBONE is now acknowledged by all leading modistes to be the only reliable Dress Stay on the market. Being made of turkey quills it retains all the natural toughness and flexibility of that article. Different from steels or whalebone, it can be cut with a pair of scissors any length the user may require. It can be sewn into the garment with a sewing machine, and is light in weight, quickly applied and never breaks or rusts when in use.

It is made in various grades, from the narrow Skirt Bone and Duplex Bone used for flaring skirts and for stiffening and holding reverses and collars in shape, to the different grades of waist bone, which range in price from \$4 50 per gross yards to \$24 00 per gross.

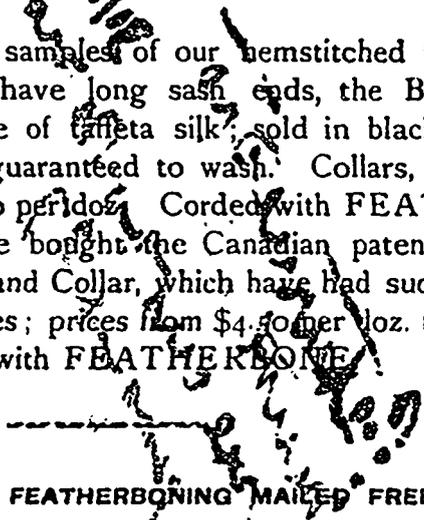


*Rec. this into  
July 19-00  
S. Ware*

## BE UP-TO-DATE

and send for samples of our hemstitched Corded Collar and Belt. They both have long sash ends, the Belts being finished with fringe; made of taweta silk, sold in black, white and all shades; light colors guaranteed to wash. Collars, \$7.90 per doz.; Fringed Belts, \$11.50 per doz. Corded with FEATHERBONE.

We have bought the Canadian patents for the famous Koch Pulley Belt and Collar, which have had such a wonderful run in the United States; prices from \$4.50 per doz. to \$11.50 per doz. All lines boned with FEATHERBONE.



INSTRUCTION BOOKS ON FEATHERBONING MAILED FREE OF CHARGE.

Free Demonstration Parlors: 15 Birks' Building, cor. St. Catherine St. and Phillip's Square, Montreal; 207 McKinnon Building, Toronto. Address all correspondence to Head Office, Toronto. Factory: London, Ont.

***Hermsdorf Dye transformed black hosiery from an unreliable, discredited article to a satisfactory, always-selling staple.***

***If you would fortify your hosiery business;***

***If you would sell black hosiery that defies sun, rain, acids and perspiration;***

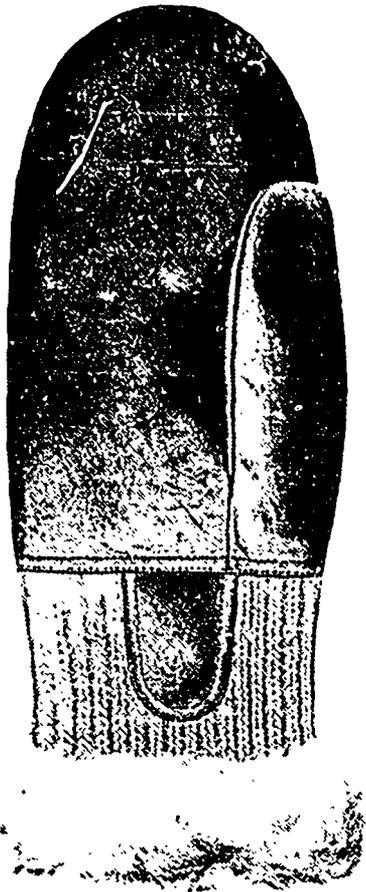
***If, in a word, you would do a reputation-building hosiery business, you must sell black hosiery stamped***

AMERICAN  
BUREAU of  
LOUIS  
HERMSDORF,  
78-80  
Walker St.,  
New York.

*Hermsdorf*  
***Louis Hermsdorf***  
Dyer

Selling Office  
of Hermsdorf  
Black  
Mercerized  
Yarns, JOS.  
J. DE LONG,  
396-398  
Broadway,  
N.Y.

CHEMNITZ, GERMANY.



# “Kumfort’s” Secret

Every great success has had its “secret.” “Kumfort Mitts” have a secret and it has kept most of the trade guessing—some worrying.

We admit it’s hard to understand how it can have a muleskin palm, an oil-dressed sheepskin back, pure wool lining and wrist, knit to *stay knit till worn out*.

All those things in these days of top-storey prices, and it wholesales for \$4.50 net—same as two years ago.

*You* get a straight *third profit* on cost when you sell it.

The secret of how it’s done is ours—one thing we will tell—we don’t *lose any money* on it and we give you a chance to make a *good square profit* on a *fast seller*.

Fair proposition, isn’t it?

---

## HUDSON BAY KNITTING CO.

30 St. George Street,

MONTREAL.

## What's New in Wall Paper

FOR 1901 -

WISHING to give readers a little advance talk on wall paper for the coming season, THE DRY GOODS REVIEW's representative called on M. Staunton & Co., Toronto, and was shown through the firm's new line of samples for 1901, which is now completed, and which will be shown to the trade by their travelers, commencing about July 1.

The manager expressed their satisfaction that the past season's business was far ahead of any previous year, the increase being particularly noticeable in the better grades of goods. The repeat orders during the Spring, after the goods started to sell retail, were enormous. M. Staunton & Co. think that there is no better proof than these repeat orders that their goods are popular sellers. Two trunk full of new samples were ready for our representative's inspection. The writer does not pretend to paint word pictures, or even to be able to appreciate to the fullest extent the artistic in the Staunton line, but a little art can be mingled with a good deal of commercial hard sense in presenting a few of the most forward features in this immense line from inspiration caught while the man in charge turns over the leaves in the almost innumerable books of samples.

Commencing with the better goods in the line, amongst the first books we had a peep into were the ingrain combinations. It is safe to say these will be a revelation to the trade of what this firm can do in artistic productions. The number of different colorings of ingrains has been increased 25 per cent. over last season, only six of last year's leading colors being retained, all the other shades being absolutely new. 9, 18 and 21-in. borders are shown with each coloring, every one of these being blended, and the silver and gilt fritters, and multi colored bronzes add life and brilliancy to these goods. Matched ceilings are, of course, shown for each border, as is the case throughout the entire line. These very attractive goods will, undoubtedly, bring a large return in output to the firm. As an extra ceiling, M. Staunton & Co. show a five-point star design in flitter and gilt on suitable colorings for church or masonic hall decoration.

In speaking of ingrains, it may be proper just here to mention some new ideas that have been advanced in figured papers to take the place of ingrains. Many people are now asking for something different to the entirely plain ingrain ground, and are demanding small simple patterns, unobtrusive but neat and artistic, something that will make good backgrounds for pictures and art objects, and that will give a somewhat more furnished appearance to the walls. A hint was enough for Staunton, and this want has been carefully provided for. We picked three patterns for special mention in this class—on a very dainty narrow stripe, another a small empire wreath, another an all-over conventional leaf design in two colors. These are all shown in silk effects, as well as in plain grounds with appropriate ceilings and friezes.

Some beautiful new things are shown for parlors and boudoirs in a line of silk papers, the lustrous effect of the material being admirably reproduced. Half-a dozen books of 21-inch papers were now brought forward. The splendid range in design and colored effects would seem to cover every requirement that the dealer can possibly be called upon to

supply. In the colorings, there is a wealth of variety from white grounds through medium tones of ivory, pale blues, greens, etc., to the deep rich colorings of leaf and moss greens, holly reds, empire reds, etc. Looking through these goods makes one almost wish that they had a new house to decorate, one having two or three parlors, and as many halls, dining-rooms, libraries, etc., as possible, so that a fair representation of the beautiful things shown might be made use of. The line is strong in good bold florals. One large poppy design is particularly worth mentioning—bright, bold colorings in the artistic grouping of the massive bunches of flowers producing beautiful effects, and we miss our guess if this is not among one of the quickest sellers in the line.

Turning to the 18-inch patterns there is food for talk for a column or more description of the seemingly endless variety of gilt and embossed papers of all prices and styles. Every individual taste and desire of the prospective customer seems to have been carefully thought out in advance, and provided for in these goods.

A dainty French stripe of the Empire period attracts notice in many beautiful colorings for parlors, boudoirs and bedrooms. Other lines which the dealer will be quick to appreciate, and his customer after him, are the new canvas or burlap effects. The wonder is how the woven effect of the original can be so admirably reproduced in the groundwork of these papers. To day these goods are sold for a few cents a roll, where the hand-stencilled burlaps, which they portray, cost up into the dollars per square yard, and produce no prettier effects for the extra cost.

Last year's tapestry designs were very favorably received. The splendid range of them which the firm have to offer this year are sure to result in largely increased sales. Some of the Oriental blue colorings in these goods commend them as luxurious decorations for smoking dens, or Oriental rooms.

Their special heavyweight glimmers are again exceedingly attractive in their rich grounds and effective colorings.

Another turn and we face the standard lines of glimmer paper and white blanks. Naturally enough we have dwelt at a little greater length among the higher grades, but in the whole Staunton line there is not a pattern or a coloring shown but deserves attention. Starting right down at the cheapest grades of ungrounded goods the colorings and designs bear evidence, and show practical and workable ideas that are only born of long experience.

The writer would judge from a very careful survey that the whole line has been designed and colored with the object of placing before the Canadian trade a thoroughly representative line of goods that will find a ready sale and yield a good profit to their many customers, and the dealer who wishes to put before his patrons the very newest creation of the leading wall paper designers displayed in colorings that leave nothing to be desired for beauty and attractiveness will find it in this line.

Lister's sealettes are selling remarkably well this season, and there is likely to be a considerable demand for these goods a little later on. They make a handsome jacket or cape and are gradually coming into favor again.

Mr. Herbert Bright, the English carpet manufacturer, of John Bright & Bros, Rochdale, England, paid a visit to several Canadian centres of trade last month, and was well received. Mr. Bright is a nephew of the late John Bright, the well-known statesman. He reports the English carpet trade to be in a firm condition with prices steady.

**WAIT FOR US**

We are showing

**"Maritime" Wrappers**

in great variety for

**FALL SEASON.**

Do not fail to see our Specials in **GERMAN MOLLETON FLANNEL HOUSE-GOWNS.** The most complete line shown in Canada.

THE . . .

**Maritime Wrapper Co.**

Limited

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

**WOODSTOCK, N.B.**

THE

**Auer Gasoline Lamp**

100 Candle-Power

Satisfaction Guaranteed  
or Money Refunded

Approved by

Can. Fire Underwriters'  
Association

SEND FOR CATALOGUE.

No. 8,

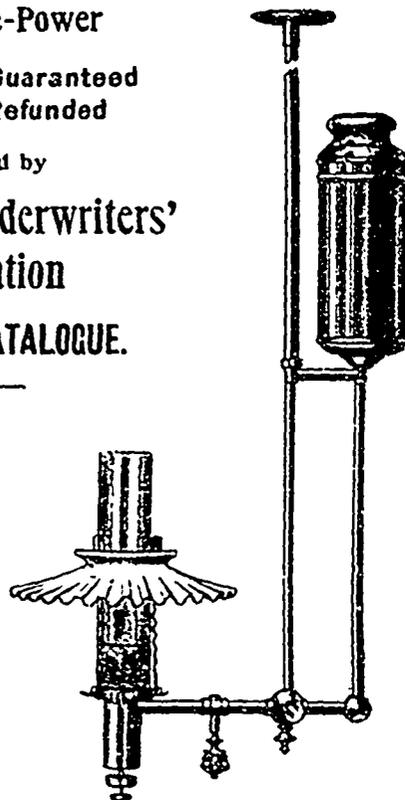
Price \$8.00

5 STYLES.

**AUER  
LIGHT**

Company

**MONTREAL.**



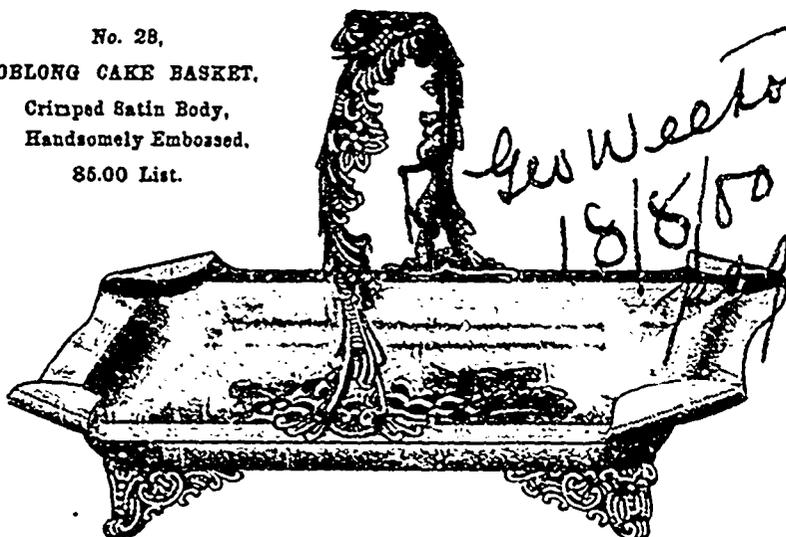
**THE G. WEETON MFG. CO.**

No. 28,

**OBLONG CAKE BASKET.**

Crimped Satin Body,  
Handsomely Embossed.

\$5.00 List.



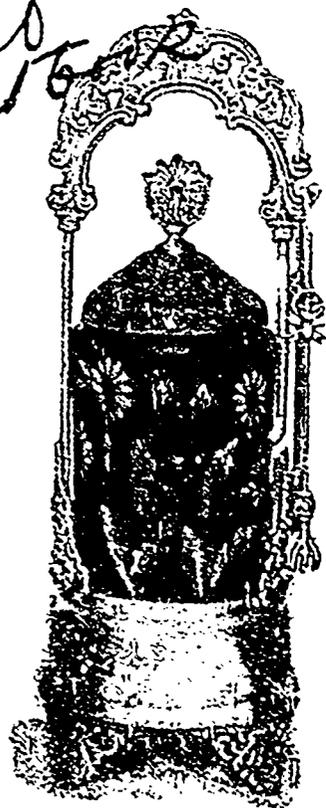
*See Weeton's  
18/5/50 see  
18*

No. 00844.

**PICOLE.**

with highly  
decorated  
Ruby Glass  
and Burnished  
Frame.

\$3.50 List.



Issue an illustrated Catalogue and Price List of Electro Silver Plate and Specialties, and offer a liberal discount off list prices. The two articles shown are fair examples of value.

IF INTERESTED WRITE FOR CATALOGUE "F."

**Toronto Address: 326 1/2 SPADINA AVE.**

# THE FALL TRADE.

JOHN MACDONALD & CO.

**T**HIS extensive firm have made in every department complete preparations for Fall trade. The trade this season will appreciate the range of handkerchiefs which John Macdonald & Co., by reason of careful purchasing, are able to offer their customers. The range includes many lines of lace-bordered goods to retail from 10 to 50c. in cotton and linen. Then, there is a line of fancy boxes, also embroidered handkerchiefs as well as mercerized, and plain linen initialed handkerchiefs, etc. In fact, it is the largest range of handkerchiefs which the firm have ever shown, and the amount of business done is three times what it used to be.

There are some very nice novelties in belt buckles and patented hat pins, including enamel, jet and steel goods.

In men's furnishings, John Macdonald & Co. are showing two special lines of pants, an etoffe and a worsted, at prices that will interest merchants. In neckwear, they show a range of handkerchief ties with flowing ends, and a decided special is a mercerized cotton umbrella with silver top to retail at \$1. Men's outing caps are shown in shepherd checks, large checks, navy blues and plain colors, for 25 to 50c. retailing. In men's hosiery three special lines in heavy wool are being offered at \$1.25, \$1.75 and \$2.25 per dozen. These goods are controlled by the firm for this market and the values are considered to be unsurpassed.

The dress goods department of this house is, as usual, of great interest to the retail trade. In black materials their "Crescent" brand of black stuff comprises the latest products of the European markets, and includes plain and figured in all-wool, wool and mohair, silk and wool, plain cordette, crepines, zibelines, and plain camel's hair fabrics. In this wide range will be found slightly goods to retail at from 50c. to \$4 a yard.

In colored fabrics there is a tendency to plain stuffs, and a range of cheviots, homespuns, box cloths, mixture cloths with pirlé fitisa, etc., include all the leading shades. There are several ranges of cheviots which are very handsome. Attention is also called to several lines of plaid camel's hair fabrics in the new combinations of color.

For blouses, they have done well this season with their line of plain opera twills, French flannels, in pinks, blues, cardinals, creams, heliotrope and mauve, which are going so well in the United States markets. Also a magnificent range of printed French flannels to retail at 50c., various sized dots, stripes and fancy figures in all the leading colors.

A German novelty is the persianna effect: plaid ground with a large over-check of black persian lamb. This makes a handsome Fall costume. The firm's "Seabelle" serges for costumes in black and navy are again shown in a full range of prices and qualities.

In silks, the buyer has been very fortunate in getting hold of two special lines of black peau de soie at 75c. and \$1, which will be leaders. In black satins, 24 inch yarn-dyed satins of special value, to retail from 65c. to \$1.25, will interest the trade. In colored satins, five ranges with the leading colors in each range, black mervilleux, faille, gros grains, and black taffetas, etc., are complete, and the values are considered unsurpassed in this market. In addition to these the depart-

ment is showing the usual large variety of blouse silks in stripes, plains and figures. This is another velvet season, and the buyer has made provision for it by a supply of their celebrated "Imperial" brand of black and colored velveteens. There is in stock, this season, a large supply of their No. 120, to retail at 50c., which can always be had. A full range of Lister's black silk velvets is shown.

In hosiery and gloves, a fine range of ladies', misses' and children's cashmere hosiery, to retail at popular prices, will be found. They have made special provision for prompt deliveries of their No. 308, their two and one rib, eight-fold knee cashmere hose. In cashmere gloves, they are showing a large range of various qualities in plain cashmeres, taffetas, etc.

The skirt department has made provision for a big Fall trade in ready-to-wear garments. Special value is being shown in serge skirts, cheviots, box cloths, check cheviots, poplins and figured black, etc. In ladies' underskirts are shown a large range, also Winter blouses.

The staple department show printed velours, to sell from 10 to 20c. per yard. In linens, the range of 36 inch Irish apron dowlases, plain and bordered, are shown at scarcely any advance over last season. The same goods, with embroidered and tambour border, are very striking. The firm's range of toweling in hucks, crashes, and check glass toweling are shown in the firm's registered brands and 10 different numbers of these goods are offered at very reasonable prices.

A novelty this season is a 40-inch wide lace and insertion art muslin. This is shown for the first time, along with a line of lace muslins. Both have sold splendidly.

John Macdonald & Co. report good business in their carpet and housefurnishings department. Their stock of 4.4, 5.4, 6/4 and 8.4 floor oilcloths, both in patterns and prices, is fully assorted. Their assortment of chenille and tapestry table covers is excellent value and fully assorted in the different sizes. White and colored quilts are greatly in demand at present, and we know of no better stock to select from than theirs. They are showing a very extensive assortment of lace curtains, ranging from the lowest to goods that can be retailed at 60¢ per pair. Also tapestry and chenille curtains in great variety. Our attention was directed to 30 pieces of Japanese matting of superior quality they are clearing at reduced prices.

They are showing cocoa mattings in all widths. Rugs and mats in jute, axminster, moquette, plush and wilton are very much in evidence, and the assortment is easy to select from.

In woollens, all orders are very good to date and ahead of last year and no sign of being at an end. Worsteds and serges are selling very freely for men's wear, and when the season opens tweeds will be in larger demand than they have for several seasons. Stripes for suitings have been received with more favor than they have been, and in colorings it is going to be a grey year. In ladies' woollens, homespuns will be much in evidence, in plain colorings, herringbones and small mixtures. Khaki, when the soidiers come back, will, no doubt, receive attention. Large checks are not the free sellers they were a season ago. John Macdonald & Co. report that the demand for their Celtic homespuns has far exceeded expectation and they have made large contracts for the coming season in anticipation of repeat orders.

**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    |

**ALVINSTON WOOLEN MILLS**

**E. WARNER & SON.  
ALVINSTON, ONT.**

Manufacturers of ...

**Woolen and Union Blankets . . . . .**

We use Canadian Wool only—the best in the world for blankets.

**WRITE FOR QUOTATIONS.**



31 Great Portland St. W., London, Eng.  
T. A. "Selfhelp," London.

**IRISH FRIEZES** -- for extra heavy GREATCOATS, 6. to 10/8 per yard, double; about \$1.50 to \$2.55

**IRISH TWEEDS** -- for thick, warm WINTER SUITS, 2/6 to 4/ per yard, single; about 60c to \$1.00.

**IRISH HOMESPUNS** -- for country LOUNGE WEAR, 2/ to 3/6 per yard, single; about 50c. to 85c.

**SERGES and CHEVIOTS** -- various weights and qualities, for ordinary wear.

With the reduced tariff, these excellent IRISH Cloths should be on the counters of every Tailor and Storekeeper in the Dominion anxious to do himself and his clients justice. Samples on application, or a visit from their Buyer, when in London, will be sure to turn out mutually advantageous.

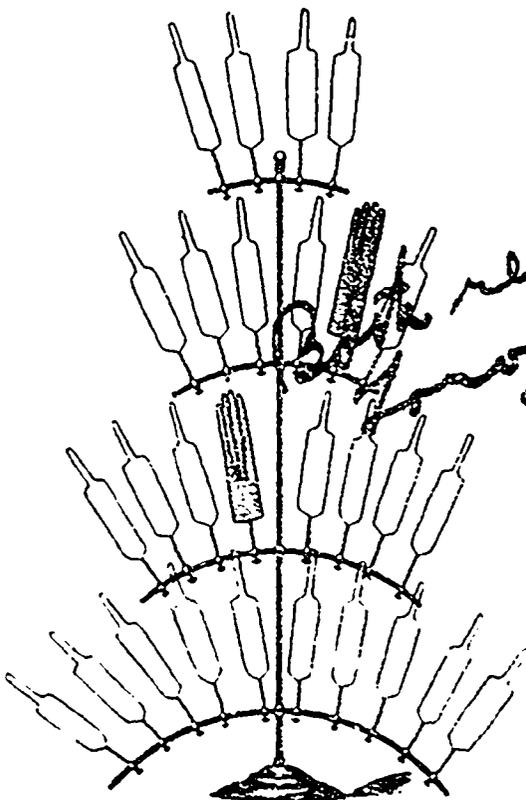
**Our Goods**

are just what you require to advertise and increase your trade.

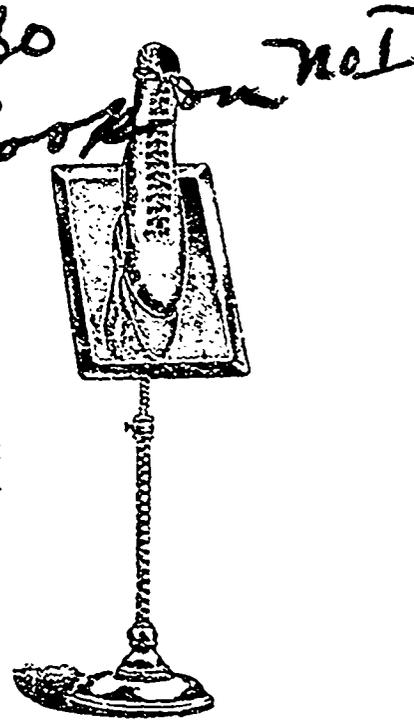
**We Make a**

magnificent line of the latest Artistic Window and Interior Display Fixtures for every line of trade.

**Send for Catalogue.**



Most Attractive Glove Stand on the Market.



Fancy Mirror Shoe Stand.

**Toronto Brass Mfg. Co., 91-93-95 Richmond St. W.**



THE CANADIAN OUTLOOK IN PRICES.

LARGE buyers continue to disbelieve in any decline in prices of staples in this market. As they assert that neither wholesalers or retailers in Canada paid the highest prices of last season, they do not see how there can be any sagging away from the slight advances made in this market last year. Canadian importers, as a rule, especially the larger ones, claim to have renewed their contracts at figures still considerably below the highest prices prevailing abroad. This enables them to offer a number of staple lines at what are practically former figures, so that they refuse to believe in a decline in these markets. The cotton mills are busy, and no decline in prices is either expected or has been announced from them. Purchases of raw material, now being worked on, were made at high rates, and this, it is thought, forbids a cut in prices by rival mills.

Despite these facts, the reports of quieter trade in the United States, owing to the elections, the doubtful reports from the wool markets, and sensational crop reports from Manitoba, have produced a number of disquieting rumors, which have no special basis, as to Fall trade prospects. In reality, the outlook in Canada is favorable and trade for months ahead promises to be brisk.

THE ENGLISH WOOL MARKET.

Advices from Bradford the last week in June show no changes to speak of in the quotations for imported wools. Prices have not declined at all since the last London wool sales; in fact, the feeling is said to be somewhat stiffer. There is going to be a shortage from the Cape, especially in mohair, owing to the war, but no definite information on this point is yet (June 26) forthcoming. In English wool prices continue to rule low as before, except that the demand for bright wools made from English pure lustre wools leads to some expectation of better prices for them.

THE RAW COTTON MARKET.

The market continues strong, owing to the crop reports and other causes. New York quotations of June 25 show: Middling uplands, 9 9-16c.; middling gulf, 9 13-16c., with futures in all cases above 8c.

SCOTCH LINENS.

Dundee advices say: "Linens in all positions are dull. The sharp rise in values has caused the home buyers to pause. It is evident, however, that owing to the increasing value of good flax, prices cannot be expected to fall. Indeed, one would not be surprised to hear that some of the leading firms may issue advanced lists. They are engaged on large orders for Government business; other foreign States also require heavy linens. In these circumstances, with the greatly increased cost of production, it would seem impossible to expect anything but higher price lists. There is again an active demand for the best classes of heavy linens, both on the Continent and in this market. True, the flax yarn market, owing to the absence of orders for the usual Fife and

Forfar trade, has been stagnant. This week, however, orders are again being placed which make spinners who can produce the heavier grists independent of the orders for the lighter sizes."—Textile Mercury.

CANADIAN COTTON STOCKS.

The Summer months usually show a decline in Canadian stocks quoted on the share markets, and this often includes the whole lists, banks, railways, lighting companies and industrial stocks. The cotton companies' stocks, however, show little fluctuation, being usually bought for investment and not for speculative purposes. The quotations of June 26 were:

|                           | Share. | Half-year dividend. | Sellers. | Buyers. |
|---------------------------|--------|---------------------|----------|---------|
| Montreal Cotton .....     | \$100  | 4 p.c.              | 142      | 134½    |
| Canadian Colored Cotton.. | 100    | 3 p.c.              | 85       | 80½     |
| Merchants' Cotton.....    | 100    | 4 p.c.              | 130      | 125     |
| Dominion Cotton.....      | 100    | 3 p.c.              | 51½      | 91      |
| Montmorency Cotton.....   | .....  | .....               | 170      | .....   |
| Colored Cotton Bonds      | .....  | 3 p.c.              | 100      | 99½     |

MAGOC PRINTS PRICE LIST FOR FALL

|                                                  | C.     |                               | C.     |
|--------------------------------------------------|--------|-------------------------------|--------|
| Salisbury .....                                  | 8      | Ladas tweed.....              | 12     |
| N. B. fancy costumes .....                       | 9      | Heavy moles .....             | 16     |
| N. B. fall suitings .....                        | 9      | Extra heavy moles .....       | 20     |
| Fancy wrapperettes .....                         | 11     | Twill cretonne .....          | 7 1-2  |
| Reversible wrapperettes .....                    | 11     | Ottoman cretonne, 10-in ..... | 9 1-2  |
| Co.ume twills .....                              | 10     | Oatmeal cretonne .....        | 11     |
| Co. lining .....                                 | 10 1-2 | S. C. indigo .....            | 8 1-2  |
| T. K. napped skirting .....                      | 11     | N. H. H. indigo.....          | 10 1-2 |
| S. K. .....                                      | 12 1-2 | D. C. .....                   | 10 1-2 |
| Moreen skirting.....                             | 10 1-2 | G. C. .....                   | 12 1-2 |
| X X K .....                                      | 10 1-2 | H. H. H. prints.....          | 0      |
| Heavy twill .....                                | 11 1-2 | H. H. H. avilines .....       | 10     |
| Napped satens (aniline and indigo)..... 12 1-2c. |        |                               |        |

SLEEVE LININGS.

|              | C.     | net |
|--------------|--------|-----|
| No. 11 ..... | 8      | net |
| No. 22 ..... | 9 1-2  | "   |
| No. 33 ..... | 10 1-2 | "   |
| No. 44 ..... | 12 1-2 | "   |

OVERCOAT SLEEVE LININGS.

|                          | C.     | net |
|--------------------------|--------|-----|
| No. 22 X.....            | 10     | net |
| No. 22 embossed .....    | 11 1-2 | "   |
| No. O. C. .....          | 12     | "   |
| No. O. C. embossed ..... | 13 1-2 | "   |

CANADIAN OILCLOTH PRICES.

ENAMELED OILCLOTH.

|                                                    | New List.         | Old List.         |
|----------------------------------------------------|-------------------|-------------------|
|                                                    | in 12 yd. pieces. | in 12 yd. pieces. |
|                                                    | Widths.           | Widths.           |
| Muslins                                            | 5/4 50 in. 6/4    | 5/4 50 in. 6/4    |
|                                                    | Cents.            | Cents.            |
| Black, bright (glazed) and dull finish, per yd. .. | 18 24             | 16 18 22          |
| Black, patent face, per yd. ..                     | 22 24             | 20 22 ..          |
| Browns, greens and maroons, per yd. ....           | 23 26 30          | 22 25 29          |
| Russet and tan, per yd. ....                       | 23 26 ..          | 22 25 ..          |
| Blue, yellow and red, per yd. ....                 | 30 34             | 29 33 ..          |
| Scarlet, white and crimson, per yd. ....           | 44 47             | 40 45 ..          |
| White silk cloth, per yd. ....                     | 18 .. 24          | 17 .. 23          |
| Drills.                                            |                   |                   |
| Black, bright (glazed) and dull finish, per yd. .. | 24 26 32          | 22 24 29          |
| Black, patent face, per yd. ....                   | 27 29             | 25 27 ..          |
| Black, tan back, patent face, per yd. ....         | 33 ..             | 30 .. ..          |
| Black, figured back, per yd. ....                  | 29 32 37          | 27 29 34          |
| Black, brown back, per yd. ....                    | 32 34 39          | 29 31 36          |
| Browns, greens and maroons, per yd. ....           | 33 35 40          | 32 34 38          |
| Russet and tan, per yd. ....                       | 33 35 ..          | 32 34 ..          |
| Blue, yellow and red, per yd. ....                 | 38 42             | 37 40 ..          |
| Scarlet, white and crimson, per yd. ....           | 50 56             | 50 56 ..          |

CANVAS STAIR OILCLOTH.

|                                          | New List. |     |     | Old List. |     |     |
|------------------------------------------|-----------|-----|-----|-----------|-----|-----|
|                                          | Widths    |     |     | Widths    |     |     |
|                                          | 2/4       | 5/8 | 3/4 | 2/4       | 5/8 | 3/4 |
|                                          | Cents.    |     |     | Cents.    |     |     |
| Canvas back .....                        | 09        | 11½ | 14  | 08½       | 11  | 13  |
| Painted back .....                       | 12½       | 16  | 19  | 12        | 15  | 18  |
| Lengths of pieces 30 yards               |           |     |     |           |     |     |
| Terms: Cash less 3 per cent. in 10 days. |           |     |     |           |     |     |

TABLE, SHELF AND COTTON STAIR OILCLOTHS.

|                                         | New List. |        | Old List. |        |
|-----------------------------------------|-----------|--------|-----------|--------|
|                                         | Widths    |        | Widths    |        |
|                                         | 5/4       | 6/4    | 5/4       | 6/4    |
|                                         | Cents.    |        | Cents.    |        |
| Fancy tables, per piece of 12 yards ..  | \$2 20    | \$3 20 | \$1 85    | \$2 70 |
| Fancy tables, .. ..                     | 2 20      | 3 20   | 1 85      | 2 70   |
| Fancy Woods .. ..                       | 2 20      | 3 20   | 1 85      | 2 70   |
| White Marbles, per piece of 12 yards .. | \$2 40    | \$3 40 | \$2 70    | \$2 85 |
| White Muslin, .. ..                     | 2 40      | 3 40   | 2 00      | 2 85   |
| Colored Muslins .. ..                   | 2 40      | 3 40   | 2 00      | 2 85   |
| Bronzes, .. ..                          | 2 40      | 3 40   | 2 00      | 2 85   |
| 11 in. wide.                            |           |        |           |        |
| Shelf oilcloth, .. ..                   | 0 60      | 0 60   | 0 53      | 0 53   |
| Shelf oilcloth, .. ..                   | 24        | 1 20   | 1 05      | 1 05   |

We have received a full and complete stock of skins for our manufacture of furs required during the coming season, and can safely guarantee our customers entire satisfaction in filling orders where **QUALITY** and **FINISH** are indispensable.

**EDGAR,**  
**HATS**  
 and  
**FURS.**

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



**KLONDYKE**  
**BRACES**  
 are right for Strength,  
 Comfort, Appearance  
 and Price.

**YOU TRY THEM!**

Made of white horsehide. Will not stain the  
 clothes, nor break, nor pull off buttons (a pointer).  
 The throw-off is a marvel of simplicity and strength.  
 Guaranteed for 3 years—will likely last ten. Send your  
 broken pieces by mail and have them replaced free.

Price, \$4.50 per doz., less 5% cash.  
 (Cheap lines also.)

**W. J. CHAPMAN, MANUFACTURER,**  
**WINGHAM, ONT.**



**THE VANCOUVER AGENCY, LIMITED.**

**WHOLESALE DRY GOODS**

**Victoria Lawns, Swiss Embroideries,**  
**English Blankets, Prints, Dress Serges,**  
**Towels, Colored Silkettes, Cretonnes,**  
**Lace Curtains, Ribbons, Etc.**

Sole Agents in British Columbia for

**JOHN S. BROWN & SONS, Belfast**  
 Celebrated "**SHAMROCK**" Table and Household Linens.

**THE YORK ST. FLAX SPINNING CO., Limited**  
 Household, Etc., Linens, Canvas, Towelling, Etc.

Also Importers of Ore Bags, Fire Bricks, Oils, Fire Clay, Crockery, Etc.

Write for prices to  
**605 Granville Street, VANCOUVER.**

**HEAD OFFICE:**  
**49 to 57 The Albany, LIVERPOOL, Eng.**

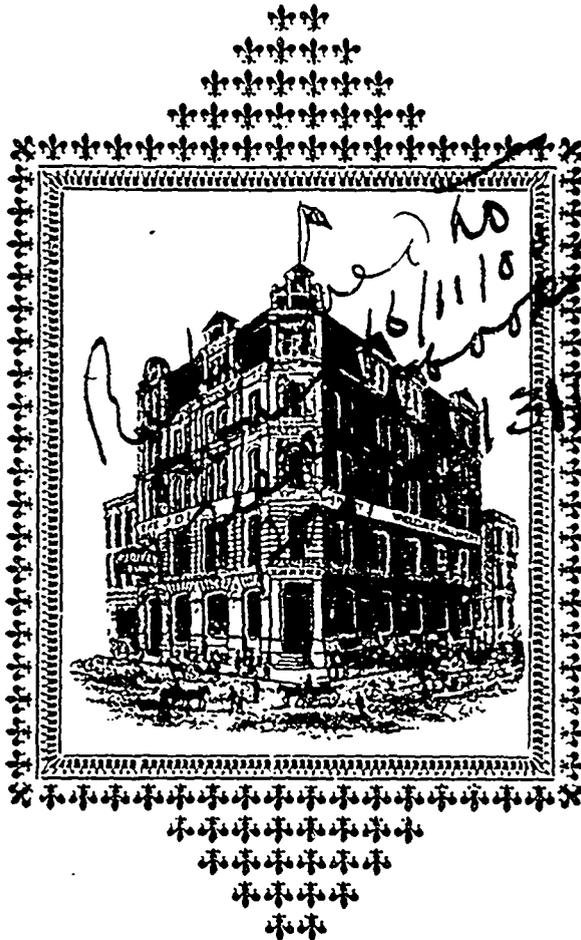


THE  
**John D. Ivey Co.**

..... Limited

**For Present  
 Wants.**

White, Black,  
 Cream  
 Chiffons.  
 Black Velvet  
 Ribbons,  
     all widths.  
 Straw Sailors.  
 Grey and  
 Castor Felts,  
 including  
 "Ladysmith"  
 and  
 "Volunteer"  
 Shapes.



**For Fall.**

Our  
 Travellers  
 are out with  
 Fall Samples.  
 They cover  
 the ground  
 from coast to  
 coast.  
 Kindly hold  
 orders  
 until you have  
 seen our  
 Range.

**MILLINERY**

FILLING LETTER ORDERS A SPECIALTY.



## The Millinery Season

-- Mantles, Trimmings and Laces.

### THE CANADIAN MILLINERY CENTRE.

FROM all that can be learned the Fall millinery openings in more than one Canadian city, at the end of next month, will be exceptionally brilliant and satisfying to the retail trade. It is early yet for any wholesale importer to even speak of the openings, as many novelties will not make their appearance in this market until the middle of next month. But year by year these openings gather in importance, and a visit to the markets at that season is considered of importance by buyers of millinery as well as other buyers. They are well repaid for the time and the cost of the journey. The big importers are making extra preparations this year. Buyers are now abroad. They will not be back for some time yet, so that the trade may confidently expect a fine showing of millinery this time.

### NEW YORK JULY TRADE.

Broad-brimmed, sweeping, tilted, twisted hats, with medium-high crowns, the edges of the brim and sometimes the top of the crown bordered with an inch-wide band of black velvet, are the preferred hat forms of the moment for the better trade. Gainsborough, shepherdess, Rembrandt, coaching, picture, or whatever you may call them, are the hats of the Summer. Trimmed with big clusters of roses, outside and under brims with trailing foliage to match, is all there is to the hat at the moment. For beyond the braid, the velvet band and the flowers there is nothing else on them. Surely a milliner's ideal Summer season and precisely as we foretold it.

Roses are supreme, and pink roses at that. These hats have a beautiful and effective appearance that is sure to make good business for the milliner who sees her opportunities and pushes them forward.

Women who have waited to buy their Summer hats are sure to be pleased, as these forms do not cling to precise outlines in one direction. Styles are as broad and limitless as are the assortments of braids and the number of fingers that are used to put them together.—Economist.

### PARIS STYLES.

In Paris this Summer the Exposition is creating a gorgeous display both in costumes and millinery. White hats trimmed with flowers, especially roses, are seen everywhere.

Straws trimmed with tulle and white feathers go with light Summer dresses of the muslin or foulard class. Small roses and marguerites are much in favor at the moment.

One model in a leading establishment is a black straw trimmed with roses and a black feather with aigrette. Another

black hat, with a high crown, was set off by one large white feather twisted artistically around the crown. This went with a costume in black and white, and was a most stylish effect.

A black toque was trimmed with black feathers and an aigrette. A touch of blue velvet gave the necessary color, which would be that of the dress.

Sunshades, dome-like in shape, are worn on all sides, in carriages and by ladies on foot. They are made usually of a strong satin material, the prevailing colors being white, yellow (these go with some pretty yellow costumes) blue, cherry, rose and sage green. There is usually no lining, and linen tucks around the bottom are the chief adornment, except the handles which are various.

### SOME LONDON IDEAS.

There is a great deal of black just now, partly due to so much mourning, but also occasioned by the popularity of black and white costumes relieved by color in the hat.

One costume seen was black, with a yellow scarf worn at the neck, and the hat, a richly jetted high crown, looked very smart with yellow tucked chiffon. There were lines of black chenille on the brim, which was raised at the side, over a cluster of black silk roses, and the trimming was completed by wings of black lace slightly jetted.

Another taking model was a mushroom shaped blue straw hat. The low crown was encircled by tufts of small flowers, perhaps primroses, in a light shade of mushroom brown, and made of velvet, and veiled in black tulle.

Yet another worthy of note is a hat of white fancy crinoline—the leaf overlaid with black silk net, hand-painted in curly lines of grey and white, to simulate ostrich feathers, which it did most successfully. Turquoise blue glace, in small folds, covered the sides of the crown, and two tall loops of this made the sole trimming.

### SOME CARRIAGE HATS IN NEW YORK.

A very dainty carriage hat, of medium large size, with the crown low but definite, and the brim somewhat depressed and projecting in front is made substantially of pink chiffon shirred on fine gold wires. The facing is of white tulle, gathered to leave a narrow ruffle at the edge; clusters of three pink crushed roses are set at the front and at each side of the crown; from the top of the crown, gathered up to a point in the centre of the crown, falls a flounce of a very delicate novelty lace, veiling the roses; over the centre is posed a bow of many loops made of taffeta ribbon in two tones of pink, the loops pointed forward, and under the brim at the back is a half-garland of black silk roses.

A large hat, with very full cap crown of several thicknesses of white tulle, veiled with delicate Russian lace, and

# WHOLESALE MILLINERY

No  
Uncertainty



In making selection from our samples

## FOR FALL.

The trade as usual have the satisfaction in knowing there is no uncertainty with regard to Style and Value.

KINDLY RESERVE YOUR ORDERS.

# The D. McCall Co., Limited

# WHOLESALE MILLINERY

FALL 1900

OUR Travellers are now on the road with all the newest goods so far shown this season. Many new and desirable lines will not be placed on the market till near the openings; we are therefore instructing our Buyers to remain abroad later than usual in order to have all the latest novelties. Our stock will embrace everything desirable in Millinery Goods.

## CHAS. REID & CO.

9 and 11 Wellington St. East

TORONTO.

**MILLINERY—Continued.**

brim of tulle veiled with a lace flounce, has the crown banded in with folded bias white taffeta, and trimming of couples of blush crushed roses set at equal spaces around the crown, and a flat of No. 40 velvet ribbon set on a bandeau under the brim at the left side.

A toque of fibre braid in deep coral red, formed of a drooping plaque, and the brim, disposed in a triple roll, lifted high at the back by a knot and loops of miroir velvet in coral red, is trimmed with a garland of shaded red velvet cherries and green leaves, laid over the top within the innermost roll of the brim. A large carriage hat with tall, bell crown, of white fibre braid, banded half the depth of the crown with black velvet and then veiled with a flounce of a very delicate novelty lace, is lifted high at the front and faced with gathered white tulle, leaving a narrow ruffle at the edge. A bandeau of black velvet ribbons runs under the brim at the front, the bow resting against, and serving to hold three white ostrich tips, which are laid flat against the brim and curl forward.—*Millinery Trade Review.*

**THE MCKINNON CO. IN NEW QUARTERS.**

When a representative of THE DRY GOODS REVIEW called on S. F. McKinnon & Co., Limited, with a view to having a chat on the millinery situation, he was met by one of the company. Being the first time our representative had had an opportunity of looking through their new warehouse, he was escorted through the building, which is a model warehouse in every respect. It was erected for the company by Mr. S. F. McKinnon, the president.

The situation is first-class, being directly on the corner of Wellington and York streets, one block south and adjoining the warehouse which Mr. S. F. McKinnon erected two years ago, but which proved inadequate to the requirements of the business. The new building is an imposing structure, being nine storeys high, including the basement, thoroughly equipped and admirably adapted for the purposes for which it is being used.

The first four storeys are devoted to millinery. The four top storeys of the warehouse east on Wellington street are devoted to their manufacturing interests. One thing that must strike buyers very forcibly in going through this large building is the abundance of light in every corner, from the basement up, enabling every part of it to be used to good advantage.

Having returned to our starting point, we turned our attention towards the millinery situation as viewed by this large firm. Their mouthpiece said: "We would sum up the season drawing to its close as being in the main a satisfactory one. May, it is true, usually the best millinery month of the year, did not produce its usual results, a disappointment entirely due to the cold weather experienced almost from the beginning to the end of the month. Notwithstanding this slight drawback, we believe that the season will show good results, and at the close find millinery stocks low—the great point to be aimed at in these days when the character of goods changes so much from season to season.

"You appear a little surprised when I tell you that at this date a large proportion of our Fall importations have been sold. We have 16 representatives scattered over the different Provinces at this moment, and, from the orders coming in and experience generally, we are encouraged to say that in the main the business pulse is healthy and the outlook good. At the same time we would not be honest towards THE DRY

GOODS REVIEW, the trade, or ourselves, if we were to say that, in our opinion, the outlook was bright in all parts of the Dominion. In fact, reports from some sections have been and still are gloomy, and the caution signal has already been raised in those sections. Facts are facts and cannot be pushed aside, but, in a country so large and so varied in climate and interests, we could hardly expect encouraging reports from every part of it in one season.

"We, therefore, do not think that there is any cause for alarm, but rather, to the contrary, think that in the main there is sufficient encouragement for liberal buying, at the same time feeling sure that where a little caution is necessary it will be exercised.

"You ask about the new Fall goods. They are particularly new in character, and give assurance that millinery will not be wanting in richness and stylish effect. You have neither time nor space to give a detailed account of all that is new and novel in the Fall importations, so that we must be satisfied just to add a few special pointers.

"One feature of the trade will again be ready-to-wear hats. This may not be with best interests of the millinery trade, but popular favor demands them, and we believe that they will be sold in large quantities as early as July and August.

"Another feature will be silk velvets; not necessarily all plain goods, but also in panne, beaded and broche effects.

"Still another pointer, and I would like you to make a note of this and see how it comes to pass. Black and white will, in our opinion, have a big inning this Fall.

"We also think that velvet and satin ribbons will meet with much favor for early Fall. These and chiffon are prime favorites with the trade at the present time, and will likely continue to be for the July trade. We have grand faith in both and provided accordingly."

"Have you anything to say with regard to the manufacturing interests?" was asked. "Nothing beyond the fact that McKinnon-made jackets, costumes and skirts for Fall are meeting with great success. Even with the doubled factory space, which our new warehouse affords, every hour will be required to get our orders out in due time. As conclusive evidence that McKinnon-made jackets are correct in every particular, they have met with favor in all districts from the Atlantic to the Pacific, not only giving proof as to their merit, but proving that the domestic goods are driving the English and German-made jackets out of this market."

**THE BUSINESS OUTLOOK.**

The big importing houses are laying the basis for the Autumn trade. When THE REVIEW called upon The John D. Ivey Co., Limited, it was found that they were busy stock-taking, bringing everything from the shelves and corners into the middle of the floor, so that they could see just where they stood in every department. Said a director of the company, "It is the only way both for the wholesale and retail trade. If everybody went into the stock twice a year that would be a great factor in keeping buying in its proper proportions.

"We find business very good generally. It may be a little lighter in Manitoba than heretofore, but we have not yet felt it, as our orders to date are fully as good as last year. While there are several small failures, at present trade is in the most healthy condition in the history of the country. The weak are gradually being weeded out, so that those left are well established firms with ample capital for their requirements. We find business harder and harder to get, but now when an order is booked we can generally count upon its being accepted

# FULL SAIL UP.

---

---

Samples of our Fall Importations of Millinery, Millinery Novelties and Fancy Dry Goods are now in the hands of our representatives in the different Provinces.

A careful look through the collection will convince of its high merit and selling strength.

## OUR REPRESENTATIVES

are covering the ground as quickly as it is possible to do, and we feel confident that those who have not yet had an opportunity of inspecting our range should, in their own interests, see it before placing their orders.

## OUR FALL RANGE

of McKinnon-Made Jackets, Costumes and Skirts has met with great success, and in our new warehouse, with a doubled factory capacity, we have "full sail up," which will all be required to get our orders out on time.

We heartily welcome buyers from any part of the Dominion to call and look through our new warehouse.

---

# S. F. MCKINNON & CO.

LIMITED

Wellington and York Streets

TORONTO.

35 Milk Street, London, Eng.  
1886 Notre Dame Street Montreal.

60 St. Joseph Street, Quebec  
75 Queen Street, Ottawa

**MILLINERY—Continued.**

in its entirety, and need have little concern as to the financial part of the transaction."

Speaking of styles, Mr. Ivey said: "The season's shades, as previously announced, will range in greens, purples and blues. As to styles and trimmings, at this early date one can only talk of staple articles, but it is going to be a black velvet and black feather season, and the large picture hats will be more popular than ever. As to shapes, we are selling a lot of the new knock-about hats, including many of the military caste. Taking it all in all, we look for a bumper season, following as it will the best Spring trade in the history of the Canadian millinery business."

**THE POPULAR READY-TO-WEAR HATS.**

The travelers of the D. McCall Co., Limited, are now on the road for Fall business, and are experiencing a large demand for ready-to-wear hats, the favorite shapes for immediate delivery being of the Strathcona and Baden-Powell variety. They are showing a great variety of military effects, and, as they have large stocks, are in a position to fill promptly orders for any of these shapes. The comparatively high price of these novelties, however, is causing a good demand for straw sailors, the favorite of popular-priced hats this Summer.

In trimming materials, this house state that there is little change from last month. They continue to find a brisk demand for black, white and cream chiffon, and black velvet and satin ribbons in all widths, and intend to keep up their stocks of these throughout the month of July.

**WELL PREPARED FOR TRADE.**

A visit to the large showrooms of Charles Reid & Co., wholesale milliners, will well repay anyone who is interested in the business. This firm make specialties of different lines of millinery materials, and are in good position to fill orders for the Fall and Winter trade. They pay particular attention to the production of their own patterns in the very latest styles and goods, giving good ideas for the creation of new fashions or the coming season.

Mr. Reid, their buyer, is at present in Europe obtaining all the latest ideas in millinery from English, French and German markets, so that any orders placed with this firm are sure to be filled in the most satisfactory manner to the customer. In feathers, which are to be worn very greatly this Fall, Reid & Co. have a beautiful assortment in all shades, especially in black and white, as these colors are expected to predominate.

Wings and breast effects will be a feature of the Fall trade, and this firm exhibit a splendid line of them, as well as feather pompoms and fancy hackles.

In velvets, the usual Fall and Winter trimming and fancy crowns, which are to be worn in the Fall as much as last Spring, a complete line of goods and colors are shown.

Khaki is expected to remain as popular this Fall and Winter as it has lately been. In ready-to-wear hats, Reid & Co. are doing a good business in the "Volunteer" and others of similar style, the hats being made in fawn or khaki and grey, trimmed with feathers in matching colors. A very pretty hat is their "Volunteer" or "Lancer," made of dark khaki and fashioned after the hats of the Australian soldiers in South Africa, that is, turned up at the side and trimmed where brim and crown meet with feathers of light and dark khaki.

Not only have Chas. Reid & Co. all the latest novelties out, but they are obtaining, through their buyer in Europe,

everything in the way of new ideas in millinery that will be popular this Fall, and state that it will be to the advantage of anyone desiring the latest styles to place their orders with them.

Mr. S. F. McKinnon, of S. F. McKinnon & Co., Limited, sailed for Europe on Wednesday, via ss. Teutonic. Mr. McKinnon purposes taking an extended trip through the European markets.

**A RUSTY CUSTOMER.**

A wholesale house, situated not a thousand miles from Toronto, report having received the following letter from a customer:

— June 7, 1900.

In reply, we have never paid for cases, and you know it very well.

We have always retained the right of returning all goods not satisfactory to us; this is an understanding that we have with all people from whom we purchase, and we do not buy one cent's worth of goods except on these conditions.

If you do not wish to comply with this, you will have to keep your goods.

You tell an untruth when you say that you fill your order "according to orders," and you know very well that you tell an untruth.

Yours truly,

This is a very discourteous letter, and one that no retail firm should write. Business is not promoted by this spirit. As to "the understanding" that he may return any goods not satisfactory to him, the wholesale houses from which he buys must have a nice time of it.

**THE DRESSMAKERS' FRIEND.**

The "B. and C. Wright Bust Form," which Brush & Co. will manufacture for the Fall trade, will be greatly improved, and will, no doubt, meet with a very large sale, as it is the only garment made which will give to the slender figure the graceful effect of the fuller developed person. The demand upon Brush & Co. from the dressmakers especially will require a large addition to their already large output.

**STRAW HATS UP-TO-DATE.**

Townsend, Grace & Co., of Baltimore, Maryland, whose advertisement appears on page 99 of this issue, have the best and most completely equipped factory in the United States, for the manufacture of straw hats. The motive power used being entirely electricity gives them the opportunity of making clean hats. The hats turned out by this concern can be relied on as being up-to-date in style, finish, and all those little kinks that go so far towards making desirable, easy-selling straw hats. Mr. Charles Seattle, who will represent them in Canada this coming season, has been on the road for a number of years, and is well known in the United States and thoroughly understands his business.

B. Allen, Toronto, has relinquished the agency for Dunbar, McMaster & Co., Limited, of Gilford, Ireland, linen thread manufacturers, and Frank & Bryce, Limited, 22 Wellington street west, Toronto, have been appointed to the agency.

Halifax has a new ladies' tailoring establishment. Mr. DeNigris, formerly with Wallace & Co., Montreal, is the proprietor, and the new establishment is at No. 122 Hollis street, opposite the Halifax Hotel.

The trade report that the new lines shown in Canada for the first time by The Colonial Bleaching and Printing Co., Montreal, have caught the fancy of the retail merchants in a marked degree. The designs are praised for their saleability in this market as exceedingly new and slightly.

**To Millinery Buyers of the Dominion:**

**Rogers' Classified Wholesale Millinery Directory**

corrected to June, 1900, is now ready. Over 3,800 firms engaged in the importation, manufacture and jobbing of millinery goods listed. The rich and reliable firms of New York City especially indicated. In handy pocket form, and will tell a millinery buyer all (not a favored few) of the wholesale firms in any jobbing centre of the United States or Canada.

**SPECIAL NOTICE.**—Rogers' Directory is sent only to the Millinery Trade, their buyers or salesmen. Write on business stationery, mention The Canadian Dry Goods Review and a special price of One Dollar (Postal Note or Bank Note) secures the book, post-paid.

**Appended Testimonials are from the Best Trade Journals in America:**

"We desire your directories and have placed your name on our exchange list."—*Dry Goods Economist, New York*, per Assistant Secretary.

"Canadian milliners wishing to know the leading U.S. wholesale firms should consult Rogers' Lists."—*The Canadian Dry Goods Review, Toronto and Montreal*.

"Edgar R. Rogers, of Southbridge, Mass., publishes the most complete Millinery Directories ever brought to our notice. Each branch of the trade is carefully listed, and a buyer in any department supplied with one of these guides has at his service the name and address of every manufacturer and agent."—*The Western Milliner, Chicago*.

"I have looked through your Directory of Dealers in Flowers and Feathers with a great deal of interest. Send me anything you get out as soon as printed, with bill."—*L. D. CORNHAIN, Managing Editor Illustrated Milliner, New York*.

**What the Trade Thinks of Rogers' Lists:**

"Enclosed find check for \$1.50 for the three lists. They appear to be very complete and I think will be of considerable use to me."—*DAVID SIBBO, Importer, 690-702 Broadway, New York*.

Remit \$1.00 (special price) for the complete directory; circulars gratis. Address,

**EDGAR R. ROGERS,**

V.M.C.A. Building,

SOUTHBRIDGE, MASS.

A LONG FELT WANT SUPPLIED.

American Silk Waists

AT AMERICAN PRICES

THE AMERICAN SILK WAIST MFG. CO.

323 St. James Street,  
MONTREAL.

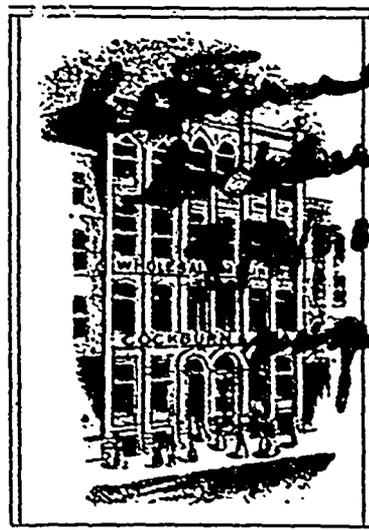
Can now be secured from . . .

Samples and Prices on application  
Prompt attention to Letter Orders.

# COCKBURN & REA

**Wholesale**

**Millinery**



**TORONTO.**

*Handwritten:* 2246 Bay St., No. 1

Our preparations for Fall trade have been made on a more liberal scale than ever, to keep pace with our remarkable progress and success.

We are showing a splendid range of Felt Hats, in all latest military shapes, for present use.

# THE TRADE AND THE CUSTOMS.

PROPOSED CHANGES IN SYSTEM, AND THE VIEWS OF LEADING IMPORTERS THEREON.

Special report for THE DRY GOODS REVIEW.

EARLY last month it was announced from Ottawa that Hon. William Paterson, Minister of Customs, had in view several changes in connection with the Customs Department which would materially modify the present arrangements.

First. The monthly issue of trade returns, at present imperfect, is to be thoroughly reorganized and a better classification of the import and export trade promptly published each month.

Second. It was the Minister's intention to locate permanently a Board of Appraisers at Ottawa; this board to consist of five members, two of the members being already permanent officials of the Department at Ottawa, the Minister himself, and two others yet to be chosen. An official to keep the Department posted as to prices will visit the United States.

Third. A copy of the invoice accompanying each importation to be sent to Ottawa in addition to the invoice now furnished at each port of entry. It was announced that the object of these changes was to enable direct supervision to be exercised at Ottawa over the appraising and to secure a uniform system of valuation.

## VIEWS OF LEADING MEN IN THE TRADE.

Mr. E. B. Greenshields, of Greenshields, Son & Co., did not consider that the requisition of a duplicate invoice would cause the trade any inconvenience, providing the Department allowed the business community a reasonable time in which to secure the documents from the shippers abroad.

"As to the centralization of the statistics at Ottawa," said Mr. Greenshields, "that is a matter of detail which I am not in a position to discuss. As some represent, it is not intended to keep a record of the goods entered at different ports, but only the figures for the country as a whole. I think it is a mistake, for the same reason, to attend to it, as it is hardly worth the trouble. Besides, it seems to me that it is desirable, for many reasons which it is hardly necessary to specify, that the volume of business at the different centres should be known. Possibly, the Department hopes, by centralizing the work at Ottawa, to avoid some of the inequalities that now exist in the matter of assessing duties at the different ports of entry.

"This is most desirable, but at the same time I believe that a detailed record of the goods and the ports at which they are entered should be accessible to the mercantile community."

Mr. John K. Macdonald, of John Macdonald & Co., Toronto, thought it would be the right thing. The third invoice, if intended to make for equality of duty on the same goods at different ports, will not be objected to by the importers. The honest importer has nothing to fear from any improvements made in the machinery of the Customs. What we all want is to be able to do business in one port the same

as in another. It is believed that you can import more easily at one place than another. If this change brings about equality in this respect it would please the trade.

Mr. McDougall, of Gault Bros. & Co., Limited, Montreal, remarked that the trade had no fault to find with the Department in the matter of the duplicate invoices, provided they were given a reasonable time in which to procure them, and the change was not sprung on them at short notice. He had little to say regarding the centralization matter, beyond remarking that if the Department really wanted to secure an equitable assessment of duties at the different ports they should have a traveling appraiser, like Mr. Brossard, the officer at Montreal, who thoroughly understood the dry goods trade.

Gordon, Mackay & Co., Limited, Toronto, say that at first sight the Customs changes strike them favorably. To be of value statistics must be correct, and a central Department under expert control will do better work than could be otherwise obtained.

Regarding invoices in triplicate, they think this most desirable. There are a number of small ports of entry where one official acts in every capacity (collector, computing clerk and appraiser, and this for all classes of goods), it is obviously impossible that he can always avoid mistakes, and the third invoice for forwarding to Ottawa will be a check upon his work.

They also think a properly constituted Customs Board, centralized at Ottawa, may be a benefit to honest importers, and is certainly most desirable if it puts an end to methods in vogue in the past. Customs authorities, armed with authority from Ottawa, have heretofore made a round of the importing houses, demanding access to their books, and, where this was granted, settled quietly for any mistakes they were able to find, their object being to put money in their own pockets, not to increase the revenue of the Government or to stop fraud.

On the whole, they see no objection to the proposed changes, but, on the contrary, think they may be of distinct benefit.

Mr. Morgan, of McIntyre Bros. & Co., Montreal, had not given the subject any great consideration. He did not see why the trade should make any objection to supplying duplicate invoices with their entries. It was a matter of detail that could be easily arranged.

The W. R. Brock Co., Limited, Toronto, said that if the arrangement proposed effected the objects in view it would be a good policy. But that remained to be seen. The complaint now made was that at smaller ports entries were made of the same class of goods at lower rates than at larger ports. The trade wanted this stopped. If the Minister's new suggestions accomplished that, then the trade would approve of them. A good deal depended upon the details of the plan. There were features of the Customs administration which undoubtedly

TELEPHONE 446.



The **CONSOLIDATED  
CLOAK CO., Limited**

**MANUFACTURERS OF** 

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

18-20 Front St. East, - - TORONTO

No 443. Stylishly Tailored Cheviot Serge Suit, in all latest colors, lined throughout. One of our leaders, price \$10.50.

Directors :  
W. SANFORD ALLEY,  
JAS McLENAUGHEN,  
S. R. PARSONS.



Visiting members of the trade are cordially invited to visit our new show-rooms which are often pronounced "The Finest in Toronto." Church Street cars from Union Station pass the door.



No. 552. A Nobby, heavy Ribbed Serge Ladies' Coat in Grey, Oxford, Navy and Black, lined throughout with mercerised Italian. A great Seller at \$5 50

# BUSINESS BRINGERS.



CLOTHING MADE BY US  
 IS MADE TO FIT,  
 MADE WELL, TO SELL WELL.  
 DO YOU SELL IT?  
 IF NOT, CONSIDER a proposition that's WORTH WHILE.

STUDY PRICES, GET SAMPLES, PROVE VALUE

## OF THESE **SUMMER OVERMADES:**

| BICYCLE PANTS.                                   |                                                    | MEN'S PANTS.              |                                                         | MEN'S TWEED SUITS.          |                                                                  |
|--------------------------------------------------|----------------------------------------------------|---------------------------|---------------------------------------------------------|-----------------------------|------------------------------------------------------------------|
| No. 1                                            | Light Color, Small Check, 100 pairs, at.....\$2.00 | No. 5                     | Worsted Fancy Narrow Stripe, 75 pairs, at.....\$2.50    | No. 11                      | Scotch Tweed, Medium Brown, 65 suits, at.....\$8.00              |
| No. 2                                            | Scotch Plaid Check, 150 pairs, at.....\$2.25       | No. 6                     | Grey Scotch Tweed, 85 pairs at.....\$2.50               | No. 12                      | IRISH TWEED, 50 suits, at.....\$8.50                             |
|                                                  |                                                    | No. 7                     | Grey Scotch Tweed, 50 pairs at.....\$2.75               | No. 13                      | Scotch Mixture, Light Brown, 48 Suits, at.....\$8.50             |
|                                                  |                                                    | <b>MEN'S TWEED SUITS.</b> |                                                         | No. 14                      | Scotch Tweed, Light Brown Herringbone, 40 suits, at \$8.50       |
| <b>BOYS' 3-PIECE SUITS.</b><br>SIZES - 28 to 32. |                                                    | No. 8                     | Small Dark Check Tweed, 65 suits, at.....\$5.00         | No. 15                      | Grey Tweed, Small Check, D B vest no collar, 30 suits, at \$8.50 |
| No. 3                                            | Small Dark Brown Check, 85 suits, at.....\$3.50    | No. 9                     | Light Brown Tweed, Small Plaid, 65 suits, at.....\$5.50 | <b>MEN'S WORSTED SUITS.</b> |                                                                  |
| No. 4                                            | Small Grey Check, 75 suits at.....\$4.00           | No. 10                    | Light Brown Plaid Tweed, 45 suits, at.....\$6.50        | No. 16                      | Fancy Stripe Worsted, 60 suits, DB vest no collar, at \$9.50     |



## Sample Suits Sent

Express charges paid both ways.

# W. E. CHALCRAFT & CO.

Makers of Fine Clothing

LET US HEAR FROM YOU.

**...TORONTO**

# OUR BIG TRADE



HAS MOVED US TO THIS BIG BUILDING  
WHERE WE MAKE CLOTHING THAT CAN MAKE  
CUSTOMERS FOR YOU.

SEND FOR SAMPLES.



## W. E. Chalcraft & Co.

Makers of  
Fine Clothing

71 and 73 YORK STREET

TORONTO



E.L.R.

called for alteration. Under the present tariff, while the classification of goods was simpler, the actual work about customs entries was more complicated than before. It would be desirable if the system could be simplified by the means proposed or by any other means.

Mr. D. Morrice, jr., of D Morrice & Co., speaking from the Canadian manufacturers' standpoint, said that if the Department did not intend to keep any record of the goods entered at Montreal, the trade should object. It was necessary to know, in his opinion, what volume of foreign competition there was to meet at certain distributing points, and, if the point of entry could not be traced, it would be impossible to do this.

Mr. R. R. Stevenson, of Stevenson, Blackader & Co., took precisely the same stand. It was necessary to know what quantity of foreign material was being turned over at particular points, and, if the Government did not intend to give this information, they should certainly be requested to do so.

Mr. Frederick Wyld, of The Wyld-Darling Co., Limited, Toronto, said that if the objects of the changes mentioned were to improve the system now in vogue, no objections would be raised to it.

But there were several things which had to be kept in mind. In the matter of triplicate invoices, for instance, there would be no objection to that provided sufficient time were given for the notification of European houses. If it was intended to apply the rule to shipments now on the way, Canadian importers would have extra work in making another copy of the invoices.

Then, in the matter of a permanent board at Ottawa, this would work well if experts were appointed. There would be no use in choosing politicians who had no expert knowledge of the dry goods trade or any other branch of trade. The same argument would apply to the appointment of an officer to visit the United States. If he was a competent business man, journeying there for purely business purposes, no objection could be raised, but it was desirable in these matters to avoid choosing party hacks.

While a uniform system of values was a good thing, care must be taken not to commit the mistake of enforcing uniformity of prices. If a large importer, as many did, got goods in large quantities at a certain rate, it was not fair to put him in the same category as an importer who bought a few pieces and, therefore, paid a higher rate for the same goods.

Mr. Brophy, of Brophy, Cains & Co., discussing the proposed changes in the Custom regulations, remarked that as he understood them they had both their good and bad points. At first he was given to understand that there was to be no detailed record kept of the volume and classification of the imports at Montreal and other ports. He now understood that this was not correct, but that the detailed information would be available at Ottawa. Of course, it was far easier for the trade, under the present system, to get the information they wanted from the Customs house here than to write to Ottawa for it, but that was not a very important objection.

One strong point in favor of the centralization of the work at Ottawa was that the Department would have a copy of every invoice from all the different ports of entry on which an entry was passed, and it could easily be ascertained if the same class of goods were being entered at a lower rate of assessment at

one port than another. This would be a step in the direction of equality of appraising, which the trade tried to secure some years ago by urging the appointment of qualified traveling appraisers.

"The filing of duplicate invoices," said Mr. Brophy, "is a matter that may cause some trouble. For instance, there are houses that we deal with which have to make special extensions under the Canadian Customs law, and, if they have to make copies, it means so much extra work that someone will have to pay for. If the Customs people would accept a copy drawn up by the importer in cases of this sort the trouble would be avoided, and I may point out that, in the case of English goods, this is quite permissible. Under the British Trade Marks Act, payment on any goods on which a false declaration has been made cannot be collected. Sellers, therefore, if they are dealing with scaly customers, under this Act run a chance of not securing payment for their goods. In one case in London, Eng., that I know, a leading retail draper, who had bought what he supposed to be linen goods, found that they were cotton. He refused to pay for them, sold the goods, and turned the proceeds over to charity as an example to the dishonest seller. If there was some such provision in the Canadian law, it would be a strong check upon false declarations at our Customs houses. Dishonest importers would then be running a chance if they dealt with unscrupulous customers of not obtaining payment for their merchandise."

Mr. James D. Allan, of A. A. Allan & Co., Toronto, remarked that it was extremely difficult to reduce the business of appraising to a satisfactory basis. At present it often meant that a man who was well posted in pig iron had to estimate values on silk, and it was impossible in a country with such a variety of imports as Canada to have men as Customs appraisers who would be experts in all the different lines imported. In the matter of furs, for example, there was no person with any real expert knowledge, although the appraisers seem to have good common sense.

A reconstituted board therefore at Ottawa, such as was proposed, might call in expert knowledge and therefore evolve a satisfactory way of reaching fair conclusions. Mr. Allan said he was in favor of all measures which would tend to remove any unnecessary obstacles which hamper importers. He believed that the vast majority of traders in the country were doing business honestly, and while these should be as little hampered as possible, it was also advisable to withdraw any mistaken leniency in dealing with importers who did offend.

As regards the issue of statistics from Ottawa, he thought the plan proposed was a good one. It was a matter which could be best worked from a central point and in the value of such statistics speed and publication was everything.

#### SPLENDID PLACE TO SEND SURPLUS STOCK.

Benning & Barsalou's, St. Peter street, Montreal, is one of the oldest auction houses in Canada, being established in 1830. This house offers merchants a splendid place to send their surplus stocks, of not only dry goods, but boots and shoes and general merchandise, to be disposed of, and we have no hesitation in recommending them as being in a position to give first-class services in every respect. It is understood that Benning & Barsalou make liberal advances on every class of merchandise consigned to their care. They give as references the Bank of Montreal and La Banque d'Hochelega. Correspondence from merchants in need of their services is invited.

# FOUND AT LAST

# KABO

## BUST PERFECTOR



## The All-Ways Ready Shirt Waist Holder and Skirt Supporter

is always all-ways ready for use.

- Requires absolutely no sewing either at the waist or skirt.
- Makes waist line smaller.
- Will not rust or corrode.
- Made of webbing and aluminum.

It is a seller whenever shown.

MANUFACTURED BY

### Brush & Co., Toronto

SAMPLE ORDERS SOLICITED.



PATENTED JAN. 10, 1900.

MANUFACTURED BY

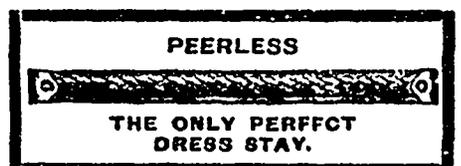
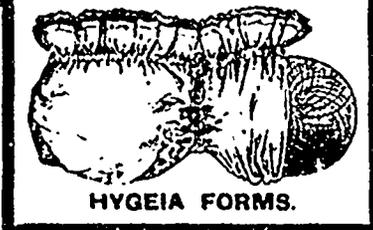
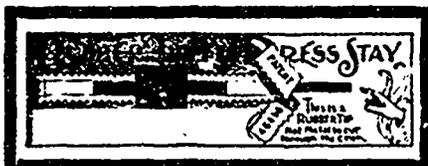
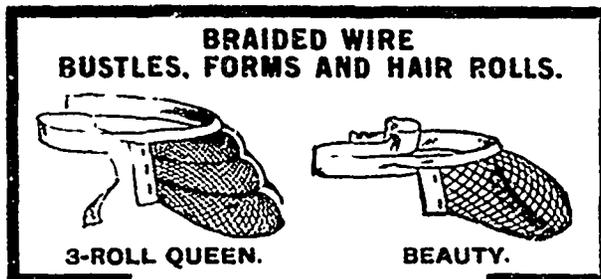
### BRUSH & CO.

TORONTO.

*all custom this page returned to owner 579100 see cut below page 37*

# FALL NOVELTIES.

Sole Manufacturers of



THE  
B. & C. Wright  
Bust Form.

## BRUSH & CO., TORONTO

Kabo  
Bust Protector.

# The... Celebrated "Oxford" Underclothing

LATEST NOVELTIES.

FLANNEL AND FLANNELETTE.



"Oxford" Underclothing.



Southdown Underclothing



Oxford Underclothing

Factories: Oxford  
London | England  
Banbury |  
Castleslu, Ireland

Departments:  
Underclothing, Baby Linnon,  
Women's Underclothing,  
Skirts, Shirts, Cycling Shirts.



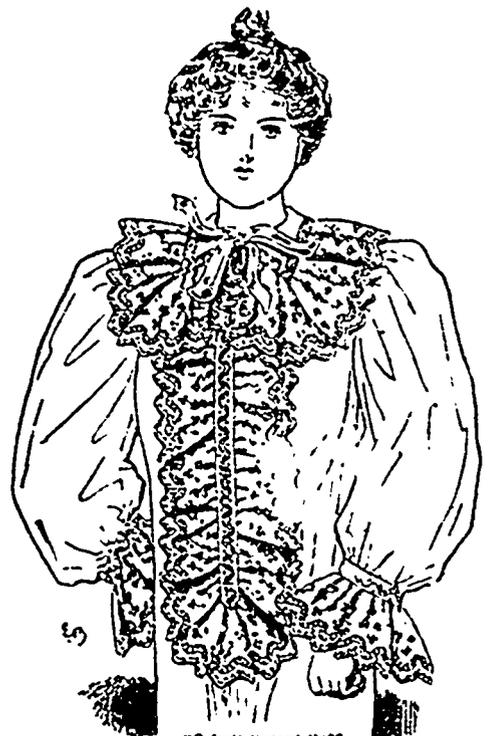
Trade Mark of  
The "Oxford" Underclothing.



"Oxford" Underclothing



Southdown Underclothing



"Oxford" Underclothing

**W. F. LUCAS & CO.,** 129a London Wall, **LONDON, ENG.**

# Window and Store Display Fixtures

Send for our mammoth Illustrated 1900 Catalogue.

We represent the largest American Manufacturers and sell only high-grade fixtures.

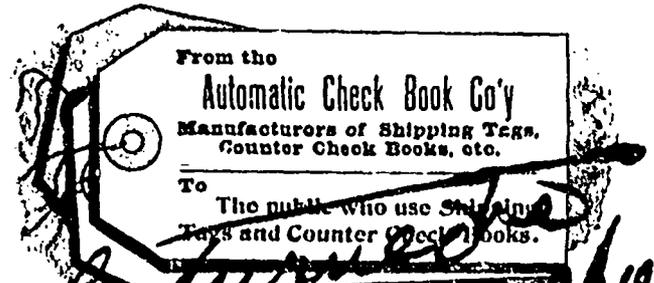
**Bust Wax Figures.**

SPECIALTY—Natural Prepared

**Plants for Decorations.**

**DELFOSSÉ & CO.**

Room 7, 214 St. James St. **MONTREAL.**



*Returned check*  
**The AUTOMATIC CHECK BOOK COY**  
*see cut - loose*

46 and 48 Richmond St. West,

Branch Office,  
 200 St. James St.,  
 Montreal.

Toronto,  
 ... Out.

**M**ANUFACTURERS and Printers of Shipping Tags, Invoice Tags, and Counter Check Books, also Duplicating Books for office use. We print both original and duplicate Print in one or two colors, and carry the largest variety of Tags and Check Books of any firm in Canada. Sole makers of the Automatic Book that duplicates without the use of a carbon leaf.

# The B. & C. Wright Bust Form



*Is Superior to the Corset for the following reasons:*

- It is graceful and perfect in shape.
- Durable, easy and comfortable.
- No heavy front, side or back steels.
- The slender woman may wear a tailor-made gown.
- It is a gentle shoulder brace.
- The low bust effect may be obtained with the Form without padding.

It is the Figure that makes the Dress, not the Dress the Figure.

**SAMPLE ORDER SOLICITED.**



Manufactured by

**BRUSH & CO., TORONTO.**

## THE FALL TRADE.

S. GREENSHIELDS, SON & CO.

Black fancy dress goods, the range shown by S. Green-  
shields, Son & Co. in Bentley's goods for this season  
very much surpass any former collections of that firm's cele-  
brated makes. The latest novelties in makes and designs  
are being shown. They have also a very good range of plain  
goods in serge, sateens, eudoras, poplins, broadcloths,  
etc. A full assortment of above lines will be depend up on  
ly.

S. Greenshields, Son & Co. report that one of the leading  
features for the Fall's trade will be the demand for printed  
opera flannels. They have already a great many sold, and, as  
the goods are now in stock, customers are paying for their sea-  
side and country clients' wear. Besides the printed, plain and  
striped goods, they have also a line with silk embroidered  
spots, which is a good selling line.

S. Greenshields, Son & Co. will have a full range of their  
celebrated Stanley velveteens, in blacks and colors, after July  
3. They have also a full stock of silk velvets, blacks and  
colors, black peau de soie, black damasse, black surah silks,  
black satins, etc. The firm state that there has been a big  
demand for black satins, and their second shipment is now in  
port.

In fancy dress goods, the taste seems to run to checks,  
both tartans and camel's hair effects for separate skirts, broad-  
cloths, tweed effects, etc.

S. Greenshields, Son & Co. have just received a shipment  
of Crum's mercerized sateens in all the latest designs.

S. Greenshields, Son & Co. have just concluded a purchase  
of over 400 cases of job-printed cottons, including light, dark,  
fancy and indigo prints, costume twills and ducks. They will  
offer the entire lot to the trade at less than manufacturers'  
prices.

The firm have received a large shipment of Shiffli embroid-  
eries, insertions and all-overs, from 3/4 to 32 1/2 c. per yard.

S. Greenshield, Son & Co. have received a very large  
range of misses' and ladies' summer cotton vests for immediate  
use in bleached and unbleached goods.

A full range of valenciennes laces and insertions at all  
prices is shown.

NISBET & AULD, TORONTO.

The extraordinary activity in the woollen trade the past  
two years has tested the capacity of the wholesale jobber to  
meet the demands of his customers. The tendency towards  
centralization extends to every department of commerce, and  
buyers of woollen fabrics patronize those houses whose stocks  
are complete in every detail as well as extensive enough to meet  
urgent demands for large quantities. Nisbet & Auld have  
kept pace with the improved conditions, and to-day their stock  
comprises every woollen fabric required by the trade for the  
various seasons. The increasing volume of their business  
enables them to handle large lots of clearing lines, which are  
secured at job prices and offered to their customers on close  
margins.

In men's woollens their stock is very comprehensive, and  
they carry at all seasons full ranges of worsteds, serges,

cheviots, vicunas, trouserings, etc., from the different well-  
known makers whose brands are established with the public.  
In the Spring and Autumn seasons they secure through their  
London agents the choicest effects in high-class novelties, and  
through this connection with the English centre of fashion  
they keep before their customers the newest fabrics and  
designs.

In trimmings they have established a splendid trade, built  
on a stock thoroughly assorted, carefully selected and of  
exceptional values.

Their "Premier" and "Humbert" brands of Italians, so  
well-known in the merchant tailoring and dry goods trade, are  
manufactured from the best raw materials, viz., Egyptian cot-  
ton and Botany yarns, and are unsurpassed for wearing  
qualities and finish. In high colors they carry a large range  
in 30 inch and 54 inch goods, the latter width being used  
more every season.

Nisbet & Auld report very strong demands for silk linings  
in the merchant tailoring trade, and they have made large  
purchases for the coming season in 27-inch, 30 inch and 54-  
inch goods, as they will be used to much greater extent for  
Autumn and Winter.

The outlook for Fall trade in woollens is very bright, and,  
with their increased traveling staff, they place their splendid  
range within reach of every buyer from Halifax to Vancouver.

### THE LONDON DRY GOODS DISTRICT.

A very interesting publication has just been gotten out by  
E. & H. Tidswell & Co., Wood street, London, England,  
whose dainty creations in lace blouses and robes are well  
known in this market. Messrs. Tidswell have issued a  
pictorial map of the dry goods district in London, England.  
This district, as Canadian buyers are aware, centres about St.  
Paul's Cathedral and the General Post Office. The map is a  
perfect reproduction of the streets and the buildings with the  
names of the firms, and shows completely the shortest way to  
get from one place to another. On the reverse side is a  
glossary of terms used in the dry goods trade, while a dress  
chart for women is also a feature. A copy of this valuable and  
interesting little publication will be sent to any Canadian mer-  
chant who writes to the firm for it. The same firm have also  
issued a sheet of cuts and short descriptions with the leading  
numbers of their new lines in lace blouses and robes, muslin  
robes and skirts. This useful publication may also be had for  
the asking.

H. H. Sutherland, of Sydney, has admitted his brother, F.  
C. Sutherland, as a partner into his Sydney business, under  
the firm name of H. H. Sutherland & Co. The new firm have  
an immense stock in their fine store, of furnishings, clothing  
and shoes.

The W. R. Brock Co., Limited, Toronto, state that they  
have the best value and largest range in imported wrapperettes,  
reversible salisburys, and printed flannelettes ever shown by  
them. Most lines are entirely confined to them for Canada  
and are the season's novelties.

# M. MARKUS

Foreign Manufacturers' Agent and Importer.

The following we always carry in stock

We make a Specialty of **TRIMMINGS.**

Compn. Buttons, Mantle Buttons, Covered Buttons, Gilt Anchor Buttons, Pearl Shirt Buttons, Fancy Vest Glass Buttons, Pants Buttons.

Chain Hangers, Pants Clasps, Hooks and Eyes, Bicycle Buckles, Overall Buckles, Rubber Tissue, Rubber Pants Protectors, Braids, Wax Crayons, Drafting Lead, Tailors' Chalk.

Silk Labels and Hangers,  
Shirt Labels and Hangers.

Corset Labels,  
Waist Bands.

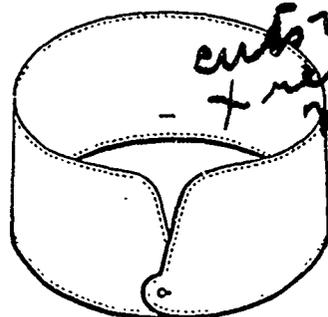
Velvets, Velveteens, Silks, Satins, Mantle Felt, Printed Felt, etc., etc.

Write for Samples. Letter Orders receive Careful Attention.

**30 Hospital Street, - MONTREAL.**

Branch: 67 Yonge Street, TORONTO.

## Important Announcement to the Gents'



EASY TO BUTTON



REGISTERED

We are just receiving 25,000 DOZEN AUSTRIAN COLLARS in the following up-to-date shapes:

- "SHAMROCK," 2 1/4, 2 1/2, 2 3/4, 3.
- "WALES," 2, 2 1/4, 2 1/2, 2 3/4.
- "EXCELLENCE," 2, 2 1/4, 2 1/2, 2 3/4.
- "STAR," 2, 2 1/4, 2 1/2, 2 3/4, 3.
- "BRITANNIA," turn down.
- "HUTTON" (Roll), turn down.

also many other styles in Collars, and a full range of 1901 STYLE OUFFS.

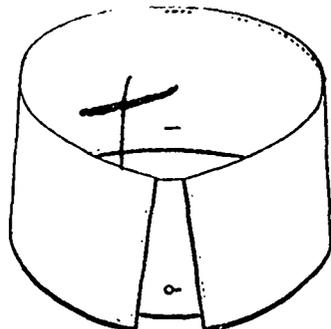
These goods are guaranteed hand-made indestructible button holes.

OUR REPRESENTATIVES are now out with a complete range of the above goods, also LADIES' BLOUSES, TOP SKIRTS and UNDER SKIRTS in all the latest NEW YORK and PARIS styles.

**THE CANADIAN UNDERWEAR CO.**

Manufacturers and Commission Merchants,

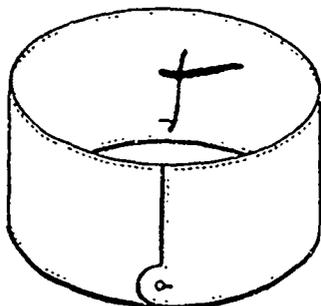
10 ST. HELEN ST., **MONTREAL,**



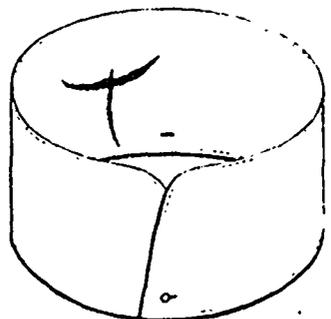
SHAMROCK



REGISTERED



EXCELLENCE



STAR round



# The Goods we Manufacture:

**LACES.**—This Department is rapidly forging ahead, and we have consequently been obliged to give more accommodation to it. Being under experienced supervision, we shall keep our Customers posted up with Novelties. Also VEILINGS, CHIFFONS, and LACE ROBES.



**MADE-UP LACE.**—We are ready with the most recent French and other styles in Bows, Jabots, Fichus, Sailor Collars, etc. LACE SCARFS have been selling very freely and they will continue to be a good trade.



**COLLARS AND CUFFS.**—Our excellent reputation for Linen Goods is widely known. You should write for our Illustrated List of Collars. MUSLIN APRONS, of which we have a good range, are shown in this Department, as well as FRILLINGS.



**SHIRTS (Cotton and Flannel).**—Our range is larger and better than ever. We were the Originators of the Ladies' Shirt Trade, and we still maintain the leading position for high-class Goods. White Muslin Shirts with Silk Undershirts will be much worn.



**SILK SHIRTS.**—This branch of our Trade has grown so much that we have been obliged to make it into a separate Department. We mean to make it grow faster, by giving keen and careful attention to the requirements of our Customers. Cream "Japs" and Tussock effects are going.



**BLOUSES.**—Year by year we are building up a sure reputation for these goods. We have some choice Novelties in Muslin Blouses for wearing over Slips. In manufacturing special attention is given to style, fit, and finish. MUSLIN ROBES and CHILDREN'S SHIRTS are shown here.



**CRAVATS.**—We have many smart effects in Silk Bows and Ties, both Plain and Fancy. We wish to draw attention to the Woven Derby Tie, which is selling well. In this Department will be found a varied stock of PETER-SHAMS, BELTS and FANS.



## Tidswell's

3 and 2 Wood Street, London, Eng.

TELEGRAMS: "PRINCES DUNDEE"

ESTABLISHED 1849

## Andrew Mitchell & Co.

Limited

Jute and Linen Manufacturers, Dyers and Finishers, ... DUNDEE

Registered Office, 12 Princes Square, Glasgow  
Town Office, 30 Cowgate, Dundee.

All kinds of Yarns and Twines, Paddings, Common and Fine Hosiery, Sackings, Huggings and Pocketings, Canvas, Tarputings, Wool Shirts Sacks, etc., etc.

Specialties—Carpenter Yarns, Flour and Cement Sacks

Canadian Agents ...

### R. FLAWS & SON

DRY GOODS AGENTS

Manchester Buildings,

Melinda St., TORONTO.

## BEAVER LINE ROYAL MAIL STEAMERS.

Sailing weekly between Montreal and Liverpool.

Calling at Quebec and Rimouski, P.Q., and Moville, Ireland, each way, to embark and land Passengers and Mails.

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

| From Liverpool  |                                 |                | From Montreal |
|-----------------|---------------------------------|----------------|---------------|
| Tuesday, May 15 | LAKE CHAMPLAIN, New, 9,000 tons | Friday, June 1 | 1             |
| " " 22          | LAKE MEGANTIC                   | " " 8          | 8             |
| " " 29          | LAKE SUPERIOR                   | " " 15         | 15            |
| June 5          | LAKE ONTARIO                    | " " 22         | 22            |
| " " 12          | LUSTANIA                        | " " 29         | 29            |
| " " 19          | LAKE CHAMPLAIN, New, 9,000 tons | " " July 6     | 6             |
| " " 26          | LAKE MEGANTIC                   | " " 13         | 13            |
| July 3          | LAKE SUPERIOR                   | " " 20         | 20            |
| " " 10          | LAKE ONTARIO                    | " " 27         | 27            |

These sailings are subject to change, and passengers booked will be promptly advised should any change be made.

**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.

Steamers sail from Montreal early Friday mornings. Passengers embark the evening previous, any time after 8 o'clock.

THE

## CANADIAN COLORED COTTON MILLS COMPANY

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

Only Wholesale Trade supplied.

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

## DYEING DRY GOODS and MILLINERY

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

DYED, FINISHED AND PUT UP.

Also FEATHERS, SILKS, VELVETS, RIBBONS, LACES, Etc.

And Garment Work of all kinds.

## BRITISH AMERICAN DYEING CO.

Technical, Chemical Dyers and Finishers

JOSEPH ALLEN, Managing Partner.

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

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

**A NEW DEPARTURE IN CLOTHING.**

**T**HE clothing trade has experienced quite a revolution during the past season or two, and the demand of the consumer is now for a much higher class of clothing than has heretofore been offered to the trade. The Lowndes Company, Limited, of Toronto, have anticipated this want, and are now offering a grade of clothing not excelled in style, fit or finish by any of the large houses of New York, who have necessarily to charge much higher prices on account of the lower tariff into Canada on imported goods. We think it would be to the advantage of every up-to-date retail clothier to inspect this line when buying Fall novelties.

**VANCOUVER AS A TRADE CENTRE.**

A Vancouver merchant writes *THE DRY GOODS REVIEW*: "I would like to draw your attention to the fact that little more than two years ago Vancouver City had but one wholesale dry goods house, while now she can boast of six, all of which are being well supported. This seems very good proof of the growth of the dry goods trade. The firm of MacKay, Smith & Co., who started up here two years ago, have already built up a large manufacturing business in British Columbia. We also have in Vancouver a very enterprising young firm which opened up about December, 1898, with an up-to-date stock of men's furnishings, and in connection with same a first-class tailor-made shirt department. I speak now of The Sandell Shirt Co. Mr. Sandell, the proprietor, is a young and enterprising man, a manufacturer of men's furnishings all his life, having left Toronto about four years ago, engaged by a Victoria firm. After being for a time with a Vancouver house he went into the retail business for himself and is meeting with every success."

**DETECTIVE MIRRORS.**

A mirror may be regarded as something more than a promoter of vanity, since it is often set to do the work of a detective. By well-arranged mirrors merchants can watch their customers, even when they turn their backs on them. Thus they save their costly stock and avoid giving offence to honest buyers. One jeweler in the west end of London has caught several well-dressed culprits simply by the aid of the looking-glass. Owners of street-corner coffee stalls find the detective mirror very useful. Petty pilfering goes on briskly around such stalls. One London coffee-stall owner declared that he used to lose a dollar a week in this way. Now he has mirrors fixed to the back and sides of his stall, and when his back is turned he can still watch his customers and protect his interests. A bookstall clerk told a similar tale. The theft of magazines and books represented a serious loss to the firm until adroitly-placed mirrors proved an effective check.—Exchange.

**SHORT-REELED COTTON YARN.**

We are glad to learn that there seems every prospect of a settlement of the dispute between the Scotch and Manchester yarn manufacturers regarding the export by the former of short-reeled yarn to Singapore. The production and sale of such yarn was some time ago declared illegal by the Manchester Stipendiary Magistrate, but as the Scotch manufacturers were not affected by that decision they continued to export to Singapore as before, with the result that they entirely killed the Manchester trade to that place, for Singapore buyers were accustomed to short-reeled yarn, and would not pay more for that which was the full length. The Manchester Chamber

tried to obtain a decision in the Glasgow Sheriff's Court on the legality of the Scotch procedure, but could not secure a hearing on a technical ground. The facts were thereupon brought before Sir Courtenay Boyle, who expressed the opinion that representatives of the Manchester Chamber and of the Glasgow Chamber or of the Scotch dyers should be invited to meet the board of trade for the purpose of endeavoring to arrive at a satisfactory solution of the singular difficulty which had arisen. We now understand that the suggested meeting will shortly take place.—*London Drapers' Record*.

**TRIMMING NOVELTY.**

The coming season will, from all indications, give the dressmaker great scope in adorning the costumes with trimming novelties. Even the tailor-made costume has now a suitable trimming in the form of taffeta, applique, passamenterie, skirt panels, revers collars, etc. This line is shown in great profusion in both black and colors by Flett, Lowndes & Co., Limited, of Toronto.

**QUEBEC MERCHANTS ACTIVE.**

**A** DEPUTATION from the Retail Dry Goods Merchants' Association, of the City of Quebec, called on Mayor Parent, to object to the adoption of a by-law which would allow persons within or without the city limits to sell manufactured articles on the markets on payment of a tax fixed by the market committee. The deputation's objection appeared to be against the number of peddlars now selling around the markets, but their chief objection was against a woman dealer selling stockings and mittens on the Jacques Cartier market place. This dealer formerly resided at Lorette, but sold her goods on that market, paying for that privilege a license of \$120 to the city. A few years ago she removed to Quebec, leasing a store and paying a business tax to the city, and besides continued selling on the market, paying the ordinary peddler's tax. The market committee decided that she should pay a special tax, and a by-law was drafted to that effect. She agreed to pay the tax, but the retail merchants are against such a measure, alleging that she does an immense business in selling stockings and mittens and considerably injures the merchants, particularly in that locality. Consideration of the by-law was postponed.

**WHAT ARE OUR MERCHANTS DOING?**

The Merchants' Association, of New York, announce that they have received notice from the Trunk Line Association that the reduced rates from trunk line territory have been granted. This includes the territory as far west as Buffalo, and as far south as the line of the Ohio river. The tickets will be good to return 15 days from the date of sale. This action of the Trunk Line Association includes concurrence in action which may be taken by the other associations. Are Canadian houses equally active in securing similar concessions from the railways?

**RESTRICTED PRODUCTION OF WOOLLEN GOODS IN EUROPE.**

The United States Consul writes from Munich: "At a recent meeting of the United German Manufacturers of Worsted Goods in Leipzig (at which 1,400,000 spindles were represented), it was resolved to reduce production from June 1 to December 31, 1900, by 20 per cent. It is understood that the manufacturers of Switzerland, Austria and Russia have agreed to adopt the same course, in order to put a stop to further decline in prices."

**CANADIAN DRY GOODS IN AUSTRALIA.**

THE Corticelli Silk Co., Limited, have recently opened a branch of their business in Sydney, Australia. They feel confident that Australia can be made a good market for Canadian dry goods, as well as for other manufactures. At present they intend to confine their Australian trade wholly to threads; but, with the development of trade, braids, in which they expect to do a large business, and all other lines will be introduced.

The bulk of the trade in Australia in silks, etc., has hitherto been carried on by English firms; but, as they only export spun silk, and the Corticelli people intend to place neat silk, a much higher class of goods, on the Australian market, it is not likely that the English merchants can rule the market. "Though," said Mr. Milligan, of the Corticelli Co., "as yet the Australian merchants have not used neat silk to any extent, and the people will have to be educated into its use. Our manager there, Mr. Robt. McPherson, reports that the Australians appear to regard Canadian-made goods very favorably, a number of firms doing good business in many different lines. We intend to export only Canadian-made goods, feeling sure that the present cordial relations existing throughout the Empire will make these goods a success. Australian buyers have in the past done business with our American factories, but we do not think that we can make American-made goods as popular as those made in Canada."

"A great deal depends upon the fiscal policy of the new Australian Commonwealth. At present, New South Wales is the only free trade colony, while all the others have a protective tariff, so that it is likely that the policy of the majority will be adopted. We do not intend to manufacture in Australia for some time yet, even if business should warrant us in doing so. We find that we can manufacture in Canada cheap enough to cover the cost of the freight there. As yet, we have shipped all our goods from Vancouver."

Mr. Milligan thought that a good trade could be developed in all lines of dry goods, and that there would never be any better time than the present to introduce Canadian goods into Australia, so many things having tended during the past few months to interest the people of the Island Continent in Canada and Canadians.

**FLAGS! FLAGS!! FLAGS!!!**

A very complete assortment of flags will be found at P. Garneau, Fils & Cie's., Quebec—Dominions, Union Jacks, Ensigns and Tricolors, in 1 yard, 2 yards, 3 yards, 4 yards, 5 yards and 6 yards.

**THE P. O. CORSETS.**

A notice from the Parisian Corset Co., of considerable interest to the trade, has just been made. They announce that in future the only corsets having the patent safety pockets will be the "Empire" and the "Flora." The trade, therefore, will take notice of this and order by the correct names.

**A SELLER.**

Another novelty introduced by Brush & Co. is the "All-Ways Ready" skirt holder, which every well-appointed store should have in stock. It is surprising how a small novelty will attract custom to the store that introduces it, and at this season the "All-Ways Ready" skirt holder is just such a

novelty. As its name indicates, it is all-ways ready, as no sewing is required, and the waist and skirt are always in place when worn. We were surprised to note the attention this little article—25c. article—aroused in one large departmental store where it was being demonstrated, requiring two clerks to serve the customers.

**IMPORTED ELASTIC GOODS.**

An interesting announcement in elastic goods is made by A. Stein & Co., 218 Market street, Chicago, Ill., in another part of this issue. They offer to send sample lines to any Canadian merchant who is desirous of seeing their goods, which include many numbers of fancy garters, ranging in price from \$7.50 per gross to the highest priced goods of this class. The better grades are all put up in nice lace-edged boxes with glass covers.

They also show a complete line of hose supporters, of which the "Flexo-grasp" is one of the features. These and other novelties are brought to the attention of the up-to-date merchant who is invited to send for samples.

**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., Melinda St. **Toronto.**

Dry Goods Commission Agents.

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

**A. ROLAND WILLIAMS** Manufacturer's Agent, Room 200 McKinnon Bldg 19 Melinda St., Toronto, Woollens, Silks, Ribbons, Gloves, Fancy and Staple Linens, Felt Hats, Dress Trimmings, Canvas, 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.

**SITUATION VACANT.**

**WANTED—A PUSHING YOUNG DRY GOODS MAN FOR** early Fall. Must be good window-dresser and successful dress goods salesman. Position is permanent. Address, with full particulars, "DRESS GOODS," care DRY GOODS REVIEW, Toronto. (7)

**ADVERTISING IN WESTERN CANADA will be . . .**

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

**W. T. BENSON & CO.**

164 St. James Street,

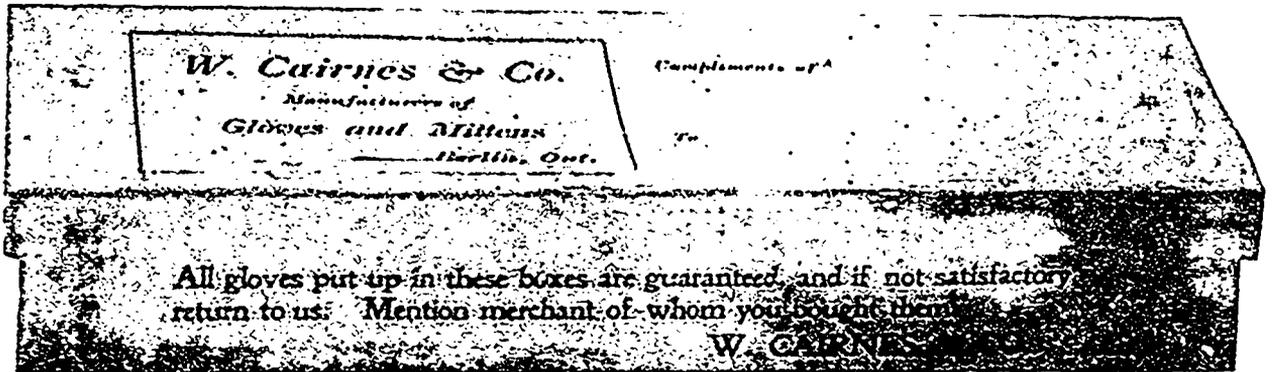
**MONTREAL**

IMPORTERS AND DEALERS IN . . .

**Foreign, North-West and Domestic Wool**

- DYESTUFFS
- ANILINE COLORS
- DYEWOOD EXTRACTS
- AND
- ALL CHEMICALS
- COCONUT OIL
- PALM OIL
- TALLOW
- ROSIN AND
- ALL SOAP STOCKS

For Christmas and Holiday Trade, buy your  
Gloves put up like this.



FOR A LONG LIFE

and a Bright One

USE

ACETYLENE GAS

Don't buy a machine that looks like a churn, tub or merry-go-round.  
Buy an acetylene plant you may well be proud of.  
We make the widest range of acetylene plants in Canada.  
Send for illustrated catalogue.

The Acetylene Mfg. Co. of London, Limited

CAPITAL, \$500,000.

Head Office, LONDON, CANADA

## That Compromise Case.

Resolution of The Montreal Wholesale Dry Goods Association.

REFERENCE has been made elsewhere to the fact that The Montreal Wholesale Dry Goods Association considered strong resolutions in regard to the Fitzgibbon-Shafheitlin case. The result of the special committee's deliberations is the following strong statement which has been forwarded to Ottawa :

That this association has heard with very great regret that the Government has settled, out of court, the case of the Crown vs. Fitzgibbon, Shafheitlin & Co., for undervaluation at the Customs House, when that case was actually under trial before the Exchequer Court,—

That the Government took a long time to make an exhaustive examination of the evidence in the case, and, after doing so, placed it in the hands of the law officers of the Crown for prosecution. The evidence sworn to in the trial proved that the position the Government had taken was the correct and only proper one,—

That this Association, which has always demanded from the Government fair and honorable administration of the Customs Act, sent strongly worded resolutions to the Government in January, September and October, 1898; in June, 1899, and in May of this year, it also sent a deputation to Ottawa to personally interview the Minister of Customs and the Minister of Justice,—

That, notwithstanding the serious harm that was being done to the honorable importers who adhered both to the spirit and letter of the law, the protection of whom was the bounden duty of the Government—not their betrayal; notwithstanding the wrong to the Government itself, which has been defrauded of large sums of revenue for a period of 12 years; notwithstanding the earnestly expressed wishes of the leading Boards of Trade of Canada, that no compromise should be made in cases where repeated and glaring frauds were established, but that in all such cases the full penalty should be inflicted as a punishment and also as a warning to anyone who might wish to follow a similar course; notwithstanding that this case was one of right or wrong, and not in any event one for compromise; notwithstanding the clear fact that, having once placed the matter in the hands of the court, the judge should alone have settled the case, and without any interference;

notwithstanding all the clear issues involved, the Government settled the case for a monetary consideration and the payment of costs incurred,—

That the true nature of the compromise effected is shown by the fact that the firm in question dared not continue the prosecution for libel which they had commenced against a prominent trade newspaper that had openly published an account of the whole case,—

That against this action of the present Government, and all similar actions of any Government, this Association indignantly protests, and places its protest on record. If undervaluation is proved to have been intentionally carried on for years, it is only right that the guilty should be punished. The offence should not be condoned,—

That the result of the very objectionable action of the Government is to hold out the strong inducement to all who desire to break the law that they may do so with impunity, and when found out may settle the case by repaying a small part of the undervaluation,—

That it is a matter for great regret that the efforts of this Association, and other Associations, in the cause of honest administration of the Customs laws, should have been so unsuccessful, and their petitions treated by the Government with such indifference and neglect.

### "KABO" BUST PERFECTOR.

Brush & Co. will manufacture for the Fall the now celebrated "Kabo" bust perfecter, which is to be worn over the corset, giving a bust of faultless proportion and masking every imperfection. Tailor-made jackets and snug-fitting waists are made to set with a degree of smartness when it is worn, and its lightness and ease make it far superior to any padding or building up. It may be worn without a corset and prove a splendid bust support. Shirt waist and blouse effects look chic over it, and are distended to just the right degree.

### NEW COTTON MILLS AT HAMILTON.

Plans have been completed for the buildings of the Imperial Cotton Company, at Hamilton. They will include a main mill, three storeys in height, a two-storey finishing room, a large storage warehouse, boiler, machine and carpenter shops. When in operation it is expected that the plant will give employment to between 300 and 400 hands. Heavy cotton goods of various kinds will be manufactured, including car and machinery coverings, awnings, tarpaulins, etc. Tenders will be asked for shortly for the erection of the buildings.

MANUFACTURER OF

Cocoa Mattings and Mats  
Jute Mattings and Carpets

WOOL DUTCH and IMPERIAL  
STAIR CARPETS.

Lettered Mats a Specialty.

# William Mitchell

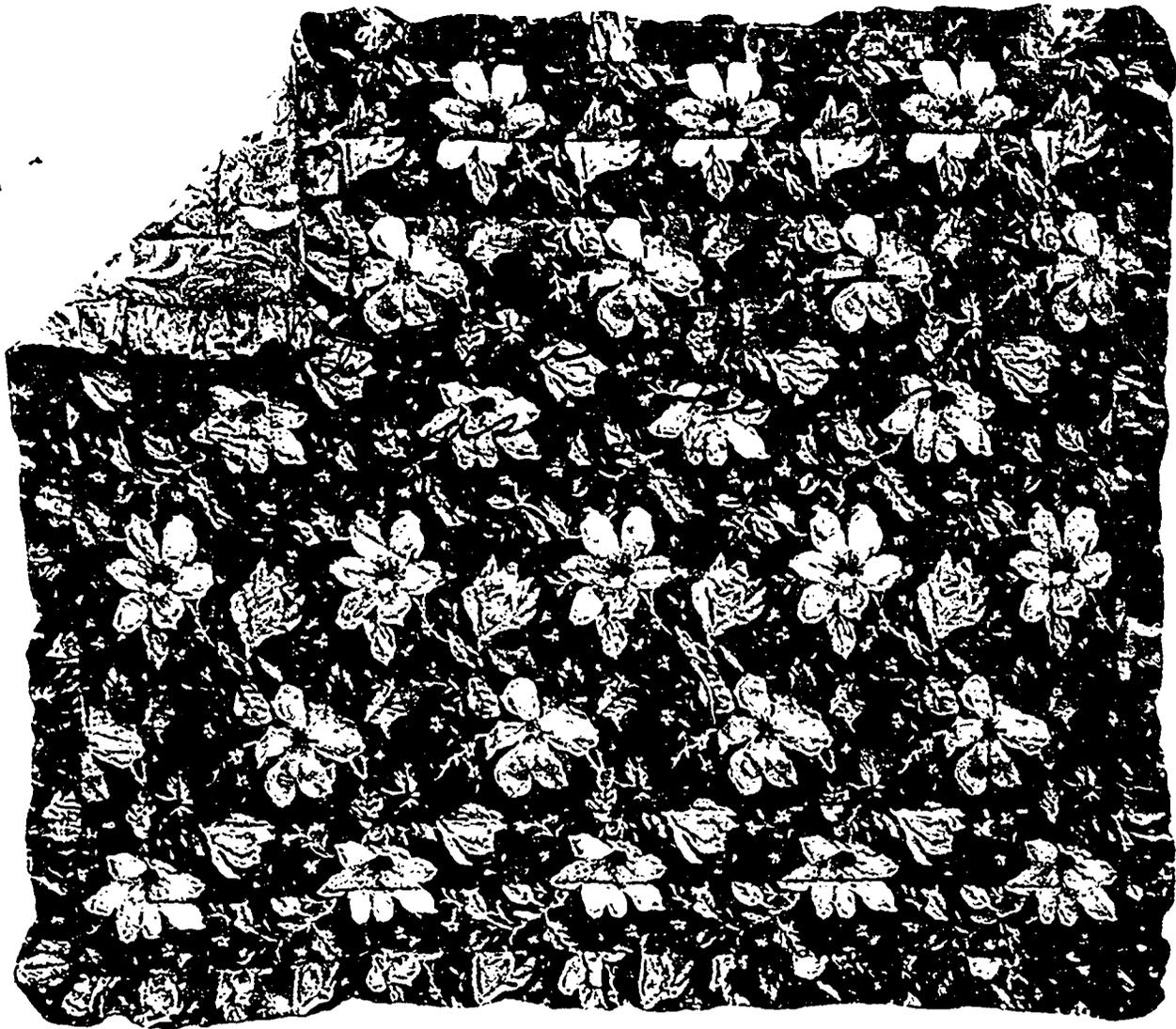


## COBOURG MATTING, MAT and CARPET WORKS

COBOURG, ONT.

## INDEX TO ADVERTISERS.

| A                                                  | Page                                    | G                                                      | Page.              | N                                              | Page               |
|----------------------------------------------------|-----------------------------------------|--------------------------------------------------------|--------------------|------------------------------------------------|--------------------|
| Acetylene Mfg Co., The                             | 186                                     | Garland, Son & Co., John M.                            | 51                 | New Idea Pattern Co., The                      | 21                 |
| Alaska Feather & Down Co., Limited                 | Inside Back Cover                       | Garneau, Fils & Cie., P                                | 103                | New Century Mfg. Co., The                      | 73                 |
| Alvinston Woolen Mills                             | 161                                     | Galt Knitting Co., Limited, The                        | 138                | Nerlich & Co.                                  | 53                 |
| American Silk Waist Mfg. Co.                       | 171                                     | Gault Bros. Co., Limited, The                          | 141                | Nisbet & Auld                                  | between 64 and 65  |
| Ashwell, H., Wool Finishing Works                  | 39                                      | Gilbert Mfg Co., The                                   | 107                | Niagara Neckwear Co.                           | 45                 |
| Auer Light Co.                                     | 159                                     | Glassford Bros. & Pollock                              | 182                | Northway & Son, Limited, John                  | 57                 |
| Automatic Check Book Co., The                      | 179                                     | Glovine Mfg. Co., The                                  | 27                 | <b>O</b>                                       |                    |
| <b>B</b>                                           |                                         | Greenshields, Son & Co., S. . . 1, 2, 3, 4, 5, 6, 7, 8 | Outside Back Cover | Oxford Mfg. Co., Limited                       | 49                 |
| Bagley & Wright Mfg Co.                            | 13                                      | Grandage & Co., Limited, W.                            | 28                 | <b>P</b>                                       |                    |
| Bailey, W. Taylor                                  | 93                                      | Greenwood & Moulds                                     | 129                | Parisian Corset Co.                            | 40                 |
| Baldwin & Walker                                   | 99                                      | Guelph Carpet Mills Co., Limited, The                  | 130                | Paris Wincey Mills Co.                         | 45                 |
| Baldwin, J. & J.                                   | 25                                      | <b>H</b>                                               |                    | Parker & Co., R.                               | 58                 |
| Beaver Rubber Clothing Co.                         | 9                                       | Hall & Co., James                                      | 47                 | Paquet, J. Arthur                              | 101                |
| Beaver Line S S Co.                                | 183                                     | Hamlyn Bros., Limited                                  | 106                | Parks & Son, Limited, Wm.                      | 103                |
| Benson & Co., W. L.                                | 185                                     | Hamilton Brass Mfg Co., Limited                        | 148                | Perrin, Freres & Cie.                          | 124                |
| Benning & Barsalou                                 | 73                                      | Hamilton Cotton Co.                                    | 27, 149            | Penman Mfg. Co., Limited, The                  | 15                 |
| Berlin Suspender & Button Co.                      | 182                                     | Harris & Co., Limited                                  | 139                | Phillips & Wriach                              | 66                 |
| Bill, W.                                           | 161                                     | Henderson & Co., Robert                                | 52                 | Phillips & Co., Limited, John                  | 101                |
| Boisseau & Co., E.                                 | 131                                     | Hees, Son & Co., George H.                             | 91                 | <b>R</b>                                       |                    |
| Boulter & Stewart                                  | 74, 75                                  | Hermisdorf, Louis                                      | 156                | Reid & Co., Chas.                              | 167                |
| Breton & Manning                                   | 23                                      | Hitchcock, Williams & Co.                              | 43                 | Roberts Advertising Agency                     | 185                |
| British American Dyeing Co.                        | 183                                     | Hill & Co., C. G.                                      | 96                 | Robertson & Co., F.                            | 31                 |
| Brophy, Cairns & Co.                               | between 32 and 33<br>and 81, 85, 87, 95 | Hornier, Chas                                          | 130                | Rogers, Edgar R.                               | 171                |
| Brock Co., Limited, The W R.                       | between 96 and 97                       | Horrockses, Crewdson & Co., Limited                    | 30                 | Rosamond Woolen Co.                            | 128                |
| Brown, Graham & Co.                                | 146, 147                                | Hudson Bay Knitting Co.                                | 157                | Ross & Co., Geo. D.                            | 85                 |
| Brush & Co.                                        | 177, 179                                | Hummel & Co.                                           | 182                | Royal Carpet Co.                               | 110                |
| <b>O</b>                                           |                                         | <b>I</b>                                               |                    | Russell & Sons, A. N.                          | 73                 |
| Cairnes & Co., W.                                  | 186                                     | Irving Umbrella Co., Limited                           | 57                 | Rylands & Sons, Limited                        | 117                |
| Calvert & Dwyer Co., The                           | 41                                      | Ishikawa & Co., K.                                     | 37                 | <b>S</b>                                       |                    |
| Canadian Rubber Co., The                           | 52                                      | Ivey Co., Limited, John D.                             | 165                | Sale Leather Goods Co., Limited,<br>The Julian | 47                 |
| Canadian Underwear Co., The                        | 181                                     | <b>J</b>                                               |                    | Saxe & Sons, M.                                | 16                 |
| Canadian Colored Cotton Mills Co.                  | 183                                     | Johnson, Hiram                                         | 73                 | Sharp, Perrin & Co.                            | 29                 |
| Canada Fibre Co., Limited                          | 116                                     | <b>K</b>                                               |                    | Shantz & Son Co., Limited, Jacob V.            | 89                 |
| Canada Featherbone Co., Limited                    | 155                                     | Kelly, F. F.                                           | 80, 125            | Shorey & Co., H.                               | 153                |
| Cardigan Overshoe Co., The                         | 110                                     | Kirk, E. J.                                            | 143                | Sir Titus Salt, Bart, Sons & Co.               | 150                |
| Caulfeild, Henderson & Burns                       | 87                                      | Knox, Morgan & Co.                                     | 71                 | Star Whitewear Mfg. Co., The                   | 89                 |
| Celluloid Co., The                                 | 110                                     | Kong & Stuffman                                        | 81                 | Stanton & Co., M.                              | 36                 |
| Chapman, W. J.                                     | 163                                     | Kyle, Cheesbrough & Co.                                | between 48 and 49  | Standard Electrotpe Co., The                   | 65                 |
| Chalcraft & Co., W. E.                             | 174, 175                                | <b>L</b>                                               |                    | Stein & Co., A.                                | 109                |
| Clatworthy & Co.                                   | 88                                      | Law, Russell & Co.                                     | 48                 | Stewart, Howe & May Co.                        | 79                 |
| Clark, Pennock & Co.                               | 431                                     | Laces & Braid Mfg. Co., The                            | 59                 | Storey & Son, W. H.                            | 33                 |
| Colonial Bleaching & Printing Co.,<br>Limited, The | 14                                      | Lamson Consolidated Store Service<br>Co., The          | 105                | <b>T</b>                                       |                    |
| Collins Colored Hook & Eye Co.                     | 83                                      | Lambert & Co., P. W.                                   | 143                | Tidswell & Co.                                 | 183                |
| Confederation Life Association                     | 31                                      | Laster & Co.                                           | 31                 | Toronto Brass Mfg. Co.                         | 161                |
| Cristine, James & Co., Limited                     | 102                                     | Lowndes Co., Limited, The                              | 123                | Toronto Feather & Down Co., Limited            | 23                 |
| Corby, Palmer & Stewart                            | 138                                     | Lomas & Son, Adam                                      | 95                 | Toronto Carpet Mfg. Co., The                   | 145                |
| Cockburn & Rae                                     | 171                                     | Lucas & Co., W. F.                                     | 178                | Tooke Bros., Limited                           | 121                |
| Consolidated Cloak Co., Limited, The               | 173                                     | Luxfer Prism Co., Limited, The                         | 40                 | Townsend, Grace & Co.                          | 99                 |
| Crompton Corset Co., Limited, The                  | 25                                      | <b>M</b>                                               |                    | Turnbull Co., The C.                           | 97                 |
| Curne, E. & S.                                     | 119                                     | McCall Co., Limited, The D.                            | 167                | <b>V</b>                                       |                    |
| <b>D</b>                                           |                                         | McKinnon & Co., Limited, S. F.                         | 169                | Vancouver Agency, The                          | 163                |
| Delfosse & Co.                                     | 179                                     | McIntyre, Son & Co.                                    | 10, 84             | Victor Mfg. Co., The                           | 111                |
| Dominion Oil Cloth Co., Limited                    | 12                                      | Macdonald & Co., John                                  | 113                | <b>W</b>                                       |                    |
| Dominion Suspender Co.                             | 45                                      | Maple Clothing Co., The                                | 130                | Watson, Foster Co., Limited                    | 11                 |
| Dominion Brussels Carpet Co., Limited              | 95                                      | Maritime Wrapper Co., Limited                          | 159                | Walker & Sons, R.                              | 116                |
| <b>E</b>                                           |                                         | Markus, M.                                             | 181                | Waldron, Drouin & Co.                          | 77                 |
| Edgar, Coristine & Co.                             | 163                                     | Marsh Co., Limited, The W. A.                          | 57                 | Weceton Mfg. Co., The G.                       | 159                |
| Empire Carpet Co.                                  | 89                                      | Matthews, Towers & Co.                                 | 135, 136, 137      | Western Assurance Co.                          | 101                |
| Empire Mfg. Co., Limited, The                      | 124                                     | Merchants Mercantile Co.                               | 45                 | Whitla & Co., R. J.                            | 55                 |
| <b>F</b>                                           |                                         | Miller Bros. & Co., Limited                            | 138                | Willson, S. V.                                 | 27                 |
| Fellows & Co.                                      | 115                                     | Mitchell & Co., Limited, Andrew                        | 183                | Williams & Bell                                | 48                 |
| Finley, Smith & Co.                                | 139                                     | Mitchell, William                                      | 187                | Williams, Greene & Rome Co., Limited,<br>The   | 61, 62, 63, 64     |
| Fisher, Son & Co., John                            | 139                                     | Moulton & Co.                                          | 101                | Williams, A. Roland                            | 185                |
| Flaws & Son, R.                                    | 185                                     | <b>N</b>                                               |                    | Wilkins, Robert C.                             | 116                |
| Flett, Lowndes & Co., Limited                      | 35                                      | <b>O</b>                                               |                    | Wreyford & Co.                                 | 138                |
| Foster & Clay                                      | 27                                      | <b>P</b>                                               |                    | Wyld-Darling Co., Limited                      | Inside Front Cover |
|                                                    |                                         | <b>Q</b>                                               |                    | <b>Y</b>                                       |                    |
|                                                    |                                         | <b>R</b>                                               |                    | Young & Rochester                              | 133                |



# THIS IS an Alaska Down Quilt.

One taken from our immense assortment of designs, colors and styles. The English makers used to run us close in variety of styles and designs. This year we are far ahead of any and all the English makers. We affirm that we have a **larger range of DESIGNS** (twenty-five designs, all handsome and yours for the asking), and of **COLORS** (eight colors to each design, including those popular Sky Blues and Salmons, which are not found outside of our house). and of **STYLES**, bordered, ruffled, double plain border, plain back, braided, etc., etc., too numerous to enumerate.

You will not have the best and newest in quilts this year if you do not carry our line. You will have the cream of the trade this year if you show our immense line to the women of your town.

**OUR TRAVELLER IS NOW HEADING YOUR WAY. DROP HIM**

**A LINE WHEN YOU ARE READY FOR YOUR FALL ORDER.**

K. Boissevain, 301 St. James St., Montreal.  
 J. M. de Bosch Kemper, 301 St. James St., Montreal.  
 J. H. Parkhill, The Arcade, Toronto.  
 J. M. Macdonald, McIntyre Block, Winnipeg.  
 J. W. Woods, 75 Queen Street, Ottawa.

# The Alaska Feather & Down Co.

Limited

301 St. James Street, corner Victoria Square

**MONTREAL.**

THERE IS ONLY ONE...

# PRIESTLEY



Your customers will appreciate your store better  
if you keep ~~any other~~

PRIESTLEY'S FASHIONABLE FABRICS.

## S. Greenshields, Son & Co.

Sole Selling Agents

MONTREAL, AND VANCOUVER, B.C.