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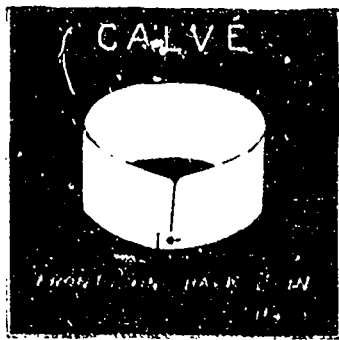
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# THE DRY GOODS REVIEW

CANADA



FALL TRADE EDITION JULY 1898



LADIES'

NEW SHAPES of  
Collars and Cuffs

made in Montreal



LADIES'

"Special Quality"

FOR LADIES

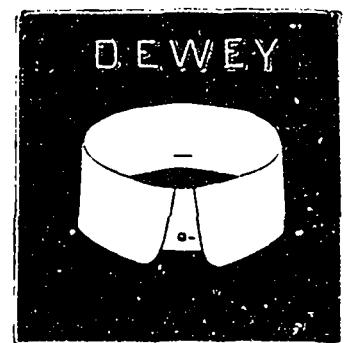


MEN'S

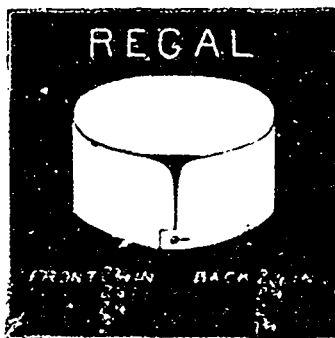
AND

"Extra Quality"

FOR MEN

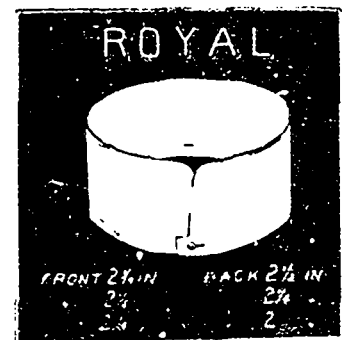


MEN'S



MEN'S

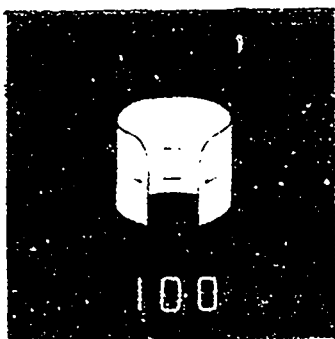
July Delivery



MEN'S

TOOKE BROS.

MONTREAL



LADIES'



MEN'S



LADIES'

---

# FALL 1898

---

OUR TRAVELLERS

ARE NOW SHOWING SAMPLES

## FOR THE COMING SEASON.

YOU WILL FIND

# OUR STOCK

FULLY ASSORTED AND COMPLETE IN

## EVERY DEPARTMENT

COMPRISING LATEST NOVELTIES IN

### *STAPLES*

### *DRESS GOODS*

### *CURTAINS, CARPETS*

### *SMALLWARES, etc.*

CAREFUL INSPECTION INVITED.

---

# S. GREENSHIELDS, SON & CO.

MONTREAL, AND VANCOUVER, B.C.

Sole Selling Agents  
for

PRIESTLEY'S DRESS FABRICS

PEWNY'S KID GLOVES

"EVERFAST STAINLESS HOSIERY."

# Wyld, Grasett & Darling

Departments



## Staples

-Including

Factory Goods  
Dress Goods  
Smallwares



Imported  
and  
Canadian

Woollens

Linens

-- AND --

Men's  
Furnishings

Stock for Fall trade will be found very complete and attractive in all departments. We are giving special attention to Smallwares, which will be kept fully assorted all the year round.

*Specialties: CASIMERE HOSE, WOOL HOSE, CASIMERE and RINGWOOD GLOVES, WOOL MITTS, Ribbons, Laces, Trimmings, and large range of LADIES' UNDERWEAR, Etc.*

Our Factory Goods---Pants, of all kinds, Overalls, Reefers and Ulsters---will be found extra value, well finished and right cut.

TRAVELLERS' AND LETTER ORDERS SOLICITED.

# Wyld, Grasett & Darling

TORONTO

HAVE YOU ORDERED  
"Maple Leaf Brand?"

THE  
Goderich Knitting Co.  
- GODERICH - Limited

are Leaders in Fine Grades of

**HOSIERY**

Fleece-Lined, and

**FINE MITTS.**

Bicycle Hose a Specialty.

J Y SHANTZ.

The

D B SHANTZ

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.

FACTORIES:  
BERLIN, ONT., BUFFALO, N.Y.

WAREHOUSE:  
CHICAGO, ILL.

PATENT

**LOCK STITCH HOSE**

For Men, Women, and Children.

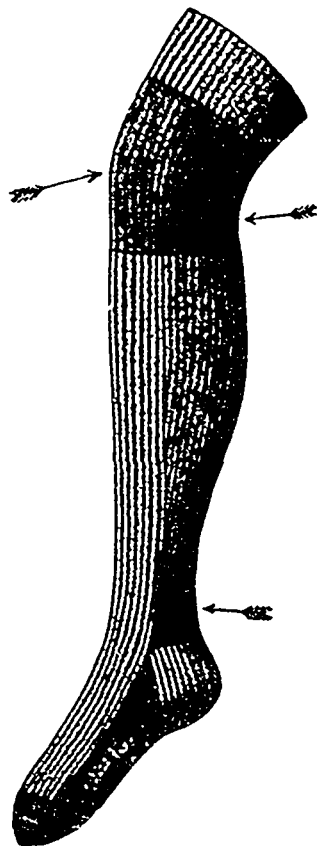
OUR . . . .

**10 Fold Knees and 6 Fold Ankles**

are an absolute necessity for

**BOYS and GIRLS WITH KNEES.**

CARRIED BY LEADING WHOLESALEERS.



**WILLIAMS & BELL, Montreal**

Sole Agents for Canada.

THE HIGH-CLASS MATERIAL

MARKED

# Viyella

REG'D.

## DOES NOT SHRINK

**For Ladies'**

- Nightdresses
- Knickerbockers
- Cycling and Boating Costumes
- Dressing Gowns
- etc., etc.

**For Children's**

- Frocks
- Nightdresses
- etc., etc.

**For Men's**

- Golfing and Boating Jackets
- Tennis Suits
- Day and Nightshirts
- Pyjamas
- etc., etc.



**The "Queen" says:**

The warmth of the material and the softness of lawn

**DAY AND NIGHT WEAR**

**The "Field" says:**

Most acceptable material for day and night wear

REGISTERED TRADE MARK.

Every Genuine piece of "Viyella" bears the "Viyella" label, every 5 yards, on the selvage.

PRICES AND SAMPLES SUBMITTED ON APPLICATION.

Canadian Agent

**WM. HOLLINS & CO., Limited**

Nottingham, and 9 Friday St., London, England

Spinners and Manufacturers

**MR. J. A. ROBERTSON**

Board of Trade Building

MONTREAL

# THE MARITIME WRAPPER CO. LIMITED



## WRAPPERS and TEA GOWNS

Complete Fall line now being shown

*Comprising novelties and excellent value in*

## Wash Goods, Flannels and Cashmeres



Our line gathers strength as the season advances. It is marked by the expression of unique fashion ideas, and carries on its face the strongest arguments why every buyer should inspect it.

The garments appeal to the judgment of those who know good values when they see them.



### Factory and Home Office, Woodstock, N.B.

ONTARIO

I. H. PARKHILL  
Toronto

MANITOBA AND N.W.T.

STRACHAN & COUSE  
Winnipeg

QUEBEC

W. R. BAINE  
Montreal

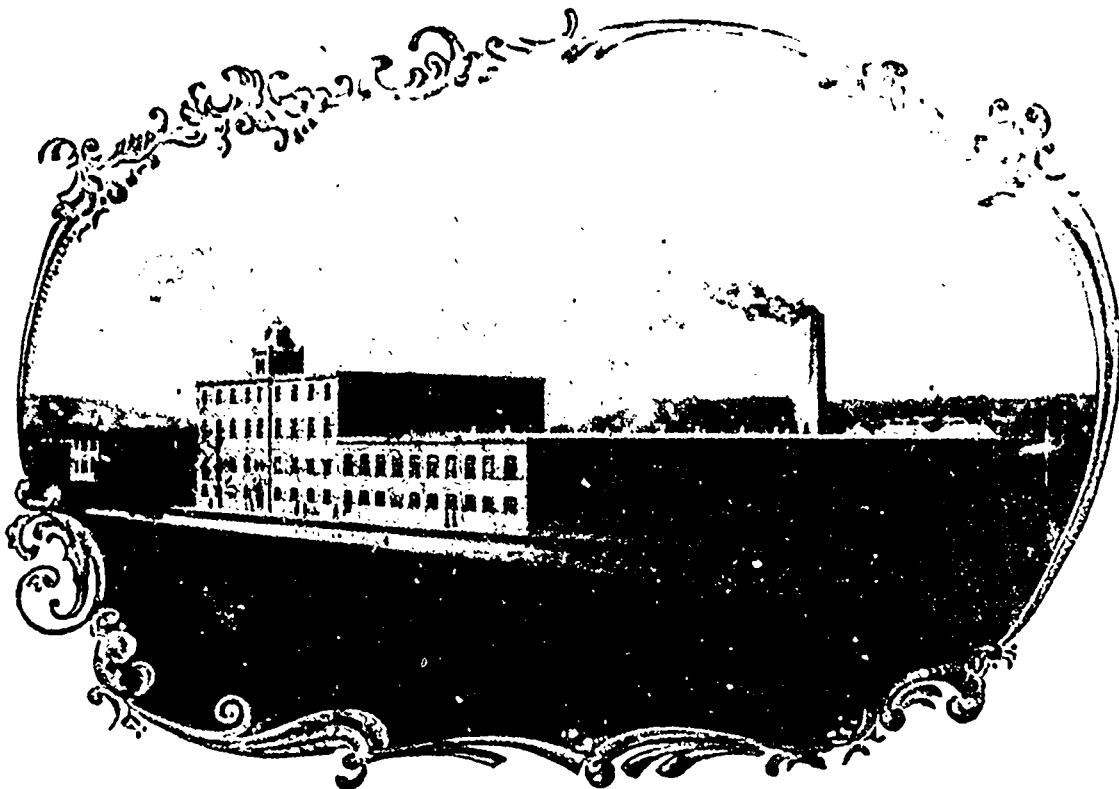
BRITISH COLUMBIA

R. E. COOPER & CO.  
Victoria

MARITIME PROVINCES

R. J. HURST  
St. John





THE WATSON, FOSTER CO'Y, Limited, Montreal.

**SEASON 1898-9**

# Our New Wall Paper Samples

WILL BE

**THE FINEST LINE FOR CANADIAN  
TRADE EVER SHOWN IN CANADA**

Comprising . . .

**BROWN BLANKS**

**WHITE BLANKS** (with blended borders).

**GLIMMERS** (with blended borders).

**LIQUID GILTS** (with 1 and 2 band blended borders).

**VARNISH GILTS** (blended and clouded borders).

**EMBOSSSED GILTS** (blended and clouded borders)

## **SPECIALTIES** \_\_\_\_\_

22½ in. **HEAVY FANCY EMBOSSSED GILTS**

12 Color Floral Effects.

**TAPESTRIES**, 22½ in.

**INGRAINS** (20 shades) with 9, 18, 22½ in. Flitter Friezes.

Travellers will show our samples in Maritime Provinces, commencing June 20th, and in Ontario July 4th.  
Buyers are kindly requested not to place their orders until they have an opportunity of inspecting our goods.

W  
A  
L  
L



P  
A  
P  
E  
R  
*Ret July 1880*

“WHAT WE HAVE WE’LL HOLD”

We have been doing more than holding our own—for every year our business is increasing largely and many new customers are added to our books.

This is PROOF POSITIVE that our

**WALL PAPERS**

find ready sale and are profitable to the dealer.

OUR NEW LINE is now on THE ROAD

DON'T FAIL TO SEE IT BEFORE ORDERING.

**M. STAUNTON & CO.** Manufacturers  
TORONTO, ONT.

# The Celluloid Company

30, 32, 34, 36  
Washington Place

NEW YORK

ORIGINAL and ONLY  
Manufacturers of

"CELLULOID" Interlined Waterproof  
Collars and Cuffs . . .

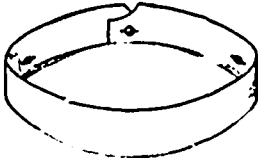
All goods made by us are stamped as follows :

Absolutely No

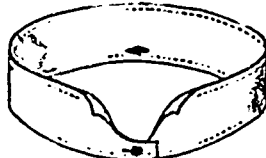


TRADE  
**CELLULOID**  
MARK.

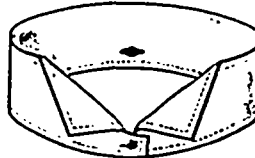
Others Genuine



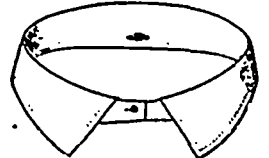
**ROMAN**  
Sizes 15 to 17 1/2 in.  
Front 1 3/8 in.  
Back 1 in.



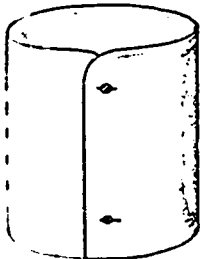
**VULCAN**  
Sizes 13 to 18 1/2 in.  
Front 1 1/4 in.  
Back 1 1/2 in.



**TITAN.**  
Sizes 13 1/2 to 20 in.  
Front 2 1/2 in.  
Back 2 1/4 in.



**ROYAL**  
Sizes 12 1/2 to 20 in.  
Front 1 3/4 in.

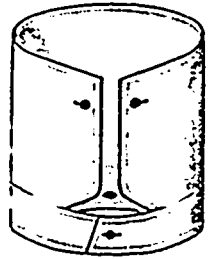


**EXCELSIOR.**  
Sizes 8 to 11 1/2 in.  
Width 3 1/2 in.

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

**CAUTION**

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



**FIFTH AVE.**  
Sizes 9 1/2 to 11 1/2 in.  
Width 3 1/2 in.

— The Celluloid Company

## Gobelin Art Draperies.

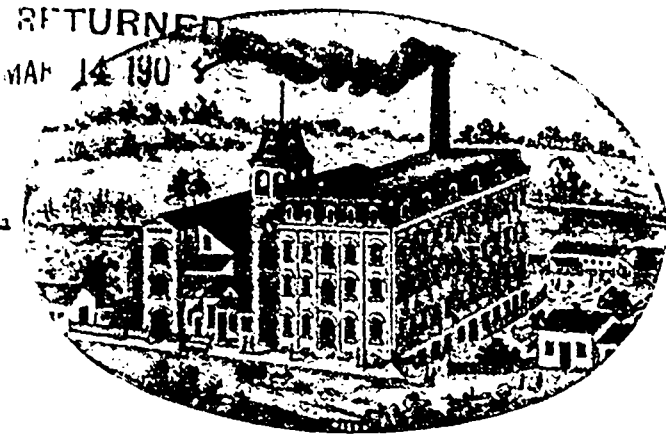
SILKALINES	CAMBRICS
EMBROIDERED MULLS	
CRETONNES	SCRIMS
ART TICKINGS	TENIMS
VILLA CLOTHS	BURLAPS
GLAZED CAMBRICS	SATINES

For Sale by Jobbers.

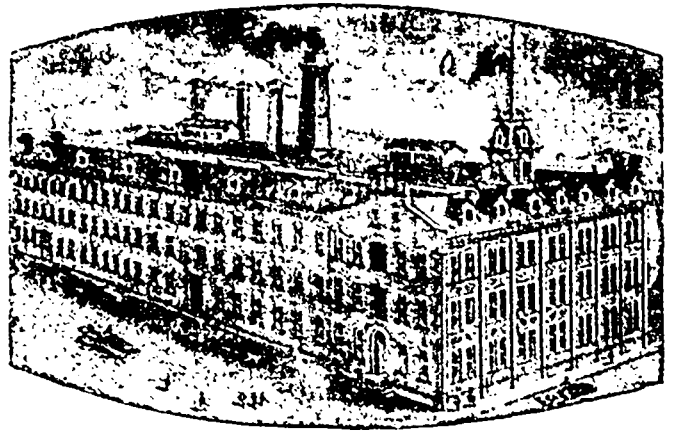
# Wm. Simpson, Sons & Co.

Represented in Canada by...  
 15 ELAN WALKER, Manchester Building, Toronto  
 DAVID KAY, Fraser Building, Montreal

Philadelphia—New York.



MILL NO. 1



MILL NO. 2

# The Penman Manufacturing Co.

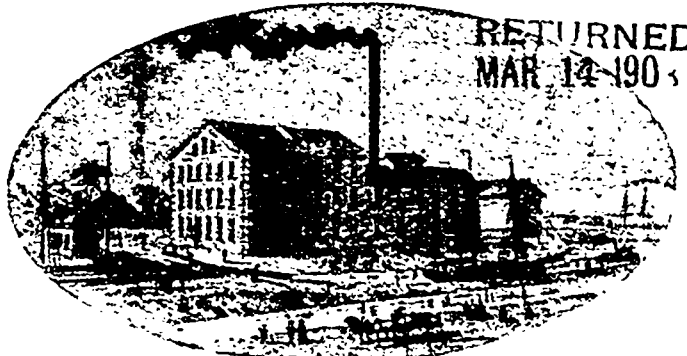
Head Office: PARIS, ONT.

Limited

RETURNED



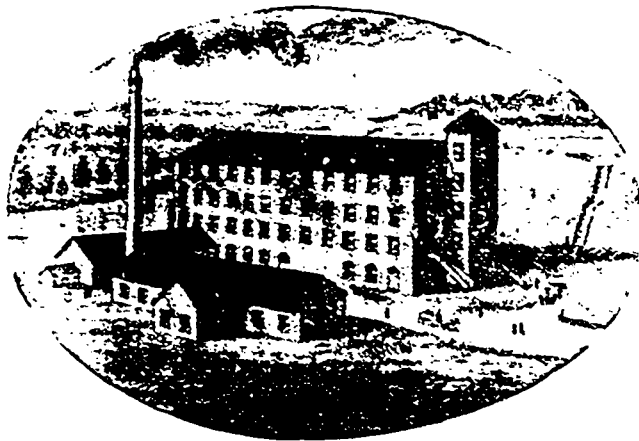
MILL NO. 3



MILL NO. 4

RETURNED  
MAR 14 1905

Full lines of our **FALL GOODS** now being shown by the wholesale trade.



MILL NO. 5



MILL NO. 6

RETURNED  
MAR 14 1905

*Morrice*  
*Call Book 31*  
*Page 78*

SELLING AGENTS

D. MORRICE, SONS & CO., MONTREAL AND TORONTO.

# Finlayson's Linen Threads

*ARE THE . .  
BEST MADE*



The Mills at Johnstone, Scotland.

Use the best and have your  
work turn out satisfactory.

---

Finlayson's Threads are **FULL WEIGHT** and **FULL LENGTH**.

---

Agents for Canada

**John Gordon & Son, ...Montreal**

# THE CANADIAN GOODS DRY REVIEW

VOL. VIII.

MONTREAL AND TORONTO, JULY, 1898.

No. 7.

## CANADA'S SHORT ROUTE BETWEEN CONTINENTS.

Advantages of Situation Enjoyed  
by Canada—Her Sea Routes to  
Europe and Asia a Vital Feature  
of Her Expansion.

Specially Written for THE DRY GOODS REVIEW

HAVE you ever considered what geography has done for Canada? By occupying the northern, instead of the middle or southern, zone of the North American continent, Canada owes to Nature certain priceless advantages—somewhat slowly utilized it is true—but becoming more and more evident as international trade by sea and land gets to be the determining factor in the modern relations of great countries.

It took generations to realize the real facts. The United States developed first, by reason of its being the oldest settled part of the continent by the English race. Population poured in there, and the resistless wave of emigration westward carried English civilization to the Pacific coast—but first in territory acquired by the United States. The first transcontinental railway was constructed across the plains and through the mountains to a harbor in the United States, whose outlook was Asia, Australia and the Islands of the Eastern Seas. Capital naturally poured in first to a country thus developed and thrown open to the world. By the year 1860 the United States had a long start. The native energy of its people did much; capital and settlers from abroad did more; the facilities already provided for expansion accomplished the rest.

Now, Canada began to wake up. From 1800 onward, at intervals, the thought had occurred to a few men here and there that a Britannic Union of the northern Provinces would result in a New Empire from the Atlantic to the Pacific. The obstacles were real and seemed unsurmountable. The great plains were the hunting grounds of the Hudson's Bay Company. It was not the duty or the interest of the company to tell the world that the region was more than the habitat of fur-bearing animals; that it had the soil, climate and resources which—by the labor of men—expand into a great country. The Rocky Mountains were (of course!) a natural impassable barrier. What could you do with Provinces separated by nature, supposed to have a somewhat forbidding climate and dwarfed in the eyes of Europe by the splendid development of the United States?

All the idea lingered in the minds of men. It found its way into politics, and was discussed as a sort of magnificent dream. As

steam applied to transportation, and electricity to instant communication, came to the fore, Canadians were found to be foremost in utilizing these forces. Two Canadians, Samuel Cunard and Hugh Allan, were the pioneers of Atlantic steam navigation on a large scale. Gisborne, another Canadian, projected and helped to lay the first Atlantic cable—the credit for which was

afterwards claimed by the capitalists, who found the money. But the Canadian, Gisborne, was the pioneer.

Finally, a plan of union forced its way into Canadian politics. It fell, curiously enough, to the lot of two Scotsmen, one with the shrewd sense and mental strength of the Lowlander, the other with the courage and the imagination of the Highlander, to join forces and re-create in America for the English Crown, which both men served so loyally, a new Empire, to replace that which George III., and Shelburne, and Charles Fox had, in 1783, so stupidly and senselessly thrown away. When history comes to be written, the uniting of two men of strongly antagonistic party interests, like George Brown and John A. Macdonald, to carry the Canadian Dominion into existence in 1867 will be related as a crucial episode in the annals of the Colonial Empire.

Since 1867—the date of the real beginning of Canada—the Intercolonial railway has been built from the Atlantic Coast into Central Canada, and the Canadian Pacific railway now spans the continent—these two lines providing a route by rail entirely through British Canadian territory and connecting at both coasts with British fast steamship lines to Europe, Asia, and Australia.

In this way Canada has become a highway of commerce between three other continents. Its midway position in this respect is now clearly demonstrated. It is the natural, because the shortest route, for all quick freight, for passengers and for mails. While all-sea routes still give lower rates, owing to the cheapness of water carriage as compared with railways, and while this condition will continue for some time, the tendency is toward the short route. Time is, more and more, an object in modern commerce. No longer do staple products form to the producer the most profitable part of sea-borne freights. Perishable products are an important factor in foreign trade. Wherever agriculture is the chief occupation of a people, and the former is enough wideawake to seek markets abroad as well as at home for special lines, the geographical situation of the country is of vast import.

No one who consults a map of the world can fail to notice the Canadian advantage in point of situation—first, the Dominion's

proximity to Europe; second, its nearer intermediate position between Europe and Asia; thirdly, its natural connection with Australia, enhanced by the political tie that binds them together. Consider what this means now, and what it portends. The clear outline map of Canada and the Continents, which accompanies this article, indicates the central idea—Canada as a convenient producing centre and highway of commerce. The Atlantic ports of the Canadian coast furnish the shortest ocean routes to Europe—Halifax and St. John are nearer Liverpool by a day's journey than New York and Boston. Quebec and Montreal enjoy a similar advantage. The comparison is instructive and apt to be overlooked:

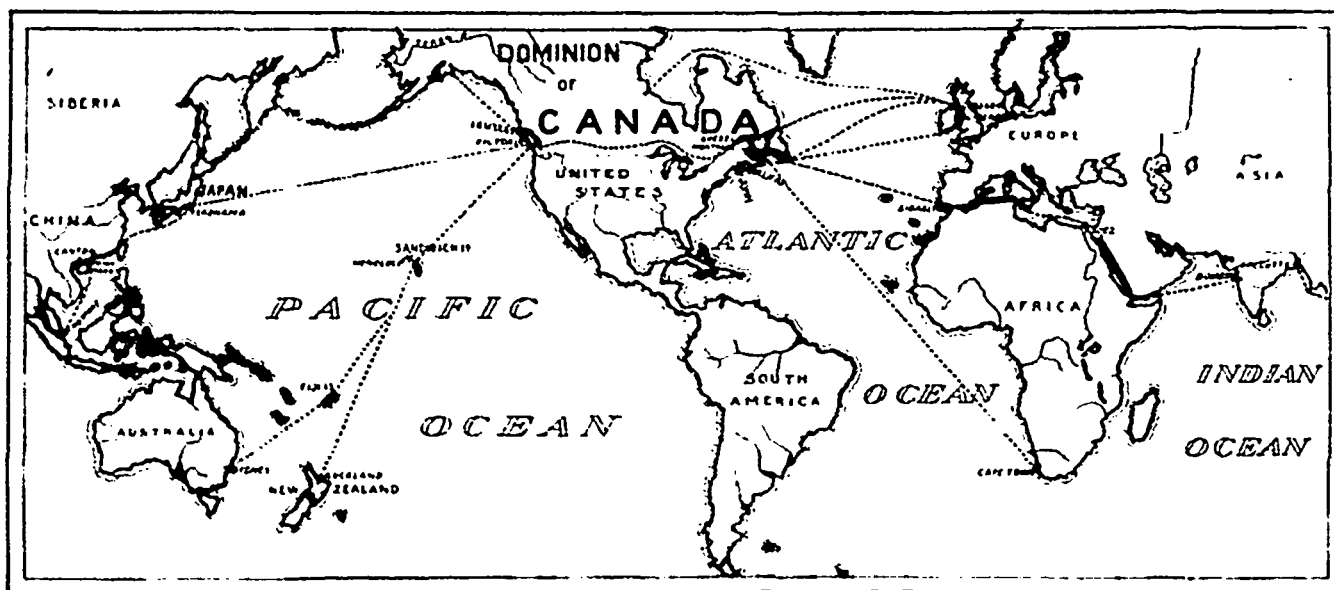
Liverpool to Halifax.....	2,445 miles
" " St. John .....	2,721 "
" " Quebec.....	2,634 "
" " New York .....	3,025 "
" " Boston .....	2,790 "

The fact that low freights might draw traffic to ports south of Canada is met by two conditions which must soon come into play: The Canadian Atlantic fast line, to be in operation in eighteen months, gives a quicker and shorter sea and land voyage for travelers between

in the future of eastern trade. The distance from Liverpool to Hong Kong, via Halifax and Vancouver, is 11,994 miles, while the distance from Liverpool to Hong Kong via New York and San Francisco is 12,879 miles. The difference in favor of the Canadian route is thus over 800 miles, and this is further distinguished by the fact that navigators prefer, on account of the prevailing winds, the direct line towards Vancouver, even when the ultimate destination of the vessel is San Francisco. In the carrying trade of China, Japan and the farther east, these points are of consequence where a through route, partly sea and partly land, is employed.

Victoria is 4,320 miles from Yokohama, Japan, and 5,949 from Hong Kong, China. San Francisco is 4,750 miles from Yokohama and 6,379 miles from Hong Kong. At present, the steamers from Canadian ports are the fastest, which still more prominently augments the difference in favor of Canada.

In spite of the advanced development of the United States and the existence of its thriving shipping ports on the Pacific many years before any Canadian ports were in existence; in spite of the fact that Pacific Ocean trade done by Canada in her own name is a thing of yesterday, the commercial growth of the past five or six



CANADA'S TRADE ROUTES AND MIDWAY POSITION BETWEEN THE CONTINENTS.

the two continents than any other, the deepening of the Canadian canals, to be finished next year, will enable vessels to penetrate up the St. Lawrence into the interior of the continent, at the head of Lake Superior, 2,400 miles from the ocean. In truth, Canada is on the verge of revolutionizing freight rates and quick routes between this continent and Europe.

The possession of Vancouver Island, with its rich stores of coal, and the coast line of British Columbia, estimated, with bays and inlets, to be 7,000 miles long, are of great value to the Canadian Dominion. The Rockies, once thought to be impassable, are now crossed by the Canadian Pacific at an altitude of 5,300 feet above sea level, and the gradients are the easiest of all the transcontinental railways. The land connection with the Atlantic coast is, therefore, perfect and continuous by a well-constructed and equipped modern railway, the trains of which can, when advisable, break the record in flying across the continent. This was demonstrated when the Imperial authorities wished to test the Canadian route by land and sea between London and Hong Kong. The time of the journey via Canada beat that of the route through the Suez Canal.

Canada's Pacific Coast connections are, therefore, vital factors

years is reassuring. In 1891, the imports and exports of British Columbia were valued at \$6,000,000 (£1,200,000). In 1897 the same trade had expanded to \$14,000,000 (£2,800,000). It must be borne in mind that Canada on the Pacific is a rich country—rich in timber, in fish, in coal, in gold and other metals. Besides the through trade which shorter distances secure to her, there is a local trade obtained by the possession of apparently limitless resources. Perhaps the most curious of all the beneficent gifts of nature to the Pacific region is that the coal deposits are of better steam-producing power than the coal areas south of the Canadian territory.

There is also the connection with Australia. The possibility of making commerce and travel, between Canada and Australia, grow into proportions worthy of competing with other routes, was considered an idle dream not so many years ago. But possessing the Canadian Pacific Railway and the shortest Atlantic route, Canada has been able to put in a plea both for through traffic and to set up a little trade of her own with the colonies under the Southern Cross. A small export trade, to Australia, of \$500,000 (£100,000), in 1891, had grown to that of \$1,500,000 (£300,000), in 1897, and

if we had the results of the present year they would show the same health and expansion.

There is a monthly steamship service, for passengers, from Vancouver to Sydney, and the Englishman of to-day travels from London to Australia under his own flag, and in less time by taking the trip through Canada.

The distance from Liverpool to Sydney, via Canada, is 12,800 miles so that whereas the traveler from Canada or the United States a few years ago would be apt to choose the Mediterranean voyage—longer and warmer—he has, to-day, first-class lines of railways and steamships via Canada, and a shorter and cooler journey. These are a few of nature's gifts to the Dominion, only available since rivers have been spanned by bridges, mountains penetrated by railways and oceans provided with fast steamers. A short table of distances, at this point, is convenient:

Liverpool to St. John, N.B.....	2,721 miles
St. John, N.B., to Vancouver, B.C. (C.P.R.)	3,387 "
Vancouver, B.C., to Sydney, N.S.W.....	6,780 "
	12,888 "

The community of interest thus set up, when joined to political affiliation, is a powerful lever in modern life. "It is true," as Dr. George Parkin, C.M.G., has eloquently written, "that we cannot shorten space, but we can shorten time, and in point of time oceans now separate much less than they did 50 years ago. We cross the Atlantic with steamships in as many days as it once took weeks by sailing vessels. Britain and Australia are less than 30 days apart. This is not all. The telegraph wire stretches under the sea as well as over the land, and puts remote parts of the world into almost instant touch with each other. You can send a message from England to Canada or Australia and get an answer in a few hours, or even in a few minutes. It is said that the sum of one thousand pounds is spent every day in paying for messages between Australia and Britain alone."

Here, again, Canada's midway position serves the union of Imperial forces and Imperial communications. At great cost land telegraph lines have been built from Nova Scotia to British Columbia, between 3,000 and 4,000 miles altogether on Canadian soil. The principal cable lines under the Atlantic land on Canadian soil.

It is now proposed that a Pacific cable from Vancouver to Australia shall be laid, thus completing the chain of all-British communication. The importance of the cable is being demonstrated in the Spanish-American war now going on. Especially is this true of a Sea Empire with its naval forces and land possessions remotely separated by distance over the world from the central point. On the basis now being arranged, Canada would pay one-third the cost of the cable, Great Britain one-third, and the Australian colonies one-third.

The English poet pictured England as the weary Titan groaning under the yoke of empire. But Canada having built an ocean to ocean railway, having chartered fast steamships on three ocean routes—Europe to Canada, Asia to Canada, Australia to Canada, having shouldered all the cost of land telegraphs, and having agreed to pay one-third the cost of the last link in the globe-encircling British cable, may fairly claim to be sharing the burden.

Take another look at the outline map. The central position of Canada gives her the trade routes. The naval stations at Halifax and Victoria, each with adjacent coal fields, the land and cable communications constitute her an indispensable link in the British Empire. But there is more than that. Canada, with its timber, coal, and iron, is a shipbuilding country. Possessing rich fisheries on both oceans, it has a large population of seafaring men. In

other words, it has the potentiality, as well as the partial position, of a maritime power.

Its shipping is even now of consequence. The tonnage of Canadian vessels trading all over the world is 779,135, and the number of vessels 7,279. The tonnage of all sea-going shipping entered and cleared at Canadian ports is about 12,000,000 registered tonnage a year. Not merely, therefore, by reason of geographical situation, but by maritime strength, does the Dominion look forward with confidence to the next five years.

C.

#### FRIENDLY FEELINGS A FACTOR IN TRADE.

From the London, Eng., Draper's Record.

THE commercial world is watching with the greatest interest the growing rapprochement between this country and the United States. Business men are generally pretty hard-headed, and do not hastily allow themselves to be swayed by sentimental considerations. That Venezuela business is too recent to allow us to think that Cousin Jonathan entertains any very disinterested affection for John Bull. But it is desirable to remember that many solid facts justified a considerable measure of dislike on the part of Americans for this country, while nothing in particular contributed to create a better feeling. But the outbreak of war between the United States and Spain brought a number of new feelings and emotions into play. In the first place, public sentiment in this country was naturally adverse to Spanish domination, quite clearly comprehending its incompetence, rapacity, and cruelty. In the second place, while not believing all they have been told about the purely humanitarian motives of Congress, our people generally have been convinced that sympathy with intolerable suffering had a good deal to do with precipitating the struggle. Moreover, everybody has felt that so long as a clean sweep was made of Spanish misgovernment in Cuba, it did not greatly matter that some of the motive power behind the broom was not wholly disinterested. Again, one of the combatants is English-speaking; and the world will never cease to be reminded that blood is thicker than water. Thus it has come about that the sympathies of Britons are almost wholly with America in the present struggle.

Down to the present the notable but not surprising fact cited above has not had time to produce much in the way of concrete results. True, when recently a measure came before Congress for the purpose of providing the necessary sinews of war, and it was found that one clause would act adversely upon trade between England and America, the provision was promptly expunged. The point to be considered is whether this country will be benefited by more acts of the same sort, or whether our sympathetic attitude will be rewarded only in kind. We are inclined to think that the former will be the case, and for this reason: except the nature be utterly selfish, the birth of a kind feeling towards anyone prompts to kind acts. Our colonies have recently been stirred in this way towards the Mother Country, with the result that Canada has accorded us special tariff advantages in return for our free trade policy, and other of the colonies are clearly meditating some similar step. Thus it may come about that with the arousal of warmer feelings towards the British power and people the United States may improve commercial relations between the two countries by tariff rearrangements. That this would be a most desirable result needs no emphasizing.

#### THE QUALITY OF SHETLAND WOOL.

Shetland hose is known to excel in the unusual fineness of the wool used for it, which is furnished by the lean Shetland sheep. The wool of this animal, which is thriving in a comparatively raw climate under scanty conditions, is not obtained by means of shearing, but by plucking, which is said to be harmless as far as the animal is concerned.



**CHARGE OF THE BARGAIN BRIGADE.**

(With proper apologies to Tennyson's poem.)

" **B**ARGAIN sale! Bargain sale!"

Newspapers thundered

Up to the palace of trade

Strode the Six Hundred.

"Forward! Our fortunes made!  
Charge on the clerks!" they said.

Into the palace of trade

Rushed the Six Hundred.

"Goods sold for half their worth."

Was this a cause for mirth?

Women who saw the sign

Not even wondered.

Theirs not to make reply,

Theirs not to reason why,

Theirs but to simply buy,

Buy in the palace of trade—

Thought the Six Hundred.

Bargains to right of them,

Bargains to left of them,

Front of them—back of them—

Volleyed and thundered.

What they bought none knew well,

Weak ones grew faint and fell,

Tho' dresses ripped, ker-r-r-rack!

Into the push pell-mell

Dove the Six Hundred!

Boldly and well they fought,

Then home her spoil brought

Each wife and daughter.

Let this be their defense,

All saved at least ten cents—

Some saved a quarter.

—Puck.

**HAMMOCKS FOR HOUSE AND OUTDOOR USE.**

Hammocks are likely to play a more prominent part than ever in summer housefurnishing this season. Besides their positive use as a veranda adjunct, and their potential benefit when the house party happens to outnumber the beds, it now appears as a parlor embellishment, according to an authority on decorative matters. Hung across a corner, or before an alcove, it has a way of breaking up the lines and angles of an apartment most successfully. The favorite hammock for this purpose is of a good gray color and of plainest fish net weave. Gay cushions of tartan, bandanna, give it color as well as comfort. The highly colored hammocks of fancy weave and fringed and self-upholstered were never in good taste, and this year they have not even the zest of novelty. For indoor service, especially, the plainest hammocks are to be preferred.

**THE CLERK HAD HIS REVENGE.**

A clerk in a Toronto store had sweet revenge, the other day, on a woman who had annoyed him. She wanted to look at baskets, and for that purpose the clerk took from the shelves a large assortment, until all but two were scattered over the counter. The woman did not want to buy, so she turned away, making the excuse, "I only came in to look for one of my friends."

The clerk felt rather exasperated, and replied, "Madam, if you have the slightest idea that your friend is in either of those two baskets still on the shelves, I shall be pleased to take them down for you to examine."

**CHALK IN OIL-CLOTH AND WALL PAPER.**

Of the many important crude materials which are used in the United States for manufacturing purposes, perhaps the only one for which they are compelled to rely upon the foreign supply is chalk, and while it is true that there have been a few chalk beds discovered

in the United States, the expenses of mining it have been so great that they have virtually no chalk product of their own. The greatest chalk beds in the world are found at Dieppe on the Thames River in England, and there is also another great bed near Copenhagen, Denmark. About 125,000 tons of it are annually shipped to the United States and admitted without duty. It arrives in a crude condition, and the processes for purifying and handling it are many and varied. As is well known, it is essential in the manufacture of oil-cloth, wall paper, rubber and many other articles. Canada imports most of its chalk via the United States. It comes in the crude condition and is prepared for use here.

**NEW IDEA IN UMBRELLAS.**

A revolution in the umbrella trade is expected to result from an ingenious design just patented by an ingenious Irishman, which is to be placed on the market at once. The ribs, instead of being fixed round a runner, end in T-shaped heads, and slip into two-grooved rings, which are closed by a screw. When a rib is broken the owner can, by a turn of the screw, put in a new rib in two minutes. The most useful part of the invention is the cover attachment. The ribs terminate with claws, and the cover is provided with silk loops which correspond, while an outside ferrule keeps the top in place. One cover may be replaced by another by simply twining the screw, and slipping the loops out of the claws.

**BELIEVES IN HIGHER PRICES IN THE STATES.**

The effect of the war on prices in the United States is a puzzle to many Canadians. They are not sure what the effect will be. Mr. O. P. Denman, president of the Gilbert Manufacturing Co., New York, wrote a letter recently to a customer out west, which indicates belief in a long period of higher prices. He said: "We are in the midst of a war with a stubborn foe, and the longer that war continues the higher will prices be for goods. Every individual in the United States must have food to eat and clothes to wear, and somebody is going to get this business. Such concerns as have the courage and the money to buy goods will surely come out ahead. There never was a war where all kinds of goods did not increase in value. Every portion of the United States—not only the manufacturing interests but in the agricultural departments—are going to be benefited, because so long as the Government is expending \$300,000,000 a year extra, almost the entire amount going into the hands of our own people, business will be good. Tell your friends not to hesitate about buying goods, for there are to be no lower prices for goods in the next five years."

**SHORTER LENGTHS, NOT LOWER PRICES.**

The crusade for shorter lengths is bearing good fruit. The time when the average retailer could satisfy his trade with a limited number of pieces in staple colors and regular grades has long since passed away. From two to four times as many are now necessary, says the St. Louis, D. G. Reporter, and, to meet the new conditions, jobbers had to begin cutting lengths long before the mill men saw the point. Some of the factories sought to rise to the emergency by cutting prices instead of lengths, but this was a shortsighted view, as was very quickly demonstrated when some of the mills began to put up smaller pieces. The greater variety offered under the new system proved even more attractive than the cuts in price. Many of the foreign manufacturers still adhere to the old plan of putting up their products in so-called "full" pieces, and prefer to "make prices" rather than get out of an antiquated rut. A foreign exchange suggests to these houses that it might be better for them to pay more attention to cutting lengths and prices alone. All of which is eminently correct.

## THE USES OF THE SELVEDGE.

PRACTICAL UTILITY AND THE AESTHETIC PURPOSE IT MAY SERVE.

**S**ELVEDGES on the woollen fabric, and indeed on all fabrics, serve a two-fold purpose. One of these is aesthetic in its nature, the other is utilitarian. Neither feature of the selvedge can be neglected without serious loss to the piece, and consequent disadvantage to the manufacturer. To understand the full significance of the selvedge we will have to go somewhat into detail.

The observer who enters a wholesale house, or even the tailor's establishment, cannot help but notice, as he looks at the pieces of woollen cloths in rows and piles about the shelves and counters, the selvedges of the goods. If the observer looks more closely, takes a piece in his hand, and unrolling it, holds it up to view, then, even more than before, the selvedge makes its impress upon him. We would be slow to assert that the observer is always conscious of the appearance and presence of the selvedge. This will depend largely upon the success in its manufacture and construction. But whether conscious or unconscious, its impression and its general effect is a matter of considerable reality.

A buyer takes up a piece, and, looking at it, makes up his mind that he does not like it. He does not know just why. If he were asked, perhaps he could not, without some thought, give his reasons. But on considering the matter thoroughly, it would finally appear that the selvedges were the feature that caused the note of dis-

cord. Unless a man is a technical man, unless he has some interest at stake, he will hardly even consciously observe the selvedge. But this does not destroy the truth of the fact that selvedges, when properly made and finished, go a long way to enhance and beautify the general effect of the goods. On the other hand, any observer, even the most casual, will admit that a poorly made, badly colored, miserably finished selvedge is a positive detriment to a piece of cloth from start to finish. The true result of the use of a selvedge, so far as the aesthetic feature is concerned, should be a condition of perfect harmony and accord between the selvedge and the body of the goods. If the selvedge is really correctly managed it will have the double effect of setting off the

beauties of the cloth, and of not attracting conscious attention to itself. To do this, and do it well, requires no little amount of skill and judgment.

So much for the aesthetic side of the use of the selvedge. As to its utilitarian purpose, we all know that it is so made that it will serve to protect the outside edges of the piece. It is strong enough to hold the outside warp threads firmly. Without the selvedge, the continual pull on the outer warp by the filling would curl them over or under on to the body of the cloth, and thus make an exceedingly poor finish, or no finish at all, at the edges of the piece. In the finishing department there are many processes that could not be satisfactorily undergone upon the whole face surface of the piece,

unless the selvedge was there to support and strengthen the edges of the goods. In these ways the selvedge becomes a very useful and indispensable feature.

While we may say all the above regarding the two-fold purpose of the selvedge, it may be further remarked that it is a mistake to suppose that the selvedges can be neglected in any way without harm and injury to the cloth. Personal experience has shown that there are some finishers who do not have the right idea regarding this apparently trifling part of the work.

Let us never forget a point of vast import in connection with this whole question; and that is, that a correctly made selvedge, one which fulfils both purposes, as explained above, and does it completely, is an indication of a carefully managed mill; and if we know that the mill is well managed, we have at once a good recommendation for the mill's output. Look at this assertion in the light of its opposite extreme.

You take up a piece of



"THE QUEEN, GOD BLESS HER."

This is an interesting reminiscence of Her Majesty's Jubilee in London last year. When the royal procession marched up Ludgate Hill, and into St. Paul's Churchyard, stopping in front of the Great Cathedral for the open air service, His Royal Highness the Prince of Wales advanced to address a word to the Queen. The kindly face of the Queen broke into a smile. At that instant a photographic snap shot reproduced the royal smile. The picture is probably the only one ever secured of the Queen smiling. *THE REVIEW* produces it for the first time in this country.

cloth, the selvedges you at once observe are chopped and wrinkled, turned in and worn away, badly colored and badly woven. The natural inference is, at once, that that cloth was made by a careless overseer, turned out by a shiftless finisher, and probably indicates a mill which is managed with louseness and laxity. In the vast majority of instances, where such a state of affairs exists, or where the selvedge has had to be trimmed off because it was not presentable, you will make this most natural inference regarding the finisher and the mill itself. The question of correct selvedges thus becomes one which may well demand attention, not only from manufacturers throughout the country, but also from retailers. *Textile World.*

## STORE DISPLAY FIXTURES.

THE MAKING OF THEM HAS BECOME A REGULAR BUSINESS IN FRANCE AND THE UNITED STATES.



A MAN in New York has taken the trouble to write up the extent to which the making of store display fixtures has become a business. Incidentally he quotes New York prices for them which are higher than one in Canada can easily realize. Generally speaking, these fixtures include everything which is expressly made and used for the purpose of exhibiting goods to be sold, in the ways best fitted to display their good points, and to attract the eyes of possible customers. The demand for them has been steadily growing during the last ten years, and has been greatly stimulated by the increased attention paid to show-window decoration, or "dressing," in various lines of business. This decoration is an art in itself, and in a large city every extensive dry goods firm or department store has a man especially employed to take charge of it. The window displays are frequently changed, and the decorator arranges them according to elaborate schemes of form and color, which are sometimes worked out from plans and sketches made in advance and submitted to his employers for their approval. The taste and knowledge of a skilled man in this vocation are seldom questioned, and in large establishments they enable him to draw a big salary.

## INTERIOR FIXTURES.

In the interior of a store, as well as in its windows, there are many devices for the attractive display of goods, the idea being to show each customer not only the different varieties of the article which he, or especially she, came to buy, but to lead to the purchase of other things exhibited, which might not be thought of, or desired, if they were simply piled up on shelves and counters. Among the most useful of these appliances are the cornice fixtures, so called, consisting of brackets, with cross rods, projecting over a counter, the goods being suspended from the rods. The new styles of these are made of steel lined brass tubing, often nickel plated, or, in the very latest designs, with oxidized finish in brass or copper. Formerly the rods were suspended from the ceiling by cords or wires, and this method is used in Europe to this day. The new pattern displays goods to much greater advantage. Cornice fixtures are made in great variety according to the size of the store and the character of the goods. Many of the brackets are provided with notched arms adjustable at any angle, the cross rods being placed in any notches desired. Metal frames are also used, either suspended from the ceiling by a standard or resting upon the floor, with easily adjustable combinations of arms and rods. These are designed both for interior and window display, and some of them permit the exhibition of an astonishing number of articles in a comparatively small space.

## VARIOUS MERCHANTS USE THEM.

The greatest demand for display fixtures is from the general dry goods trade, and the next from men's furnishing stores, while the general shoe stores come third in the use of them. They are required more or less in shops of all kinds, and are manufactured with special reference to different sorts of trade. A very convenient device for the millinery trade is a curved metal bracket, projecting from the wall, with a velvet-covered top to support a hat. Millinery hat stands, resting upon the floor or counter, are made in various heights of artistically turned woods or metal, the latter having a very hard, unbreakable base, formed of a material called adamant. This is a clay composition imported from Staffordshire, England, and is made in either jet black or ivory finish, with gold

ornamentation. The same material is used for flower-stands, shaped like cones, with fluted adornment. For the men's hat trade there are many styles and sizes of metal frames, showing from five to fifty-three hats on projecting arms, paralleled rods, or curved brackets. Frames in equal variety are supplied for the display of boots and shoes, some of the larger having a tier of glass shelves between metal standards, as well as an almost bewildering assemblage of convoluted brackets or arms.

Other articles in the display-fixture line are stands specially designed for the exhibition of neckties and gloves, handkerchiefs, collars and cuffs, umbrellas and canes, silks and laces, parasols, pipes, pistols, and baseballs; showcase fixtures, wire shirt stands, box-goods fixtures for counter display, counter mirror stands, adjustable draping stands, and glass-shelf stands, of many sizes and patterns, for china, glassware, druggists' supplies, fancy goods, jewelry, bric-a-brac, stationery, candy, bakers' goods, light hardware, and many other things. Special stands are now made, even for the display of dolls.

## WHY THEY ARE MADE.

The demand for display fixtures comes from towns all through the country, but is greatest, of course, from the large cities. It is supplied chiefly by three firms. While these do the bulk of the business, there are other smaller concerns, making about a dozen in all. A representative of a Connecticut factory said that it exported goods to Great Britain, France, Germany, South America, Canada, Australia, South Africa, Jamaica, the Sandwich Islands and Japan. The fixtures made in Europe, of which the French are the best, are much cheaper, but they are more clumsy and are inferior in both material and finish to the American goods, which they do not equal in variety. Therefore, people in foreign countries who want novelties send to the States for them.

The manufacture of paper mache forms, wax heads, etc., is generally separated from the other parts of the display fixture business, but they are sold by all engaged in the general supply. The number of manufacturers in this special line is about a dozen, of whom five are in New York, while there is one large firm in Boston. These forms are made in various sizes for the display of all kinds of wearing apparel for men, women and children. They are required in cloak and suit departments, by dressmakers, tailors, men's outfitters, etc. Those made in France, at least the best of them, are far superior to the American, and are from moulds taken from life. The finest have wax heads and arms attached, and they also come full jointed, so that the legs, arms and hands and feet can be moved, and a figure can be made to appear to run a bicycle, which is really operated by electricity. Such forms cost from \$60 to \$100 each in Paris, and are not imported, because of their expense, while the inferior grades of French goods, which are much cheaper, are also kept out of the States by the high tariff. Very good forms are made, however, on this continent and supply all practical purposes. Large mechanical dolls, which revolve and dance, and are placed in show windows to attract notice to them, are imported from France and sold in the States to a considerable extent. Their cost is about \$100 apiece. Other articles imported are the wooden arms and hands for the display of gloves, which came from Berlin, and are sold at \$4.50 to \$10 a pair.

A woman's cloak form, consisting simply of the bust and a wire skirt, with a metal top, costs only from \$3 to \$4, but when a wax head and a pair of arms are added it sells for from \$30 to \$40 in domestic make, and from \$75 to \$100 if imported. Men's full forms, with metal tops, cost \$6 or \$7, but with wax heads and jointed arms, the price is \$30 to \$50. For boys and misses' forms the price is according to size. A domestic made, full-jointed, or bicycle form, life size, male or female, costs from \$50 to \$80.

**CANADA'S PROSPECTS OF GOLD PRODUCTION.**

**POSSIBLE EFFECTS OF THE KLONDYKE OUTPUT ON THE WORLD'S TRADE.**

THE OUTLOOK IN BRITISH COLUMBIA REASSURING—AN ENTHUSIASTIC ESTIMATE FROM THE NORTH—WHAT CANADIAN EXPORTS OF MINERALS ARE—DOUBLED IN FIVE YEARS.



HOSE who are dubious of the future of trade in British Columbia should read an article in The Vancouver Province. It is, of course, enthusiastic. But there are some facts which must be borne in mind, and the writer brings them out with a confidence which has an interest for the manufacturers and merchants of Central and Eastern Canada. The

Province points out that anyone who thinks the Yukon "excitement" is dead, or is in any danger of dying, has only to note the desperate struggles of thousands to be first over every one of the numerous trails into the new Eldorado. Many thousands more are on the way, or are already on the Coast outfitting. When the cargoes of gold dust begin to come out next summer a new impetus will be given to what is already one of the greatest rushes known in the history of mining.

Meantime many reach the coast of British Columbia, and find, on closer inspection, that the admitted hardships of the northern country are not so much to their tastes as they appeared when viewed from a greater distance. Unwilling to return home without doing something, they are becoming interested in the many opportunities offered by the mineral regions of British Columbia. They find, on investigation, that the half has never been told of the possibilities of this Province, and already heavy investments in many directions attest to their appreciation of these facts.

Mining "schemes" there are in British Columbia, as in every mining country under the sun. But millions of tons of rich ore have already been produced; dividends are steadily flowing in; reports from men whose word carries weight throughout the mining world, and, above all, heavy investments by shrewd mining men, all attest to the fact that there is much more than "booming" and "scheming" going on in the Province.

The recent activity in smelter building and the formation in England of several smelting companies with ample capital and the coast of British Columbia as an objective point, is one of the most encouraging features of recent progress. These men are not "scheming" or "gambling," but have carefully considered the situation, and see clearly a legitimate business opening. The frothy period is past, and the British Columbia mineral industry is down to a solid basis. To succeed only needs the same amount of business caution and common sense that should govern other transactions. The "something for nothing" gambler usually has himself largely to blame if he loses his all.

**WHAT WILL THE KLONDYKE YIELD?**

In spite of the present positive reports of Klondyke gold yields, it is probable that several weeks must elapse before we really know whether the addition of the world's stock of gold from the Yukon and Alaskan district is going to be a vital factor in the world's trade or not. S. W. Wall has sent to a San Francisco journal an estimate of this year's output. He visited the creeks, and from talk with the miners, in advance of the clean up, estimated from the dry pannings that the yield would be \$27,640,000. It looks like a circumstantial statement, and is given in detail as follows, covering the Klondyke and Indian river divisions of the Yukon

mining districts, and based on a personal inspection of every working mine:

Bonanza Creek.....	\$12,465,000
El Dorado Creek.....	10,727,000
Big and Little Skookum Gulches, including the bench claims. . .	1,000,000
Hunker Creek.....	2,138,000
Near Creek.....	500,000
Dominion Creek.....	150,000
Sulphur Creek.....	150,000
Gay Gulch.....	300,000
Last Chance Creek.....	100,000
Gold Bottom Creek.....	60,000
All other creeks in the two divisions.....	50,000

But, after all, is it not guess-work, no matter how conscientiously the investigator made the inspection? Last year, the excitement which was felt all over the world was based on little more than a million of actual gold. It was the reported richness of the finds and the immense possibilities of the future that sent adventurous spirits in Europe, Australia and America into hysterics.

If the Klondyke actually panned out as the prophets hope, the effect on international commerce might be very important. After the Australian and Californian discoveries in the Forties a great store of gold was added to the world's supply and filtered into trade everywhere. Prices went up, and a period of prosperity ensued. Each year, now, the population of the world increases, but the gold yield does not keep pace with that increase, and, since 1873, the prices of staple commodities have declined with consequent stringency and periods of severe depression. If Klondyke gold pours down, as so many hope, the commercial results may be far-reaching.

**CANADA'S ACTUAL MINERAL WEALTH.**

But, getting down to hard facts, what has Canada been doing these last five years in the matter of mineral production? In 1893 the products of the mine exported were valued at \$5,625,526. The total for the five years are:

1893.....	\$ 5,625,526
1894.....	6,055,894
1895.....	7,214,666
1896.....	8,401,760
1897.....	11,550,087
1898 (estimated).....	15,000,000

That is, mineral production has doubled in five years. The export of gold and silver together in 1897 amounted to \$5,500,000—equal to the entire export of mineral products of 1893. That is a pretty good indication of how the natural wealth of the country is steadily augmenting.

The returns for the year ending June 30, 1898, have not yet been made up. But the returns for ten months (from July 1897 to April 1898) are available. It appears that in these ten months of the fiscal year 1898 Canada's exports of mineral products have been valued at \$12,500,000. The year will probably produce fifteen millions of exports in minerals. Taking 1897 it is found that the exports of the precious and other metals in detail were:

Gold.....	\$2,804,101
Silver.....	2,613,173
Copper.....	550,577
Lead.....	524,181
Nickel.....	498,515

These are indisputable facts, probably understated, as figures of exports usually are. So that, no matter what becomes of Klondyke, Canada as a producer of minerals is on the up grade.

**IMPROVEMENTS AT WATERLOO.**

Mr. J. Uffelman, one of Waterloo, Ont.'s well known merchants, has purchased the block at present occupied by him from Mr. John Shuh for \$5,000. Rooms in the second flat will be used as dental parlors by J. W. Hagey, D.D.S. Mr. Uffelman is also contemplating the enlargement of his store towards the rear.

**DUNOAN M'GREGOR MACDONALD.**

THE accompanying cut is a true likeness of Mr. Duncan McGregor Macdonald, fourth son of the late Hon. Senator John Macdonald, born June 6th, 1873, at Oaklands, Toronto, the family residence, which architects pronounce the finest in the city, where he still resides. He finished his education at Upper Canada College, a seat of learning that has produced more eminent scholars and business men than any other in the land, and of which Mr. D. McGregor Macdonald was one of the most successful students during his course of studies. He is now recognized as one of the brightest and keenest business men of his age in Canada, the influence he wields in the affairs of the firm, of which he is a member, being the surest evidence of the fact. He entered the firm of John Macdonald & Co. as an employe at the age of 16 years, and his aggressive abilities were so marked that in a few years he was sent to represent the firm as a commercial traveler over one of their most important territories. Success following his efforts in this capacity, his brothers, Messrs. John Macdonald and James Fraser Macdonald, who were the sole partners, seeing their business growing, a bright future for the firm and the exceptional business ability of their brother, offered him a partnership, which he at once accepted. In religion, he is a strong Methodist; in politics, independent; in society, a rising young man; in business, most popular with his compeers, and in the home circle the idol of his family.

**CUTS FOR USE.**

There is no good reason why every store should not have a good cut to illustrate nearly every article carried in stock. These cuts can be made without any expense to the store. In taking charge of the advertising of several large stores in the east, writes S. E. Whitmire, in a New York paper, I found them without a supply of serviceable cuts. I at once called upon the head of every department to furnish me with a list of the houses from which he purchased goods. To each of these houses I sent a polite letter, saying that we intended to use more and better pictures in our advertising, and that we desired cuts of every article of theirs we handled. I showed the manufacturers and wholesalers how it was greatly to their advantage to have pictures of their goods printed in our advertising. More than 90 per cent. responded, about 50 per cent. sending cuts by return express. Others stated that they would have cuts made and forwarded, and in a few cases we were directed to have cuts of goods made at the expense of the manufacturers.

It is always best to tell the manufacturer just what size cuts you need. If not he will ship you a lot of big, space killing blocks that will be of little if any use. Also state that you want clear outline cuts for newspaper use. Then you will not get a lot of half-tones and finely etched black cuts that will not show up. In a Brooklyn department store, where I had charge of the advertising, I collected more than 3,000 good cuts in about a month. I had a large cabinet made, and to each department I gave one or more drawers, and in these drawers I had the cuts of goods handled in that department carefully filed. When I went to write an ad. about soap, for instance, I could pull out the soap drawer and pick up a neat cut to illustrate any brand we were ready to push. Many cuts are sent that for some reason are not serviceable—too large, of goods that

you never push, etc. Such cuts I always returned to the senders with a letter of thanks. In this way I had on hand only cuts I had use for. After a supply of cuts is complete, it is a good idea to end them to your printer and have a few hundred or so proofs pulled of the whole lot, arranged by departments. From these proofs you can clip out any particular picture and paste it in your copy before it goes to the printer, showing just which cut you wish used and just where you wish it placed.

Well regulated advertising offices should have a clearing out of cuts every season. If not, your stock will accumulate until it will fill too much space. And you will also lose a lot of time going through dead cuts. Cuts of garments, for instance, are seldom good for more than one season.

**MEXICO TO MAKE HER OWN COTTONS.**

Hardly less important to the old established cotton manufacturing countries, and especially to Great-Britain and her colonies, than the rise of Japan is the rapid development of the cotton manufacturing industry of Mexico. An English consul, referring to the Mexican industry, reports that the native mills will be able, in a few years, to furnish all of the coarse cotton goods required by that country, thus striking a severe blow to England's trade with the republic. In 1897 new plants installed represented the minimum production of 300,000 pieces, and those now building or likely to be built this year will add 750,000 pieces to the annual production. As the average annual importation of foreign cottons is now only about 40,000,000 square meters, and Mexico promises to add 21,000,000 square meters to her production, foreign manufacturers are likely to meet with considerable opposition, more particularly as the high protection afforded by the tariff on cotton goods will tend to further encourage home industry. The extensive use of water-power gives Mexican manufacturers an advantage over their rivals. Nearly half of all the mills in the country are driven wholly by water, and only 28 out of 107 entirely by steam. The consul's recommendation to the English manufacturers is to exert themselves to introduce new articles direct to the consumers, instead of being content merely to supply goods for which there is already a demand—a demand, by the way, which is steadily on the decline.

**THE BEST KIND OF AN ALLIANCE.**

New York Dry Goods Economist.

If our Uncle Samuel has got to pick out a "best girl" among the sister nations of Europe, we cannot help approving his choice of Britannia. She is a lady of great strength of mind and body, of honesty and good reputation, and seems to have tastes more akin to those of Uncle Sam in regard to commercial, social, religious and other important matters than any other; but even with Britannia we urge that he should have only a platonic friendship—no marrying—none of the "With all my ships and men I thee endow."

**SATISFIED WITH THE MOVE.**

Jas. Park, general store, who moved from Granton to Lucan about 10 months ago, is more than pleased with the change. He does the dry goods trade of Lucan.

You will be interested in knowing something about the novelties we are showing for the incoming season. Here are a few of them :

- Plain, Fancy and Waved Traver's.
- Plun Vatis, G.K. 175.
- Reye Cotelte, G.K. 179.
- Ondule Soie, G.K. 199.
- Carde Pointille, B 277.
- Carreau Epingle, D 124.
- Mohair Caracul, Z 656.
- Silk Caracul, G.K. 196.
- Black Faconne, G.K. 180, 181.
- Electric Cashmeres. All Wool and Silk Melrose.
- Figured Russell Cords. Silk Warp Glorias.
- An extreme novelty---Zig Zag Freize Crepon, G.K. 192.

Full ranges in Plain and Mixture Costumes and Suitings.  
Mixture Coverts, Mixture Serges, and Mixture Whip Cords.

We beg to draw the attention of the trade to our exceptionally large range of **BLACK DRESS GOODS.** Every live Retailer should see them.

**SILKS.**

**SILKS.**

**SILKS.**

We have them.

**VARIETY.      STYLE.      VALUE.**

Chiffon--plain and plisse.			
Plisse Pongee	Plisse Taffeta.	Plisse Silk.	Plisse Silk Velvet.
Velveteens.	Velvets.		Sealettes.
Ulsterings.	Cloakings.		Mantlings.

In Imported Flannelettes, we have over 200 new patterns.

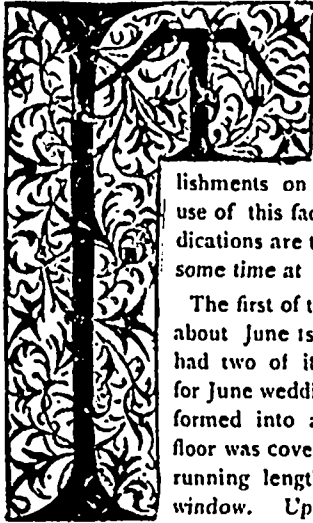
**Brophy, Cains & Co.,**

23 St. Helen St.

**...MONTREAL**

## WINDOW DRESSING.

SOME GOOD SUMMER DISPLAYS.



IS not surprising that a window display which presents a suggestion of the greenness, freshness of rural life should attract more than ordinary attention during the warm summer days. Some of the large establishments on Yonge street, Toronto, have made use of this fact to advantage already, and the indications are that the idea will not be dropped for some time at least.

The first of the displays of this nature was seen about June 1st, when a large departmental store had two of its windows dressed as "suggestions for June weddings." In one of these, fir trees were formed into a fresh, green background. The floor was covered with grass sods, a gravel path running lengthwise to a bench at one end of the window. Upon the bench was seated the bride, while the groom stood behind leaning on it. The figures were wax, but as both were dressed in most suitable attire, the display, from an advertising standpoint, must have been of considerable value.

The display in the other window was of a similar nature, the newly wedded couple in this case, however, being seated in a democrat, to which was attached a full-sized and well-painted wooden horse.

During the second week in June another unique display filled the window of this store. This time the display was intended to advertise campers' supplies. The background was of fir trees, with a rail fence in front of the trees. A medium sized tent, set up as if beside some quiet lake or stream, filled one end of the window. In the tent was an assortment of the goods suitable for such an occasion. On the floor, as in the previous displays, were grass sods, with a fireplace a few feet from the tent. A full-sized canoe was placed slanting from the floor to the ceiling, and in it were placed fishing tackle, etc. A fine likeness of a "coon" boy in stone was seated on a chair minding the fireplace. During the first couple of days of the displays, a barrel labelled "campers supplies," was placed at the end of the window opposite the tent. From the barrel the camper was taking his supplies, a choice assortment of canned goods, jams, pickles, etc., being arranged beside the barrel. After the second day, the camper was seen sitting on a chair, reading a morning paper with his supplies arranged in a prominent position in the window.

The finest display of this kind, however, was in the window of Hoberlin Bros., tailors, Yonge street, Toronto. The window was a corner one, too, which is hard to dress well. A brick wall was built (of painted wood) to form a background, with firs standing back of it, and reaching above it. The centre of attraction was a small boy, endeavoring to surmount the fence, but unable to do so because of the fact that a dog had a good grip on the seat of his trousers. The picture was interesting, in that it suggested to the ordinary man many an incident in his own boyhood, and it was made more interesting by the appearance of a farmer coming with a stick after the boy.

The value of the exhibition, as an advertisement, was enhanced by a card with the moral: "Do not steal; but if you are ever tempted, never wear Hoberlin's pants. No dog can tear them. Another neat card gave the information that Hoberlin Bros. were

offering special values in clothing during the month of June. These displays cannot but suggest some good ideas to general merchants and others in small towns as well as large ones.

### CARDS IN PARIS STORES.

It is interesting to learn that the managers of the great Paris retail stores are believers in window and store cards. A Paris correspondent of *The Dry Goods Economist*, writes as follows on this subject: It is not going too far to say, that in Paris the social status of a store may be decided on this alone. At all first class, and even many of the second-class establishments, the expense of fresh, elegantly printed cards is never begrudged, and when these are carelessly got up, or are allowed to remain on view after they are soiled, the storekeeper either writes himself down an incompetent business man, or runs the risk of being considered on the high road to bankruptcy.

At most of these special shops, and also in the best window's at the big novelty stores, price tickets are dispensed with. But not so all cards. The latest new name of a fashionable material or color written on a narrow card, straight or curved, does not vulgarize the show, while it is very useful in drawing attention to any particular exhibit. In the interior, placards meet the eye at every turn, now hung over a counter and describing the goods beneath, now at the entrances of galleries and halls to direct the customer which way to turn his footsteps. These placards are much larger than those used in the windows, and, when intended to be hung much above the line of vision, the lettering is at least a foot high.

### A WOMAN'S VIEWS ON TRIMS.

A woman writer, last month, made a tour of the New York stores for *The Chronicle*, observed the windows, and wrote up a series of suggestions, many of which are well suited to Canadian stores. The first suggestion dealt with millinery.

A millinery window hung with pale green, the whole background festooned with white lilies, wisteria and daisies, the sides with the same or some of the wild flowers now so popular—bunches of daisies, poppies, clover, etc., would be a pretty sight.

The chandelier might have ivy turned around its branches, with here and there a sprig of holly to brighten it up with its glossy red berries on the dark green leaves. If these flowers cannot be found at hand, wisteria, or any trailing vine or grass will do. A piece of green plush should be laid on the window floor in a soft way, so as to look like tiny waves on a lake in calm weather and on this a few large majolica or any kind of broad vases laid

In the centre a taller one should be filled with the flower that is most in vogue, or long branches of lilac, white or lavender. Under this vase, a little way on one side, fill a low, broad basket with violets, get a pretty price card with colored figures, or a colored border, and put it on the handle of the basket. On the opposite side a tray, or basket of a different shape, filled with roses, bearing a ticket with the price. One of these two baskets might be marked at the lowest possible price, as they would attract instant attention from their position.

The handsome and more expensive flowers should then be put in the large vases, violets with their long soft stems massed into one that would permit them to fall over an uneven brim of the vase in a graceful way. The dark green leaves of the violet scattered along the brim and trailing down the side, a bunch of the same foliage in the centre.

This vase may be modified in many ways, such as using two or three tones of violets, mixing white with them, etc.

A large star of mixed flowers might be laid in the foreground, and the other vases filled.

A window so decorated would be infinitely more attractive than mere boxes of flowers laid together.

The trimmed hat window might have flowers or untrimmed

# Some One Has Said —

\* **T**HAT "there is a tide in the affairs of men which, taken at the flood, leads on to fortune." It would seem sometimes that the same proverb would apply to success in business.

Some lines of business, constantly adhered to for a period of time, have become almost a monopoly, and the manufacturer, encouraged by his success, gets to be exacting, then aggressive, and finally overbearing. So of recent years with the successful manufacturing of Paper Patterns, the prices were high, the large volume of business contributed to immense profits, and they became very exacting with the merchant handling the goods. As patterns grew in favor with the people, they insisted that their contracts should be fulfilled to the letter, always at the expense of the merchant, and if he failed to comply, threats of removal to a rival house were resorted to. So that when four years ago there appeared in the columns of a Trade Journal the announcement of a new candidate for the public favor in the form of

## THE NEW IDEA PATTERN

which was offered to one merchant in every town in the Country, absolutely without written contract, and shorn of all the objectionable features which were attached to the old method of handling patterns, the Mercantile Community was at once attracted to it, and twelve months' advertising resulted in obtaining upwards of FIVE HUNDRED FIRMS who quickly "caught on" to the NEW IDEAS introduced by the new concern; one of the special features of which was

### The Uniform Retail Price of TEN CENTS

(Fifteen Cents in Canada and the Provinces)

then the doing away with large stocks kept in cases, and the substituting of a **COUNTER DISPLAY OF THE PATTERNS THEMSELVES**, nicely illustrated on printed envelopes, and the using of small cuts for newspaper advertising. The result was

## A Revolution in the Pattern Business

and the rapid growth of a NEW IDEA, in harmony with the up-to-date methods pursued by other lines of trade, and has compelled a reduction in price on all patterns sold at retail to-day, as well as many concessions in the interest of the merchant. Thus, the NEW IDEA PATTERN has become a public benefactor in the saving it has made in cost to the people.

As no successful venture in any line was ever permitted to advance far without opposition, so in this case several rivals have appeared to divide the public favor, but

## THE NEW IDEA PATTERN COMPANY

is entitled to the claim of having **ORIGINATED THE UNIFORM PRICE OF 10c. at Retail**, as well as the other NEW IDEAS in handling patterns now in vogue, and we are prepared to prove that, handled by our methods, it will

**OUTSELL any other Pattern now on the Market.**

# THE NEW IDEA PATTERN CO.

Home Offices:  
Nos. 636 & 638 Broadway  
NEW YORK.

Canada Office:  
Comstock Building, 75-77-79 Victoria St.  
TORONTO

Western Office:  
McClain Building, 237 Fifth Ave.  
CHICAGO, ILL.



## WINDOW DRESSING—Continued.

hats in the background. For instance, colored hats could be hung to form strips or plaids.

A window seen uptown had a pretty arrangement of red, white, green and yellow straw hats so arranged that they gave the effect of a brilliant Scotch plaid.

Another trimmed hat window was draped in green plush with a border of violets, jasmine and foliage. In the centre a wax figure with yellow satin fichu and black lace wore a pretty watteau hat in several tones of yellow and a garland of roses covered with black lace.

It served to bring out the black hats that were grouped around, which would otherwise have looked rather sombre, and failed to attract attention.

Many ladies will wear only quiet hats in black and violet or white trimming, and these in a window fail to catch the eye unless some bright color in harmony or contrast enlivens the whole. In this case nothing could have been prettier than the yellow hat with its roses and black lace.

Of course, any other color would do, provided it were the proper one for the other hats displayed.

When hats of all colors are put in a window the main thing is to get the right ones together.

A ribbon and notion window had a white background, against which a lot of broad ribbons in white, cerise, yellow, turquoise and other shades were hung from a line at the top in such a way that each ribbon showed the full width, and the white came near cerise, yellow near crimson, turquoise grey, etc. These were then brought to another line at the bottom, where they lapped over each other as at the stem of a fan, thus forming a perfect fan of ribbons in all colors on both sides of the window.

In front a large tray with a mirror in it, on which were laid rhinestone daggers, cabochons, etc., rolls of ribbon, and other articles around.

A display of silk was called a "study in grasshoppers." A lot of grass-green silk lay in rippling folds on the window floor. Silks in various harmonious shades of green hung around the back and sides. In the back corner four large grasshoppers stood on hind feet, as if surveying the pretty things around them. It was a most attractive sight, at which a number of ladies were gazing with great interest.

Japanese goods in a window were very beautifully arranged in pale red, blue with white.

A border of twisted crepe paper in these colors framed window and background, the latter being three strips of crepe paper in broad bands of red, white and blue.

Shirt waists of white and red, and blue and white striped percale, and the same in silk, were prettily arranged with neckties of red, white and blue satin, and other colors hung in rows in the background.

Children's white dresses and all the dainty lingerie for the little ones looked attractive in a window hung entirely with the pretty lace-trimmed dresses.

In the front, dolls of several sizes were dressed in the suits, and white caps or hats. A large doll in front had a dainty handkerchief in her hand, and another was taking a little lace-trimmed bib from a satin-lined corbeille filled with everything necessary to baby's toilet.

Blue dresses were put on figures in another window, with white pique waists with a polka dot of red or blue. The waists set off the blue dresses, and attracted a great number to look at them.

A window, in which rugs and carpets were shown, had portieres hung all around, and rugs spread about in the window. A few

rolls of carpet stood on end in the corners, and two in the back, and on these stood majolica vases filled with palms. This window had a most distinguished air, whereas nothing could be more dull and unattractive than these goods if merely hung around in a careless way.

*If things look bright and interesting, people will stop to look at them, and a great many of those who look will want to know the price, if it is not already on the article.*

It is only one more step to buying, provided the saleswoman inside is amiable and shows a desire to please.

Brighten up the windows, especially when cheap goods are shown; rich, handsome things are pretty anywhere.

A few pretty ornaments, pictures or picture frames of the photo size, chains and pins, some art needlework, sofa cushions in linen, on which the Stars and Stripes have been, or are to be, worked, these would attract when plain vests, stockings, handkerchiefs, etc., would look dull and uninteresting. Vases of flowers, ribbons and colored neckties give brightness to dull colors.

A window of white goods could be made beautiful by festooning the borders, pillars, chandelier, etc., with green smilax.

The same flowers or other decorative appliances may be used on many occasions, and it is well worth the trouble and cost, for it will attract people and bring them into the store.

Even if only one in a hundred should buy at first, the fact of the crowd being there will certainly attract other crowds; the reputation of the store grows, and a rushing business follows. Try the plan, the result will be more than satisfactory.

The people who see the windows will gain ideas in art and refined taste, and the store will gain a great increase in business.

### HUMAN ATTRACTIONS IN THE WINDOW.

Perhaps the first instance where human forms were displayed in show windows was when the "Seven Sutherland Sisters" showed their long hair to the admiring gaze of New Yorkers, and sold thereby thousands of bottles of their hair tonic. This was some forty years ago. Cigar dealers hire Turks to roll Turkish cigarettes in their windows; shirt makers put a girl with a sewing machine in the centre of the window to show just how the garment is made; milliners and cloak makers hire beautiful creatures to sit in their windows and try on a succession of hats and capes. And the people watch them—are intensely interested. At Siegel, Cooper & Co.'s New York store, a dentist works all day filling the teeth of a pretty girl seated in the operating chair, and throngs of people watch him. One doesn't dare wonder how she happened to have so many unfilled teeth, or why this much advertised dentist can work a week on one month without ruining his reputation for speed. At Fred. Greisheimer's Chicago store, a man lately rode a bicycle eight hours each day for six days, and purchasers at the counter guessed how many miles he would cover in that time, the nearest guesser winning a suit of clothes. The bicycle was set in a frame at the centre of the window, and the rider worked as hard revolving the pedals as if he were on the boulevards. One of the most curious examples of human window displays was shown in Pixley & Co.'s store at Terre Haute, Ind., recently. "Prof." Harry Mack, a young hypnotist, hypnotized his wife, a very attractive lady, at 2 p.m., before throngs of people, and left the lady sleeping in the window until 8 o'clock, when he awakened her. No one passed near in the interim who did not pause to examine the sleeping beauty—even men did not disdain to gaze curiously upon the hypnotized form.



**LOOK  
OUT**



The only perfect Waterproof Coat  
in the market is the celebrated

**Beaver  
Brand  
Mackintosh**

We challenge the world to produce another coat having the same advantages.

The manufacturers of the **Beaver Brand Mackintosh** absolutely guarantee that their coats will **never harden or decompose** and that they are **thoroughly waterproof**.

If you order other makes without giving us a trial you will be losing money. **The cut, make and finish**, and price of the **Beaver Brand** practically defy competition. If your jobber does not keep our make please send order for sample Coat direct to us.

**SPECIAL LINES**

We are now showing a range of fashionably cut **Covert Coatings**, double-breasted, with handsome velvet collar, in three shades, that can be retailed at \$6.00, and still leave an **A 1** profit for the merchant.

Good value in **Diagonals**, in **Black, Blue and Brown**, to retail at \$6 00.

Send for Sample Coat and see for yourself.  
When ordering please mention **THE DRY GOODS REVIEW**.

**The Beaver Rubber Clothing Co.**

1490 Notre Dame St., . . . **MONTREAL.**

Sole manufacturers of Beaver Brand Macintosh.

## THE WOMAN SHOPPER'S FOIBLES.

HOW A RICH CUSTOMER MUST BE SATISFIED AND WHAT IT COST  
IN ONE INSTANCE.

Told by the Departmental Head of a Big Store.

SOMETIMES it seems to me that our big stores are run primarily for the convenience of shopping women, and, in the background, the firm gets a little profit, if it may. Certainly the shopping women do not hesitate to demand the most extraordinary concessions.

A woman came into the carpet department the other day to look at floor coverings. She was extremely hard to please, and finally the salesman said that he would send home to her a roll of carpet that she might spread it on the floor and see if it harmonized with her hangings and furnishings, it being, she explained, very difficult for her to carry their coloring in her eye. This was done, and a second visit from the customer followed. She wasn't quite sure that the shade was quite right, and would we mind sending up another roll which showed a little darker design? This was done, and the day after she came in enthusiastic. The carpet was perfectly suitable in every way, and we might go ahead and make it up.

It was a handsome moquette carpet, and the room was large, with several deviations from regularity. Measures were taken and the order finished at the prescribed time. It left the house one Thursday morning, and was put down before night. On Friday she appeared at the store. In a few moments the salesman who had conducted the proceedings thus far sent for me. I found the woman in one of the most difficult moods we encounter in customers. She threw herself absolutely on our mercy. She said that we had done everything in our power, and she had supposed that the carpet was a perfect success; "but," she said, "instead, it is absolutely intolerable. On the floor made up it looks very different from what it did on the floor spread out. It cheapens everything I've got in the room, takes the color out of some things and gives to others a most unaccountable glare. Why, when I enter that room a feeling of nausea comes over me. I cannot describe it, but I cannot live with that carpet. Now what will you do about it?"

The question was rather a poser to me, for she was a good customer, and I knew that the firm would want to do everything possible. I suggested that it would be cheaper to have an inexpensive new papering put on the walls, which was possibly the cause of this aesthetic disturbance. But no, she had just had new paper put on; that could not be changed. The carpet must come up, and she would never have another one down there. She would have a hardwood floor. I suggested that we would like to furnish her estimates on the hardwood floor, but this she would not listen to until we could do something with the carpet, as she could not afford two floor coverings. Well, in the end I sent for the carpet. I agreed to deduct the value of the laying and making from her bill, and the carpet I would attempt to sell. We did make an effort, showing it to several persons, but the fact that it had been a misfit aroused everybody's suspicion, and we could not dispose of it. Finally we sent it to an auction room, getting about half of the selling price. On referring the matter to the firm it was decided that half of the loss should be borne by the house in order to hold the customer, although there was not the slightest blame on our side, and we had done more than we were really expected to do in an effort to please the woman.

AN OLD STAGER.

### THE DUNDAS COTTON MILLS.

In writing to the municipal council of Dundas, Ont., anent the sale of the cotton mills the agent for the buildings said recently: "As we have been unable to dispose of our cotton mill in Dundas

to the Toronto Carpet Co., after negotiating with them for some months, we would like to have the council make it known that the property is offered for sale at \$25,000 cash, or if the sale could be made within a reasonable short time the company would accept an offer for even a smaller sum."

### THE INJURY FROM VEILS THEORY.

Every now and again the world is startled by some statement made on real or imagined authority that some common habit of eating, drinking, wearing, and the like, is eminently dangerous to health. One day we hear of "death in the jam pot," another day it is tight lacing, then oysters, and so on. More than once a great outcry has been raised about the harmfulness of veils to the sight. The Scientific American states that certain tests of the effect of veil-wearing have just been made by Dr. G. A. Wood, of Chicago. The experimenter selected a dozen typical specimens of veillings, and applied the ordinary tests of ability to read while wearing them; and these tests show that every description of veil affects, more or less the ability to see distinctly, both in the distance and near at hand, the most objectionable being the dotted sort. Other things being equal, vision is interfered with in direct proportion to the number of meshes per square inch, and the texture of the material also plays an important part in the matter. Thus, when the sides of the mesh are single, compact threads, the eye is much less embarrassed than when double threads are used, the least objectionable veil, on the whole, being that which is without dots, sprays, or other figures, but with large and regular meshes made with single and compact threads. Dr. Wood pertinently remarks that, while eye troubles do not necessarily result from wearing veils—for the healthy eye is as able as any other part of the body to resist legitimate strain—weak eyes are injured by them.

### A FINE STORE IN ST. JOHN N. B.

F. A. DYKEMAN & CO., King street, St. John N.B., have added greatly to their establishment having acquired the whole of the McArthur building on Charlotte street with the exception of a small part of the second floor. The new store is three storeys in height. A large entrance has been cut through from the King street store, and the new store has been thoroughly renovated, and presents a most attractive appearance. All the fittings and fixtures are new and of the latest design, and allow the large stock to be shown to the best advantage. The floor is of birch, as is also the floor of the King street establishment.

One side of the ground floor of the new store will be devoted to gents' furnishings, and it is Mr. Dykeman's intention to go more extensively into this branch of the business than ever before. The other side will be devoted to dress goods and silk entirely, of which a splendid stock is shown. The second floor will be devoted to dress and mantle making, a new department, and the third floor will be devoted to the reserve stock. The improvements have not been confined to the new store only, as to the left of the King street store is a comfortable little room devoted exclusively to ladies' goods. The premises as they are at present are quite extensive. From Charlotte street they run back one hundred and twenty feet and from King street they extend clear through to Market street. At the formal opening to the public each purchaser was presented with a souvenir piece of music.

### SIX THRIVING STORES.

Northway & Anderson having purchased the Ham dry goods stock at Chatham, are continuing the business under the firm name of John Northway & Co. Mr. Anderson purchased stock for the new store, which opened last month under the new management. This firm now conduct large dry goods stores in St. Thomas, Simcoe, Tilsonburg, Chatham and Orillia.

Large purchase of over 15,000 pieces of  
COTTON GOODS, suitable for present  
Trade :--

Comprising

Dress Goods  
Ginghams  
Flannelettes  
Prints, Etc.

All to be sold at less than  
manufacturers' prices.

TRAVELLERS are now showing these lines.

Should they not call promptly, **send for samples.**



S. Greenshields, Son & Co.

MONTREAL, and VANCOUVER, B.C.

1868



FOR THE

# FALL TRADE

1898



We are showing the most comprehensive  
range of

Gloves and Mittens

Moccasins and Shoe Pacs

Travelling Bags in all styles

Women's and Men's Belts

and other Leather Goods



Ever exhibited by any single firm in  
the Dominion.

During the *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 Mitts*. We have brought out new ideas. We have given the Trade *splendid values*—goods which have possessed *style, given satisfaction, and long service*. Our *unsurpassed facilities* for *manufacturing* place us in the *front rank* in ability to furnish our customers with the *best goods made*, either in Europe or America, keeping in view *the maximum in value at the minimum of cost*.

---

OUR TRAVELLERS WILL CALL ON YOU IN DUE SEASON, IF NOT, KINDLY WRITE US.

---

We solicit your valued and continued patronage.

## W. H. Storey & Son

The Glovers of Canada


→→ Acton, Ont.

# Fall and Winter Underwear

We manufacture everything your customer can ask for in . . .

INFANTS', GIRLS'  
and BOYS'  
LADIES' and MEN'S



	<p><b>VESTS</b>    •    •    •</p> <p><b>DRAWERS</b></p> <p><b>COMBINATIONS</b></p>
---	---



Our Full-Fashioned Underwear bears our label, "TURNBULL'S."

The **C. TURNBULL CO.,** Limited

ESTABLISHED  
1859

GALT, ONT.

**"EVERYTHING THAT IS SUCCESSFUL  
IS UNSUCCESSFULLY IMITATED."**



Already have numerous imitations, but to imitate is by no means to equal. "STARS" fit the man, wear like iron, are double stitched, have mechanically attached buttons (guaranteed to stay on until garments are worn out), riveted pockets and worked button holes.

Insist on having the genuine "STARS." All reputable merchants sell them. Buy no others.

.. Made by ..

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

## A POSITIVE FACT!

"Everything that is Successful is Unsuccessfully Imitated."

There are already numerous imitators of



But their comparison is

## A HOLLOW MOCKERY.

The "STARS" are the only ones that fit the man and hold together until worn out.

The only ones made wholly in a factory equipped with modern machinery, run by power, and operated by skilled hands.

Double Stitched,  
Riveted Pockets,

Patent Buttons,  
Worked Button Holes.

## INSIST ON HAVING THEM.

Manufactured by

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

**"JUST AS GOOD  
AS THE STARS"**

That is the argument which rival manufacturers are using to sell their goods. Is not this an admission on their part that the "STARS" are the acme of perfection?

The kind of Overalls you want to wear are those which other people are trying to imitate

**BUT TO IMITATE  
IS NOT TO EQUAL.**



Are the only ones not carelessly chopped out and then sent around the town to be stuck together by "Sue," "Sal" and "Sis."

## SURELY

Such people cannot compete with a factory equipped with the finest machinery and operated by experts

**BE CONVINCED, and BUY "STARS."**

Manufactured by

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

## STORY OF AN OVERDUE TAILOR'S BILL.

**A**N English paper relates a story of an overdue tailor's bill. A young military man was ordered off to India and left a London tailor's bill for £70 unpaid. Owing to infrequent postal communication he was only dunned about twice a year, and still did not pay. Thirty years went by. The military man returned to England with a higher rank in the service and a feeling that he ought to look up that tailor and discharge the debt. The shop was on his right, looking just the same as ever, but new men stood behind the counter, and the Colonel felt somewhat strange. "I believe I owe a small bill here," he said, with a glow of honest pride at his magnanimity. "Indeed, sir!" said the polite shopman, taking from a shelf a book labelled "Debts, Volume I." "Jones, did you say, sir? Jones—J—J," running his finger down the list. "Jones, of the 99th. No, sir; we have no account against you." "It would be in 'Bad Debts,' I should say, for it is a long while ago," and the Colonel felt his honesty in owning up was really quite exemplary. But "Bad Debts, Volume II." was searched, and no account could be found. "I wish you would let me take some order for you this morning, sir," and the shopman opened a book of samples. Now, one of the jokes against Jones was that he never had trousers except in dozens and half-dozens. Finding he owed nothing now he with a light heart ordered the twelve garments and strolled out, congratulating himself that that wretched £70 bill was somehow wiped out. With airy step and jaunty mien he walked "down Piccadilly way," when a voice behind stopped him. "Oh, sir," panted the shopman, "we have found it, we have found it." "Found what, man?" "Why, the debt, sir; your little account, sir." "But, my dear fellow, you just went through Volume I., 'Debts,' and Volume II., 'Bad Debts,' and my name was not there." "Yes, sir; but, if you please, sir, we have a Volume III., 'Damn Bad Debts,' sir!"

## BATTERED COINS BOTHER MERCHANTS.

There are a good many complaints from merchants about battered and injured silver coins in circulation. A Hamilton coin collector makes a suggestion that the Government should exchange injured coins for good ones. It might, he thinks, be worked in this way: Let the Dominion Government make an arrangement with all the banks and fix a certain period, of a month, during which the banks shall accept mutilated coin at its face value; then let the Government take over the coin from the banks at its face value. By this means, it is believed, the bulk of the bad money in circulation throughout the Dominion would be called in and the nuisance would be abated. Of course, the arrangement would mean a loss to the Government, but it would not amount to much in comparison with the relief afforded to the business community.

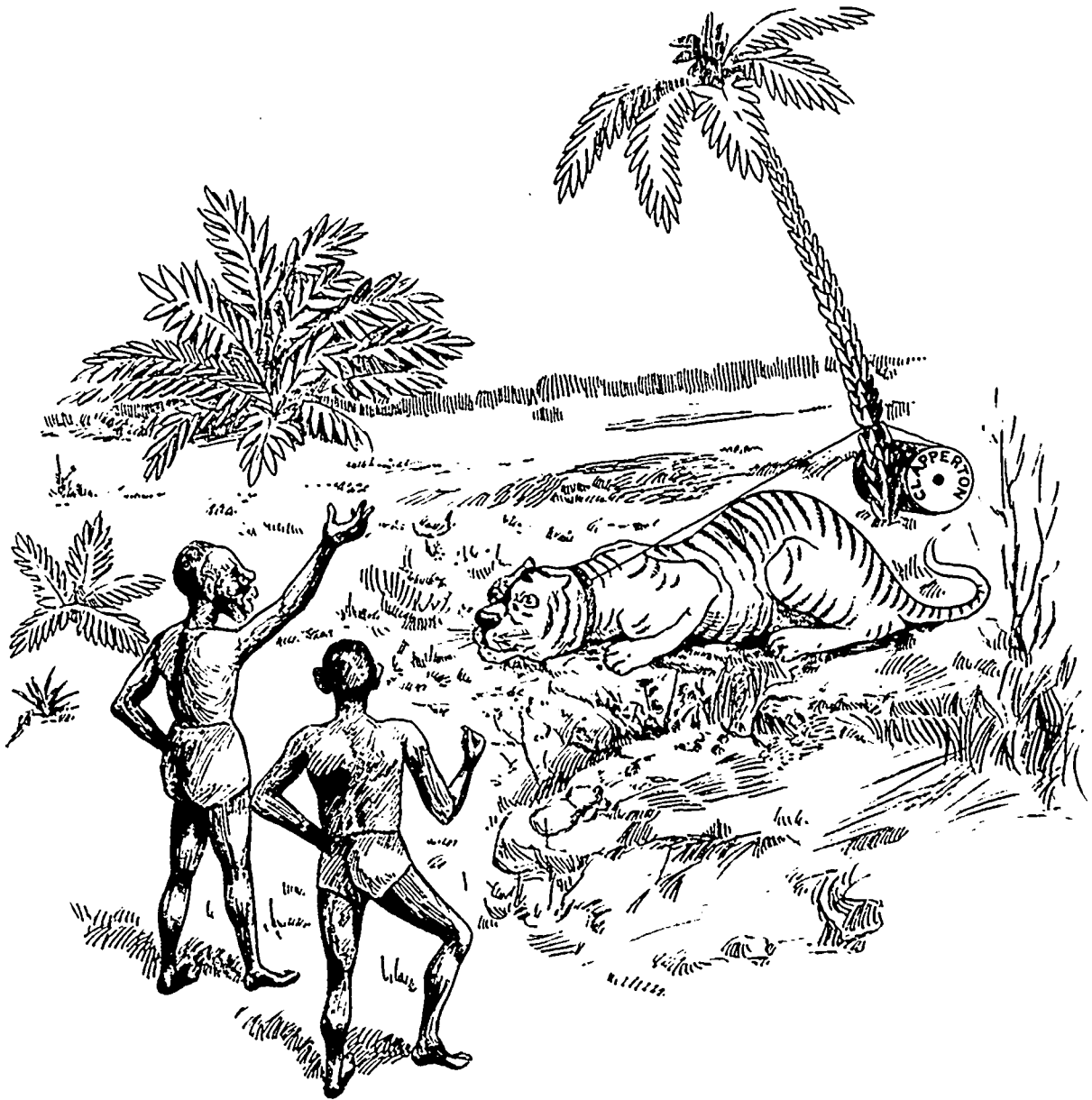
The trouble is, the Government won't like this idea. It means loss to the Finance Department. The banks would be the best influence to induce them to adopt the reform. Of course, the banks feel it is no concern of theirs. But it strikes THE REVIEW that the banks, if they are wise, will do all they can to make the present circulation acceptable, and thus stave off agitations for a silver currency standard, or bi-metallism, or some other fads which disturb other parts of this continent.

## FRIENDLY WORD FROM A SUBSCRIBER.

Mr. E. A. Gerolamy, of Tara, is kind enough to write as follows:

Enclosed please find P. O. order to renew my subscription to the DRY GOODS REVIEW. Kindly continue paper and notify me should I at any time neglect to forward my subscription fee. The paper is up-to-date.

# Clapperton's Thread



"He can't touch us Sambo! He's tied with CLAPPERTON'S THREAD."

Clapperton's NEW FINISH 6-cord Threads now excel anything on the market. Blacks are absolutely fast dye.

## WM. CLAPPERTON & CO.

Write for Samples.

165 St. James Street, MONTREAL.



# PEWNY'S Kid Gloves



The acme of . . .

Fit, Fashion and  
Wearing Qualities.

## S. Greenshields, Son & Co.

Sole Agents for Canada.

Montreal, and Vancouver, B. C.

## THE Indianola

Self-Adjusting  
All Leather

## Suspender

has, on account of its **GREAT MERIT**, attained a world wide popularity such as no other suspender on the market has.

The INDIANOLA is made **ENTIRELY OF LEATHER**, fine selected stock, and the **SINGLE ROUND** gives perfect adjustment and prevents all strain on the buttons, no matter what position the body is in. The INDIANOLA is the only suspender on the market that **WILL NOT PULL THE BUTTONS**. It is extensively **ADVERTISED**, therefore is **EASY** to sell because everyone knows the INDIANOLA.

Our line of **GENTS' AND LADIES' BELTS** is unequalled for price and quality. Write us for samples and prices. Your mail orders will have our prompt attention.

TRULY YOURS,

*Indianola Suspender Co.,*

58-62-N. Jefferson Street

CHICAGO, ILL.



# Window-Shades

(WHOLESALE)



Every Retail Dry Goods Store should try  
a line of our

## Plain, Dado, Laced and Fringed Window-Shades

Our specialty is "PIECE GOODS,"  
30-yard lengths, all colors and widths.

## The HUGMAN WINDOW-SHADE CO.

MANUFACTURERS

P.O. Box 549.  
Telephone 2771.

120 and 122 William Street, MONTREAL.

MAIL ORDERS PROMPTLY ATTENDED TO.

# Irving Umbrella Co.

LIMITED

MANUFACTURERS

## Parasols Sunshades and . . . . Umbrellas

20 FRONT STREET W., TORONTO

ESTABLISHED 1830

# BENNING & BARSALOU

Oldest Auction House in Canada  
Trade Auctioneers and Commission Merchants

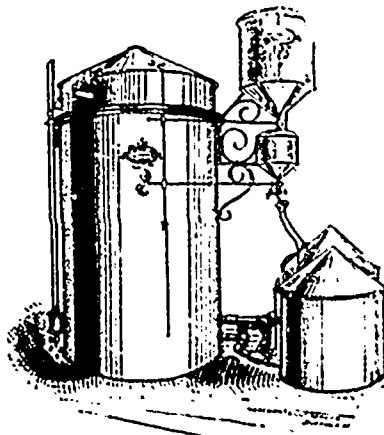
86 and 88 St. Peter Street, MONTREAL, Can.

REGULAR SEMI-WEEKLY SALES OF

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

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

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



### The Patterson Acetylene Gas Generator.

Perfectly Automatic.

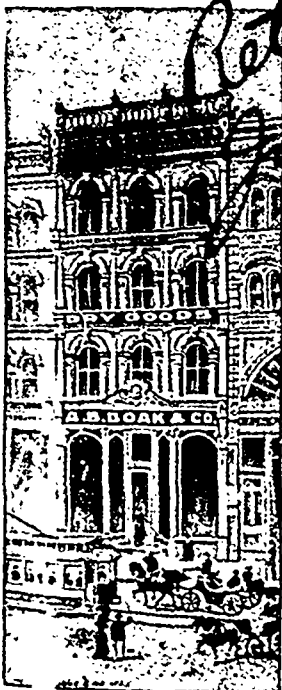
The only light having sun-  
light properties, showing  
colors as by day. Every  
dry goods house should  
have one of these ma-  
chines. Manufactured and  
owned by

The Zryd Gas Machine Co.  
of Hespeler. Limited

Write for Prices and Pamphlets.

# A. B. Boak & Co.

WHOLESALE IMPORTERS OF



*Returned  
Fancy Dry Goods  
Notions  
July 24/1907*

Smallwares . . .  
Gents' Furnishings  
Hats and Caps  
Tailors' Trimmings

151 Granville Street

HALIFAX, N.S.

## MONTREAL FRINGE & TASSEL WORKS

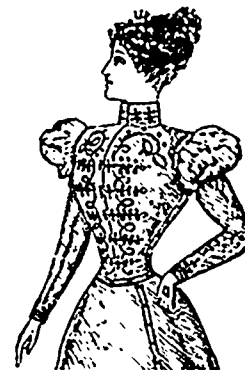
LOOP

GIMPS

# BRAID

TUBULAR

SETS



Barrel Buttons, Cords, Tassels, Fringes

Manufactured by

## MOULTON & CO.

12 St. Peter St., - - MONTREAL

## A CHAT ON CASH DISCOUNTS.

THE SYSTEM RECOMMENDED TO MERCHANTS AS A PROFITABLE ONE.

In almost every line of trade a discount is allowed for prompt cash, for cash in ten days, and for cash in thirty days. The discount for cash ranges from the minimum of a quarter of 1 per cent. up to 10 per cent., and even to 15 per cent. in some cases. The discount for cash is a very important factor in business dealings, and yet, strange to say, it is recognized, apparently, by very few retailers.

The shrewd, alert retailer, perceiving the advantages of cash discounts, will make it the earnest purpose of his business career to reach the point where he can discount all his purchases. It is not possible for all retailers to pay cash for all their purchases at all times, but, in his own interest, it is the duty of every retailer to take the advantage that the terms of sales offer up to the limit of his ability.

Let us examine into these advantages. If the face value of a bill matures at 90 days, and the time of sale is subject to a discount of 1 per cent. per month, then 3 per cent. on the amount will be saved by cash payment. The ambition of the retailer should be to make this entire amount, but failing to accomplish that he should save as much of it as possible, say, at least 1 per cent.

To arrange one's financial system so that he may acquire the habit of discounting bills, should be the aim of every enterprising merchant. It will be a surprise to those merchants who at present, feel that they are selling at sufficient profit to be able to disregard a small profit like 1 per cent. a month, to see how fixed the discounting habit will become if it is only indulged in. It is a most admirable habit, because it is a profitable habit.

Anticipating payments by the retailer may be likened to the morning opening of his business place. If he opens fifteen minutes earlier than usual, the fifteen minutes thus gained will appear to be the longest fifteen minutes of the whole day. So it is with a dollar saved by discounting. While it is only a dollar, yet it seems larger than an ordinary dollar, because it comes as a special reward for the capable administration of the finances of the business.

The time-honored terms of the dry goods trade, for example, 6 per cent. 10 days, or 5 per cent. 30 days, with datings, were undoubtedly devised to induce retailers to anticipate their payments. Large profits follow from the acceptance of these terms. For example, a bill sold subject to 6 per cent. in 10 days, or 5 per cent. in 30 days, with 30 days dating, practically gives the retailer 6 per cent. off 40 days, or 5 per cent. off 60 days. Note that for the 20 days the buyer loses 1 per cent., or in other words, that by neglecting the discount he pays interest at the rate of 18 per cent. per annum for that interval. On terms of 30 days net, or 1 per cent. for cash in 10 days, the same loss of discount occurs if the bill is permitted to reach maturity. Successful merchants improve these opportunities to make money; hence the advantage of cultivating the discounting habit.—John R. De Zeller.

### UNSHRINKABLE UNDERWEAR.

AFTER years of experimenting the Truro Knitting Mills Co., of Truro, Nova Scotia, have been rewarded with the very greatest success, something that was considered by all manufacturers as impossible, viz., to make all wool underwear perfectly unshrinkable.

The underwear manufactured by these mills has been registered as "Stanfield's Unshrinkable Underwear," in honor of the discoverer, C. E. Stanfield, one of the most successful woollen manufacturers in Canada. These goods are not like the bulk of un-

shrinkable underwear, nearly all cotton. Stanfield unshrinkable underwear is made of nothing but pure Nova Scotian wool, which is noted for its great wearing qualities. Some people are always cold. To these, unshrinkable underwear is specially recommended as the drawers are of heavier material than the shirts, thus insuring perfect comfort for the wearer.

Anyone can wash this underwear, boil them in a pot, send them to the laundry, spend all the time washing them, but they are always the same—all wool and unshrinkable.

### OTTAWA COMPANY INCORPORATED.

Letters patent have been issued at Ottawa, incorporating Thomas William Albert Lindsay, Ottawa, merchant, William Creighton, Montreal, merchant, Henry Carleton Monk, barrister, William Arnold, merchant, Charles Henry Carriere, gentleman, Alfred William Linton Hellyer, accountant, all of Ottawa, to carry on the business of general wholesale and retail merchants, including the manufacture of and dealing in dry goods and clothing of all kinds, the operations of the company to be carried on at Ottawa by the name of The Canada Clothing Company, Limited, with a total capital stock of \$100,000.

### THE LECTURE FAD IN BIG STORES.

The latest fad in the big department stores is "lectures." Batterman, in Brooklyn, has been having lectures on cooking by the well-known Mrs. Rorer. A New York gas range company has had Mrs. Lemcke at Wanamaker's demonstrating the advantages of gas for cooking. Her classes have been well attended by ladies, carrying their notebooks to take down the recipes of the goodies this splendid cook knows how to create. A Brooklyn house has sought to popularize its book department by giving a series of readings from the works of standard authors by a professional reader.

### WEAVING MACHINE THAT WILL REVOLUTIONIZE.

The process of displacing man by machinery in the productive industries of the world still steadily goes on. A remarkable example in point is furnished by a new invention of a young Viennese, named Szczepanik. By utilizing photography for weaving purposes, he is said to be now able, in a single quarter of an hour, to accomplish in textile production what it would take a designer months or years to complete, according to the size of the design. This is done by the use of photography, coupled with electricity. The process, though quickly carried out, is decidedly elaborate. One of the new looms will be on view at the Paris Exhibition. Before the eyes of the public it will weave silk pocket-handkerchiefs. In three minutes the purchaser of such a handkerchief will be photographed by an apparatus in the loom itself, the design plate will be prepared by the same machine, and then it will make a silk handkerchief with the purchaser's likeness woven into it, so that in not more than half an hour from the time when the portrait was taken the buyer will be able to take away with him as a memento of the exhibition a handkerchief with the inwoven portrait, and all for a mere bagatelle.

As the process referred to above is applicable to all kinds of pattern textiles, it might seem to threaten with extinction all the machinery at present employed in the industry. But this is not contemplated by Herr Szczepanik. "It is clear," he told his interviewer, "that it would be most difficult all at once to abolish all the looms now in use, thus annihilating the great capital invested in them. Accordingly, economic considerations induced me to devise a middle course, in order immediately to enable the manufacturer to produce more cheaply and to afford him an opportunity of introducing the electric looms gradually." Even this will mean the abolition of thousands of handicraftsmen, their place taken by the photo-electric apparatus.



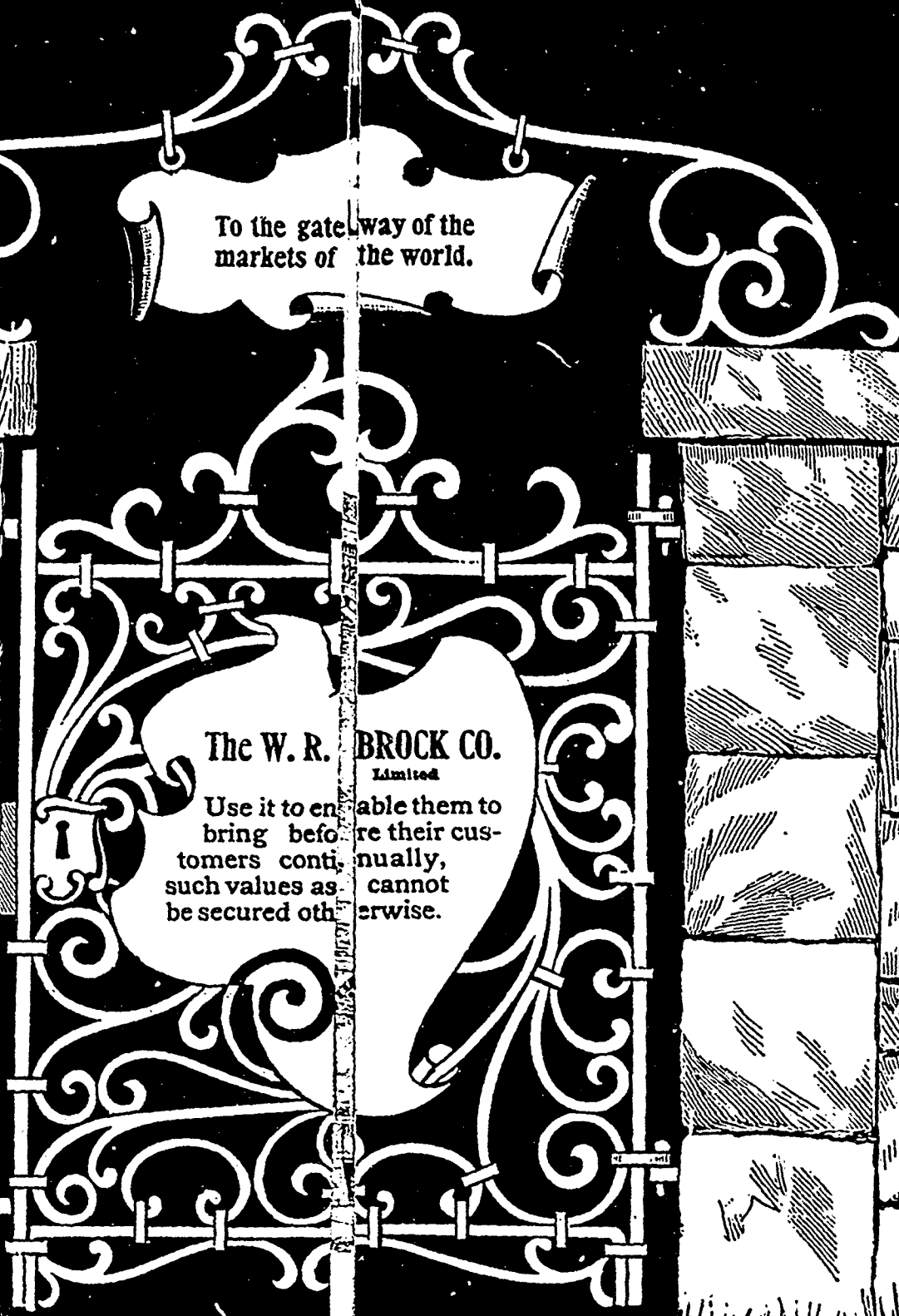
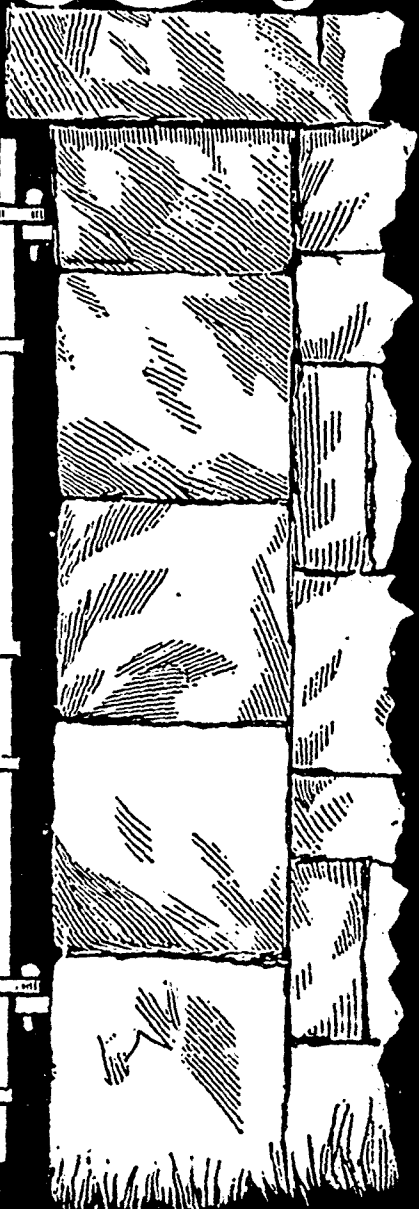
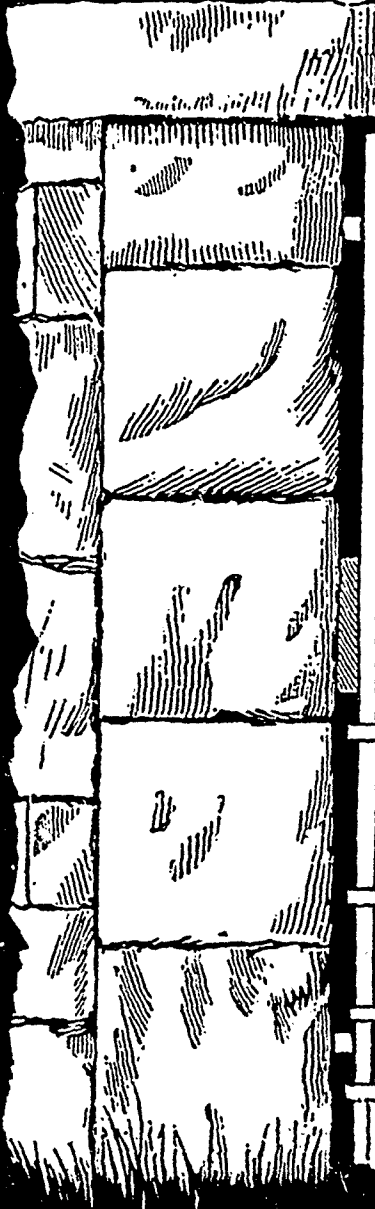
CASH

THIS IS THE KEY

To the gateway of the markets of the world.

The W. R. BROCK CO.  
Limited

Use it to enable them to bring before their customers continually, such values as cannot be secured otherwise.



DEPARTMENTS

**A**

Canadian Staples

- |                    |             |
|--------------------|-------------|
| Blankets           | Tickings    |
| Flannels           | Cottoniades |
| Shirts and Drawers | Denims      |
| Top Shirts         | Bags        |
| Cottons            | Warps       |
| Shirtings          | Battings    |

**B**

- |                              |                |
|------------------------------|----------------|
| Prints                       | Sleeve Linings |
| Flannelettes                 | Towels         |
| Dress Linings                | Towellings     |
| Canvases                     | Table Linens   |
| Italian Cloths<br>and Serges | Etc., etc.     |

**C**

- Plain and Fancy Dress Goods  
Silks  
Velveteens  
Silk Velvets  
Crepes, etc., etc.

**D**

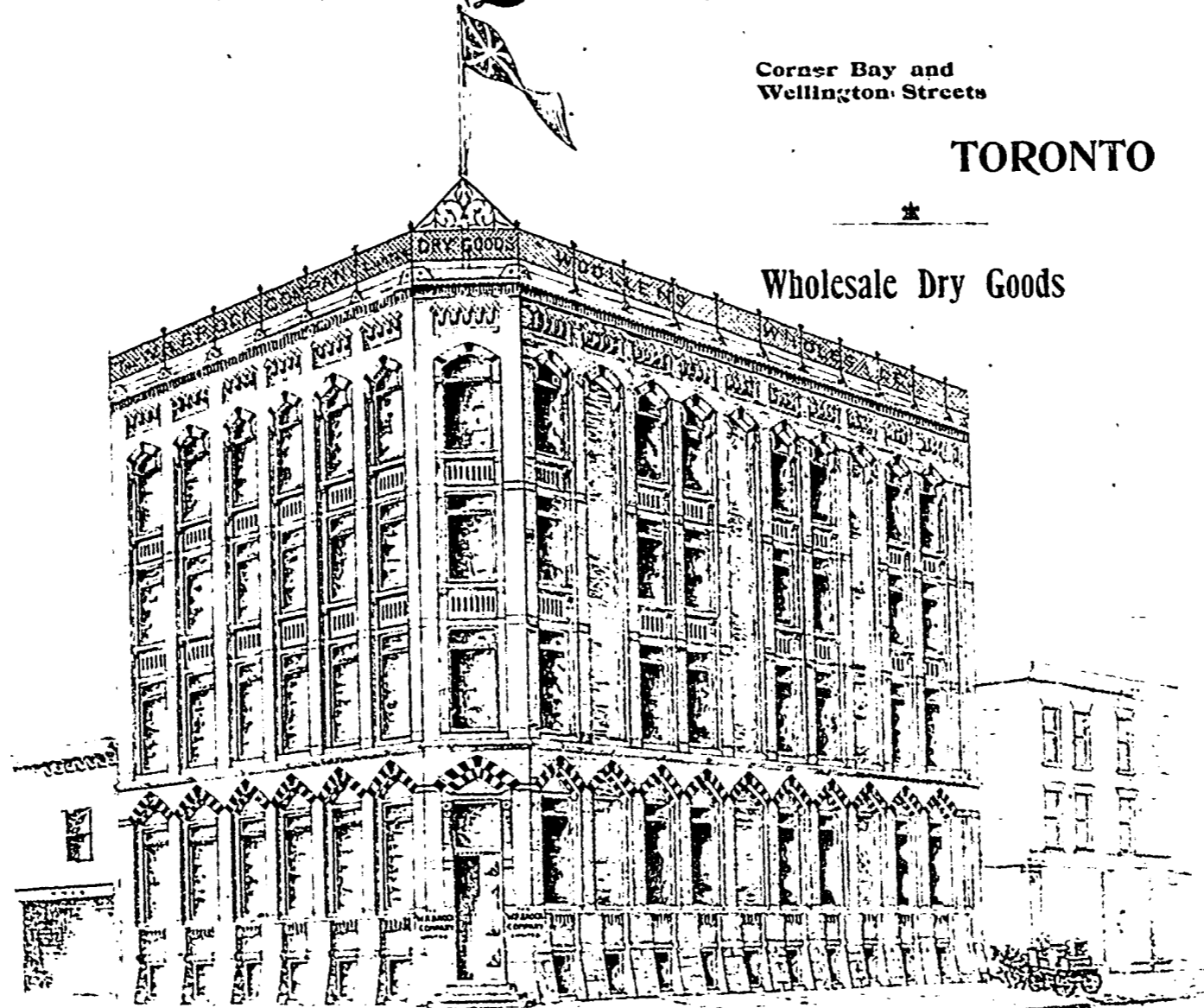
- Canadian Woollens  
" Whip Cords  
" 6/4 Frieze Suitings  
" 6/4 Beavers and Meltons.  
Ladies' Cloakings, Mantle Cloths  
and Astrachan Curls, etc., etc.

The **Brock** Company,  
(Limited)

Corner Bay and  
Wellington Streets

TORONTO

Wholesale Dry Goods



DEPARTMENTS

**E**

- Imported Woollens  
Black and Fancy Trouserings  
Flannel Suitings  
Brock's Special Black Worsteds  
Cheviot Overcoatings, etc., etc.  
Mitchell's and Tailors' Review  
Fashion Plates.

**F**

Our { Third Floor  
Bee Hive

- Hosiery and Gloves (pet departments).  
Underwear (all kinds, sizes, prices).  
Fancy Knitted Goods and Yarns.  
Smallwares and Tailors' Trimmings.  
Cycle and Golf Requirements.  
Fancy Goods { Ribbons, Laces, Lawns,  
Embroideries, Veilings, etc.  
Men's Furnishings { Neckwear, Braces,  
Sweaters, Collars,  
Overalls, Cuffs,  
Mufflers, Shirts.

**G**

Entry and Packing Rooms, etc.

**H**

- Carpets, Art Squares, Linoleums,  
Oil Cloths, Stair Linens, Cocoa  
Matting, Felts, Lace, Chenille,  
Tapestry and Oriental Curtains,  
Cretannes, Furniture Covering,  
Quilts, Comforters, etc.

# The W. R. Brock Company, Limited

**TORONTO**

Increased space enables us to add a **Carpet and House Furnishing** department to our business, which in future will be known as

## DEPARTMENT H

where may be seen such goods as are in daily demand for the masses. **Every piece and pattern new and up-to-date.** Prices and values will be of interest. We specially invite inspection by the trade. **Wholesale only.**

Brussels, Tapestry, Axminster, Wool, Union and Jute **CARPETS**; Rugs, Mats, and Art Squares; Floor Oil Cloths, Linoleums, Stair Oils, Table Oils.

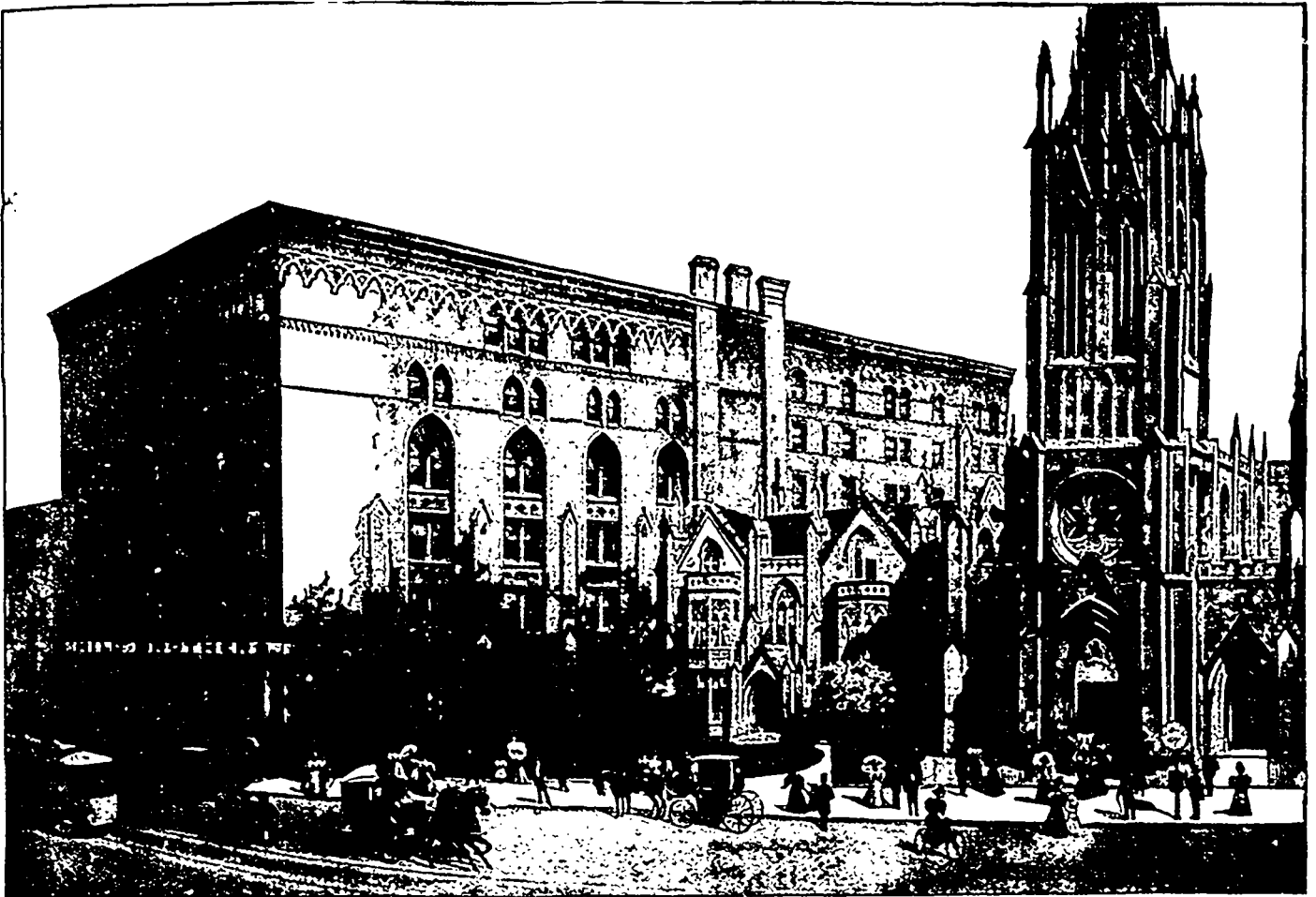
Damasks, Brocades, Draperies, and Curtains of all kinds, Quilts, Comforters, etc., etc.

---

The **W. R. Brock Company,** Limited

**TORONTO**

**...WHOLESALE DRY GOODS...**



# New York Styles in Pattern Hats

These grow in favor with the Canadian trade each season. We now supply many retailers. We wish to supply more for the . . . . .

## FALL AND WINTER, 1898-9

Our "Advance Information," an original and copyrighted abstract of the coming styles, ready about July 25, sent free to retailers of Millinery who request it before that date.

Please call when in New York, or correspond with us about the Fall Styles.

# Hill Brothers - Importers

806 and 808 Broadway, NEW YORK.

London, Paris, Berlin,  
Lyons, Galais.

## Carpets, Curtains and Upholstery.

### THE COSTLIEST CARPETS IN EXISTENCE.



It is a moot point whether the largest carpet now in existence is at the Carlton Club, London, or at Windsor Castle. Both of the carpets qualified to compete for the title are noteworthy, the former, it is asserted, having cost a sum (\$40,000)—rather a large amount to be trampled upon—and the latter containing almost 60,000,000 stitches, and having occupied twenty-eight weavers during fourteen months to make.

One of the most remarkable of carpets will, it is announced, become the property of Dr. Nansen ere long, a number of enthusiastic Russian ladies having put in hand a carpet, embodying a map of the North Polar regions embroidered in silks in the design, which it is intended to present to the great explorer. The places visited by him during his great exploits are to be worked in silver and gold thread.

Of carpets intended to be used as coverings for the floor, the one ordered by Napoleon III., and at present on the shelves of the tapestry factory at Gobelins, is doubtless the most valuable; it is, indeed, said to be worth \$50,000, but the jewelled carpets belonging to the Shah of Persia, the Sultan of Turkey, and the Maharajah of Baroda are far more costly. Decorated with rare pearls and diamonds, both the carpets of the Shah and the Sultan are valued at \$2,500,000 apiece, while the carpet, 10 by 6 feet, stored in the Maharajah's treasure room, is reputed to have cost \$1,000,000.

The latter carpet took three years to weave, but that is not surprising, for we are told that it is woven with strings of pure pearls, with a centre and corner circle of diamonds. It is interesting to note that the sum spent on this latter specimen of floor covering if converted into sovereigns would make a pretty little golden carpet 10 by 6 feet, the design embracing 11,272 reproductions of the Queen's head; as the carpet would contain seventeen layers of sovereigns, no one could cavil at its want of "pile."

### DECORATIVE BURLAHS FOR SMOKING DENS.

The very latest thing for a smoking-room, according to an expert on decorative subjects, is to have the walls hung with bright red burlap and the wainscoting formed by broad wood strips, nailed up so as to form the stiles and rails of paneling, thus allowing the burlap background to form the actual panels. This, following out the general tone of all the woodwork in the room, is painted black, with enough varnish in the last coat of paint to give it a dull gloss. At the windows are inside shutters of Japanese lattice, also painted black. In the great arch of the rough red brick fireplace must be placed a camp-kettle, hung by iron chains.

The sombre shade of the woodwork is relieved by the cheerfulness of the red burlap background, and by a medley of bright Navajo blankets thrown on the floor in lieu of rugs. The couch in the corner is covered with white and brown bear and deer skins, while on the walls, in artistic confusion, hang rifles and shotguns, stags' heads and snowshoes, Indian stone pipes and tomahawks, gay beadwork and curious pottery, and other fantastic trophies of outdoor life.

### NEW USE FOR WALL PAPER.

A novel and decorative use for the surplus paper remaining after the walls are finished is making valances and lambrequins for

the windows and doors of a room. A recently completed suite of rooms shows examples of this idea in styles appropriate to the decorative features of each apartment, no poles are used, and the continued line of wall pattern across the window and door openings is appropriate and effective.

The practical part of the work is simple enough. The wall paper is pasted to cheese cloth or sheeting, and cut out to the desired shape, the trimming being fluting or ruching of the same stuff, with pipes or jabots at discretion. The cornices of light pine are covered with cloth lined paper, and are given a touch of ornamentation by the use of ruching similar to that trimming the valances. Long curtains of Singapore lattice, Calcutta net or Colonial muslin are hung on light rods inside the cornices, and may be drawn aside without interfering with the draped effect. These window and door headings are easily kept clean, and may remain in place when the lower curtains or portieres are removed for the summer.

Why the ingenious idea has not occurred to anyone before, in view of the recurring difficulty of obtaining fabrics which go with wall papers, is a matter to be wondered at, but its simplicity and appropriateness are sure to make it popular, now that it has been discovered and put in practicable shape.

### PERPLEXITY.

Scene—A Big Department Store.

"Where are the curtains kept?" she asked.  
 "Down stairs," was the reply.  
 She sweetly smiled and grabbed her train,  
 And quickly hastened by.  
 Once down, she ventured to inquire,  
 "The curtains, are they here?"  
 "Just three rooms over to the right  
 And straight back in the rear."  
 At last she reached the point proposed.  
 "The curtains," like a crash  
 The answer came across the ship—  
 "They're six rooms over—Cash!"  
 Again she jostled through the crowd,  
 And faintly asked the clerk:  
 "The curtains, please?" "Up stairs," he said,  
 With tantalizing smirk.  
 She reached the top, quite out of breath,  
 "The curtains, sir?" she said  
 "In the annex building, five floors up,  
 And then walk straight ahead."  
 Accomplishing the long ascent,  
 Her temper sorely tried,  
 She sharply asked the man in charge,  
 With wrath she could not hide:  
 "Will you tell me where the curtains are,  
 Or if they're in the store?"  
 "We used to keep them, ma'am," he smiled.  
 "But do not any more."

### ART TICKINGS.

The line of art tickings for fall shows this season is certainly larger and more beautiful than ever before. The old conventional blue and white stripe which has been in use for so many years seems to be relegated to the rear, certainly for all better purposes at least. Besides their uses for mattress coverings, they are now used and are adopted for all kinds of fancy draperies, wall hangings, chair coverings, cushion tops, etc. In artistic features they remind one of fancy cretonnes or French chintzes, but are



JAS. SLESSOR.

JAS. JOHNSTON.

# James Johnston & Co.

Wholesale  
Importers

MONTREAL.

## Fall and Winter Season

### 1898

We Invite Special Attention to our attractive range of Samples for the Coming Season. Our offerings are so numerous and well selected, that **live men** will do well to Inspect them before placing their orders.

### OUR DEPARTMENTS ARE

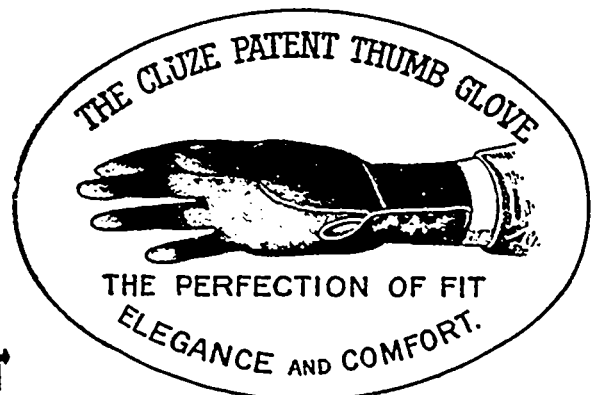
*Staples*—of all kinds.  
*Linens*—full assortment.  
*Silks*—of every description.  
*Velvets*—Blacks and Colors.  
*Ribbons*—a full range.  
*Trimmings*—splendid variety.  
*Dress Goods*—Blacks, Colors and Fancies.  
*Velveteens*—here we shine.  
*Hosiery and Gloves*—a pet department.

*Gents' Furnishings*—complete all round.  
*Smallwares*—from a needle to an anchor.  
*Muslins*—endless assortment.  
*Laces*—we cannot be beaten.  
*Embroideries*—in Cotton and Flannelette.  
*Fancy Hosiery*—Canadian and Imported.  
*Handkerchiefs, Linen*—Plain, Hemstitched and Embroidered.  
*Handkerchiefs, Lawn*—Plain, Hemstitched and Embroidered.  
*Handkerchiefs, Silk*—British and Japanese.

Some Firms Claim to control Some of the above Departments.

We don't. We are not the only ones.  
There are others.

**WE DO CONTROL** The Cluze Patent Thumb  
Kid Glove. . . .



Letter Orders specially looked after

## CARPETS AND CURTAINS—Continued.

of sufficient weight to hang gracefully and drape beautifully. All plain colors are used as well and these come in the delicate tintings and shades of high-priced materials. Manufacturers of cushion tops use this line extensively for stamped effects, which, when embroidered, form beautiful combinations.

### HOW TO TELL REAL ORIENTAL RUGS.

In buying an Oriental rug one can discriminate between the imitation and genuine, not by the color or pattern, which may be copied, but by a careful examination to see if each stitch is knotted. If the stitch is knotted and it is impossible to pull it out, the rug is genuine Turkish, whether the warp is cotton or wool, but if one can pull the stitch out it is imitation, no matter how closely color and pattern follow the original. The manner of testing the quality of the rug is as follows: A live coal is dropped on the rug and allowed to burn a little. When it is removed, a yellowish mark will be left. If this can be brushed off with the fingers, leaving the original colors unaltered, it is a sure proof of the genuineness of the rug. It is necessary, however, for one to be a connoisseur in rugs in order to be able to discriminate between the qualities of rugs of various countries, and to understand the age of the rug from the intensity of lustre. Some of the rugs which find their way here have been damaged, but so skilfully restored that to the eye of the uninitiated they seem in perfect condition. Many of these have been "cropped" to remove signs of wear, which reduces not only the richness and depth of the pile, but affects the durability of the rug as well. Damaged spots are also frequently touched up with water colors and a fine brush—a deception easily discovered if the colors are wiped over with a soft cloth somewhat moistened.—New York Carpet Review.

### NEW IDEA FOR OILCLOTH.

Would you take up the very latest idea? Then cover your bathroom, walls, ceiling and floor, every inch of it, with oilcloth. This is a plan that has aroused much enthusiasm, and the oil clothed bathroom is now exceedingly correct. Oilcloth is less expensive than tiling, and even easier to keep clean. It is made nowadays in so many patterns that everyone's tastes can be suited, and, though those who have never seen a bathroom decked in this manner may not be inclined to think so, a bathroom that from top to toe, as it were, is of oilcloth, is a very artistic affair. The oilcloth chosen should be of a pattern that closely resembles tiling, and it is best to varnish it thoroughly. One of the prettiest designs in the market is a white ground with a blue figure. Another good pattern is of green and white.

### RUGS GROW IN POPULARITY.

There is scarcely a carpet manufacturer in the United States, according to The N.Y. Dry Goods Chronicle, who does not fully realize that rugs of all kinds are rapidly taking the place of carpets as floor coverings. While carpets will naturally always be sold, and while the qualities, style or colorings will not grow less, the quantities sold will gradually decrease. There is hardly any limit to the kind of rugs which are now sold. In the domestic grades are found the richest productions in all sizes, which for excellence of fabrics, richness of color effect, as well as novelty and beauty of design, are recognized in all markets of the world. Domestic manufacturers are also making splendid lines of carpet sizes, such as 6 x 9, 7½ x 10½, 9 x 12, etc., all in handsome patterns. Besides the great wealth of domestic productions, the trade has almost every country in the world to draw upon for some particular make of rug. Germany and Saxony are rapidly coming to the fore, while the genius and art of the rug industry in far eastern countries are too well known to require any repetition. The Japanese rug trade, which only a few years ago was quite small, has also grown to

wonderful proportions. These goods are particularly desirable for summer homes where the white and blue or blue and white effects are abundantly used.

### NEW IDEAS FOR THE VERANDA.

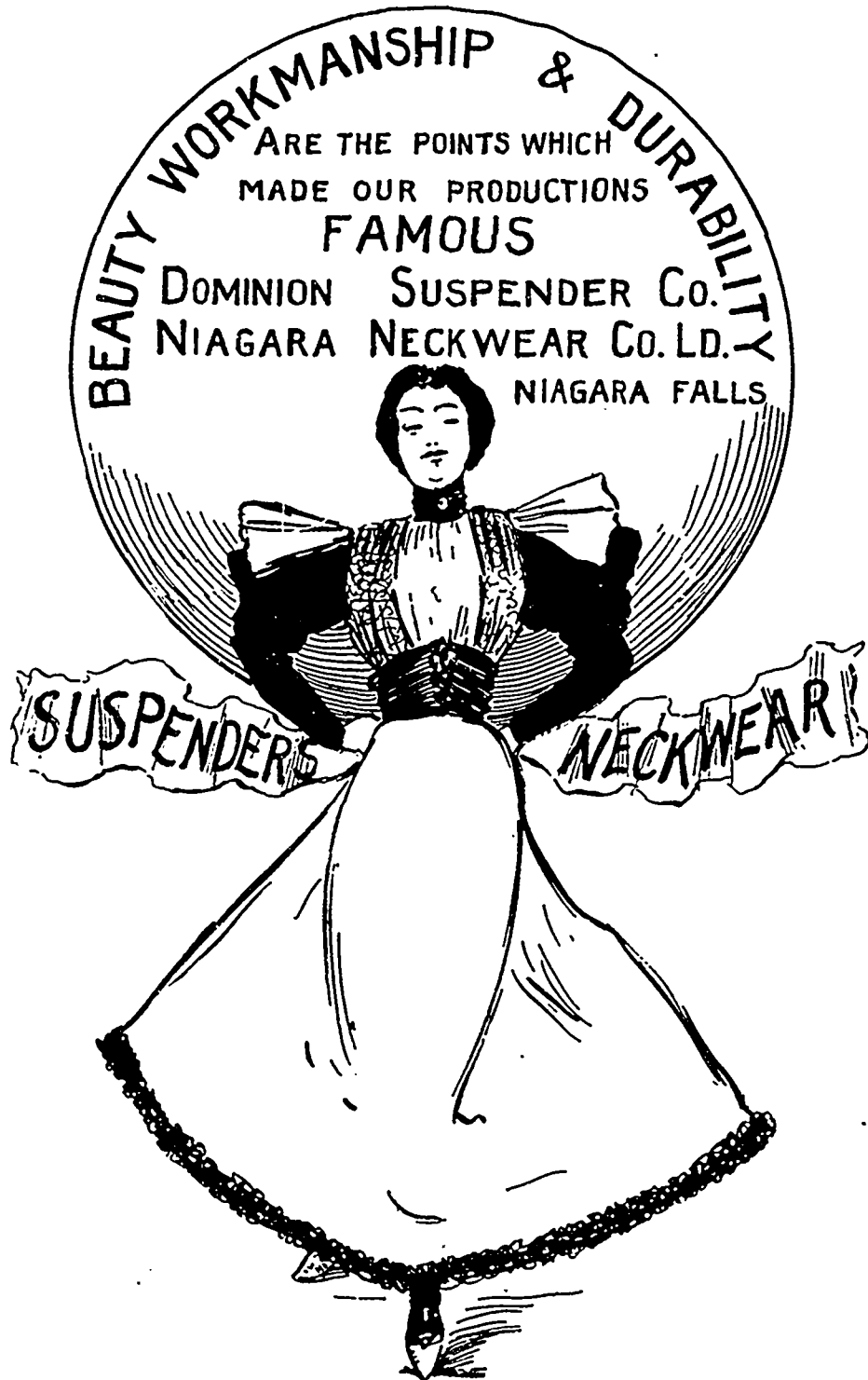
The large verandas of country houses and suburban homes have developed a new taste in furnishings, says The Dry Goods Economist, New York. Time was when a few rockers, more or less comfortable, were the only articles of furniture upon the verandas; then came the old-fashioned hammock, to be followed by the more *luxurious hammock chairs, in which one could recline or sit in about twenty different positions.* These will probably be in use for many years to come. They have been followed, however, by the equally old-fashioned swing, coming in though in a new guise, being made of heavy black oak or walnut, some of rare Eastern woods, and all beautifully carved. They are "large enough for two," and are made with back and sides and suspended by heavy iron chains. These swings will undoubtedly retain the popularity achieved by their prototypes, the ancient swings, made of two hickory poles and hung from the stout branch of a tree. There are, however, many other conveniences and comforts which are necessary to the veranda and which go far to make that portion of the house attractive.

An entire set of furniture placed around, settees of odd, peculiar designs, and for two, three or more persons, *tete-a-tete* chairs, corner seats, tables, armchairs, rocking chairs, in bamboo or wicker, or in the old-fashioned forest-green rush, give an air of comfort to the piazza, which it long needed, and which, in their colorings of dark green, red, and glossy white, seem to say these summer days, "Here you will find rest."

The chairs and tables are, many of them, made to fold up, so that they can be easily taken indoors, if desired. Then, to keep off the sun, Japanese bamboo screens or *sadaris* are used, as are also Venetian blinds. Then, too, there is a chair, large in size and with back of heavy wood, which may be converted into a table by merely turning the back over on to the front legs, making a convenient table for cards, 5-o'clock teas or other purposes. On the floor are placed a number of straw mats and straw cushions, all of different artistic colors, and scattered about are numerous work-baskets of quaint-patterned cretonnes, the pockets forming places for embroidery, wools, needles, etc.

### REVIVED FAD FOR RAG CARPET RUGS.

The rag carpet, after many years, has returned. It is once again fairly popular, and the rags that for a quarter of a century have been going to the ragman are now being treasured up, since, if they are of wool, they are almost worth their weight in gold. Why the rag carpet ever did go out of style it is hard to determine, and its reappearance is not difficult to understand. Properly put together, and made of a good assortment of rags, it is exceedingly pretty, and withal easy to manufacture, all the knack needed being the skill necessary to cut the rags into strips, sew these together in lengths and wind them into a ball. For a small sum the rag carpet weaver does the rest. Bathroom and study rugs are the chief uses of the rag carpet of to-day, and it is not so much rag carpets, in fact, as it is rag carpet rugs. The rag carpet rug is not large, as a rule. Six feet by three would be quite an extraordinary size. The idea is to have quite a number of them, and these much smaller. They clean easily and wear like iron. These facts especially commend them. Then, too, there is much sociability in their making. A rag carpet party is a jovial event, and a "function" that, long neglected, is coming in again. The girls meet of an afternoon and sew rags until 5 or 5.30. Then the men, especially asked for this hour, begin to drift in, and there is afternoon tea. It is the modernizing of the old-time "sewing bee," and it works marvelously well as an amusement.—N.Y. Carpet Trade Review.



Our Autumn productions are now ready for your inspection. We can produce no better. They are the height of our endeavor.

# LUXFER PRISMS

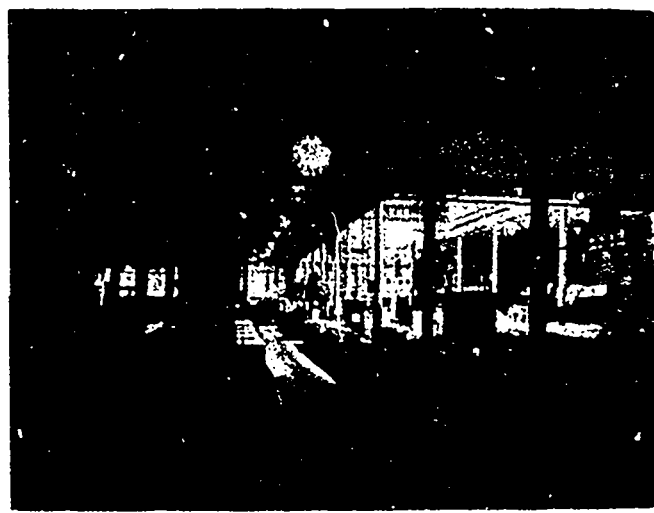
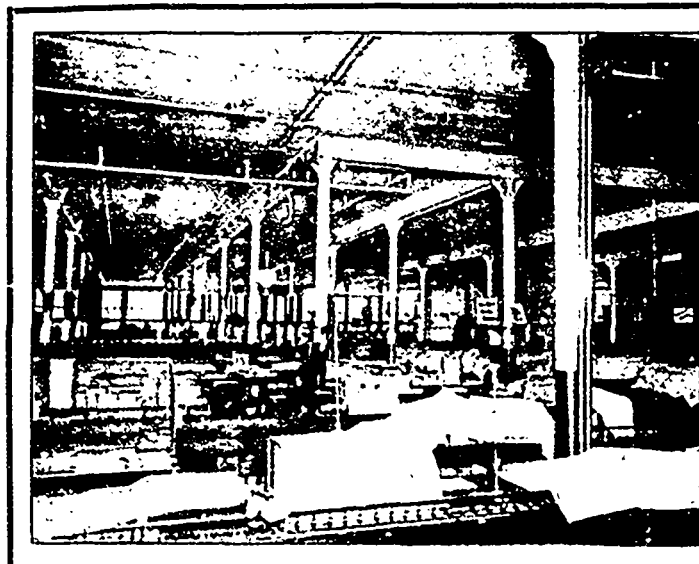
The Greatest Invention of the Victorian Era.



*Save Money*

*Save Eyesight*

*Save Artificial Light*



T. EATON CO., LIMITED, QUEEN ST. SECTION

Lighted with Luxfer Prisms

T. EATON CO., LIMITED, YONGE ST. SECTION

Lighted with ordinary glass and light wells.

All Progressive Merchants are fitting their stores with

# LUXFER PRISMS

And save enough money on gas bills to pay for them within a year.

For Catalogue and Estimate, write

**LUXFER PRISM COMPANY, Limited, 58 Yonge St., TORONTO**

# WRIGHT'S HEALTH UNDERWEAR

It is the one Underwear which gives solid comfort



**PURE UNDYED  
SELECTED WOOL**

## TO THE KNIT UNDERWEAR TRADE.

We would call attention to our line of WRIGHT'S HEALTH UNDERWEAR for the season of 1898, which is now ready and will be found to be complete in every detail, and to include a larger and more varied assortment of samples than in any previous season.

The strong reputation enjoyed by our goods has been earned by years of careful and reliable manufacturing, and buyers will find them easy to sell to the best as well as the popular trade.

Every garment made by us has our guarantee, and all deliveries are made with absolute promptness.

As our mills run throughout the year, duplicates can be furnished on all our numbers as required, and thus broken lots are avoided.

Yours truly,

**WRIGHT'S HEALTH UNDERWEAR CO.**

They are made only of pure, undyed, selected wools of the finest kinds suitable for our purposes.

Do not fail to secure a line of these goods for fall season '98. You will not be without them thereafter.

**Wright's Health Underwear is on every garment.**

## FORESHADOWINGS FROM PARIS.

FEATURES BROUGHT OUT AT THE GRAND PRIX IN JUNE.

THE race known in Paris as the Grand Prix was run early last month, and, although a midsummer event and not a display of autumn fabrics or colors, the prevailing tastes and colors and costumes are pretty well exhibited there. In a leading article reviewing the event The Dry Goods Economist says: "The lessons of this year's race, it seems to us, are rather easier to understand than is frequently the case. While, with very few exceptions, at each holding of this annual event some dominant note has been struck, seldom has there been such an overwhelming tendency toward any one shade or material as has this year made itself apparent in regard to lace. Lace was everywhere and in such profusion that it would seem that an excellent lace season is assured. Very marked also was the use of chenille applications, galloons and colored embroideries as trimmings, the innovation in this direction following naturally upon the adoption of piece-dyed dress goods, which readily lend themselves to quantities of rich ornamentation. The fabrics worn, being suited to the present season, are not adapted for fall use; therefore, it would be very unsafe to construe the employment of cashmeres and nun's veiling as an indication of future popularity for these fabrics, although some will be used. It does serve to show, however, that goods of somewhat similar character, such as broadcloths, venetians and poplins will lead during the coming season.

"The abandonment of novelty dress goods in favor of plain fabrics is naturally carried out in silks, and it is clear that such tissues as taffeta, peau de soie and faille will rule.

"As to colors, the statement made recently in regard to the new color cards received from Paris are fully borne out by the tendency of taste shown at the Grand Prix. While the

shades worn were light, as is consistent with summer gowns, they point the way for the deeper tints of the same colors. Therefore, it is safe to say that in fabrics the range of colors for the coming season will consist of grays, beige and brown, with some blues and violets and a fairly extensive use of black, while in millinery the colors chosen will be lavender blues, beige, orange, lilacs and pinks.

"As to the style of making up materials, the important features are the entrance of the train, the slightness of the changes in the shape of sleeves, and the abandonment of the blouse front. The tablier was apparently adopted, to a considerable extent, at the Grand Prix, but as this is a style which has never commended itself to American women, it will not do to look for the free adoption of it here.

"In millinery 'medium sizes' and 'off-the-face' are the keynotes, with a preference shown for large toques and for capotes. The liberal use of lace will extend also to this branch. Flowers will also be extensively employed, while the use of feathers will include quills, wings, ostrich tips and plumes."

The daughter of the President of France wore a mauve dress trimmed with lace and a mauve straw bonnet with trimming of lace and feathers.

## STORE CHANGES IN PORT HOPE.

The business firms on Walton street, Port Hope, have been making some removals. The first change was the removal of Mr. W. Williamson into the store occupied by H. H. Jones, and the removal of L. B. Randall into the old Williamson quarters. The latter move was made to make way for the large dry goods house of J. & T. Wickett, who will shortly vacate the Smart premises and move into the large and commodious double store in the Tempest block formerly occupied by Mr. D. E. Scott as a grocery and Mr. L. B. Randall as a stationery store.

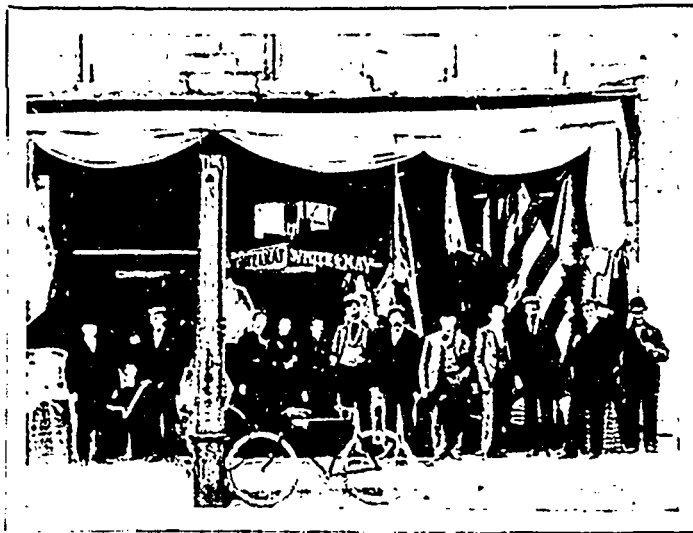
## A LONG-ESTABLISHED RETAIL BUSINESS.

THE REVIEW's artist happened to get a snap shot of White & May's retail store in St. Mary's, Ont., the other day and presents herewith a view of it. This business stand, which is in one of the best towns in Ontario, has now been established for thirty five years, and is one of the oldest in the county of Perth. It was begun in 1862 by Mr. G. B. Smith, who carried it on for over fifteen years. To him succeeded Henderson & White. In a year, the firm became White & Co., Mr. Smith remaining a partner. Mr. White then bought out the Smith interest, both in the building and

stock. A few years later, in 1891, the present partnership of White & May was formed. The firm have steadily increased their trade, especially during the past five years. The partners have had a long training in business, Mr. White having had thirty-five years' experience in handling general dry goods, while Mr. May learned the business with his present partner and has besides spent three years in a large wholesale warehouse. Both gentlemen are widely known in all parts of the southern district of Perth county.

The store is situated on Queen street, St. Mary's, and extends back 100 feet. There are three floors. On the first floor are

carried the stocks of dress goods, smallwares, men's furnishings, staples, tweeds, millinery and mantles, the second floor is devoted to carpets, oilcloths, clothing, blankets, etc., while on the third floor is reserve stock. The firm's staff are seen in the accompanying picture. The figure on the left is Mr. R. W. Pentecost, one of the pioneer travelers of the western ground, who happened to be there when the photograph was taken.



VIEW OF MESSRS. WHITE &amp; MAY'S STORE, ST. MARY'S, ONT.

## WOMEN FRONTIER SMUGGLERS CAUGHT.

A dozen women were pounced upon as they came off the ferry at Windsor a few evenings ago and taken into the Windsor Custom House. Smuggled goods were found concealed on their persons to the value of \$10 each. The addresses of the women were taken with a view to prosecuting them. A female official of the Dominion Government is acting as a "spotter" in Detroit.

## THE WOMAN WHO HAD JUST MOVED IN.

Wife. "The first thing we want to do is to tear down those old curtains those people have left."

Husband: "It seems you have no reverence for the shade of the departed."

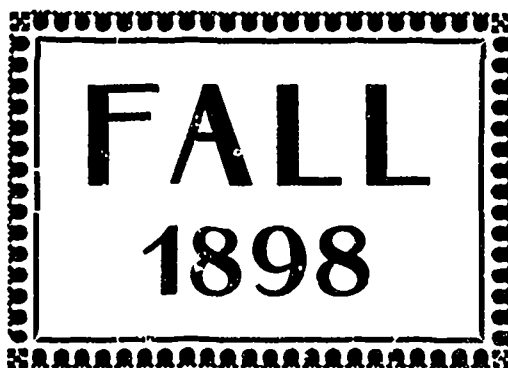
# William Agnew & Co.

**OUR SPECIALTIES:**

305 St. James St., MONTREAL.

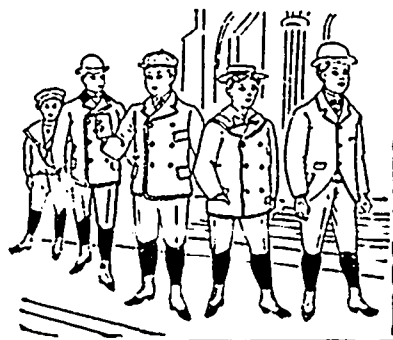
## Dress Goods, Silks and Henriettas

Bengaline  
 Box Cloth  
 Crepon Broche  
 All Wool Tartans  
 Silk and Wool Tartans  
 Two-toned  
 Covert Coatings



Travers Epingline  
 Pique Cords  
 Peau de Soie  
 Satin Duchesse  
 Satin Merveilleux

**A85 Black Henrietta, Velour Finish, 45-46 inches wide, 38c.**



### Shorey's Boys' Clothing

is made for **BOYISH BOYS**. Sewn with **LINEN THREAD**. The cloth is fully sponged and shrunk, and the workmanship **FULLY GUARANTEED**. They are goods you can **HOLD YOUR TRADE** with.

## Strong, Healthy Boys

SHOULD NOT BE PUT INTO

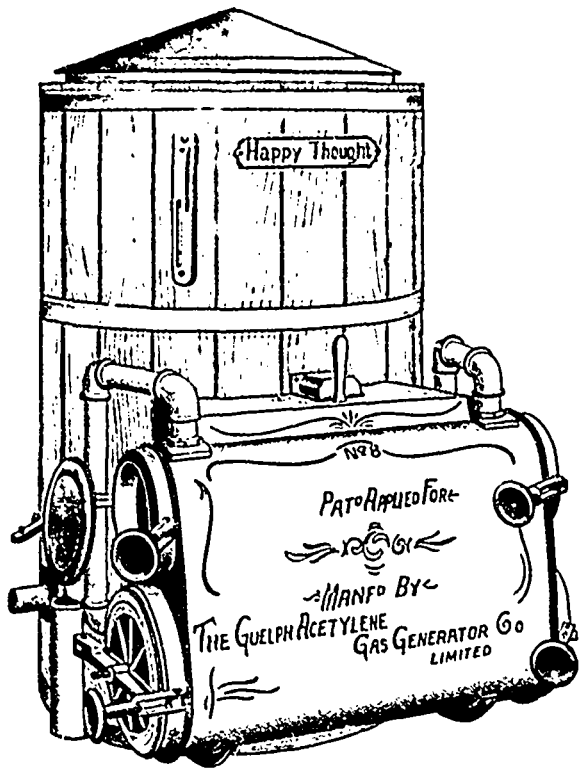
## Weak, Ill-Made Clothes

IT IS . . . .

**BAD FOR THE BOYS**  
**BAD FOR THE CLOTHES**  
**BAD FOR THE POCKETBOOK**  
 and  
**VERY BAD FOR THE MERCHANT WHO SELLS THEM**

See our Traveller's Samples when he calls.

# H. Shorey & Co., Montreal



# Acetylene Gas

PERFECT LIGHT  
PERFECT SAFETY

Our machine IS AUTOMATIC, SAFE, and sold under approval of underwriters. No Globe Valves to open or close.

For terms, inquire of your local hardware dealer. . . . .

For Catalogue, etc.

THE . . .  
**GUELPH ACETYLENE GAS CO.**  
LIMITED  
GUELPH - ONTARIO

For the Hot Weather.

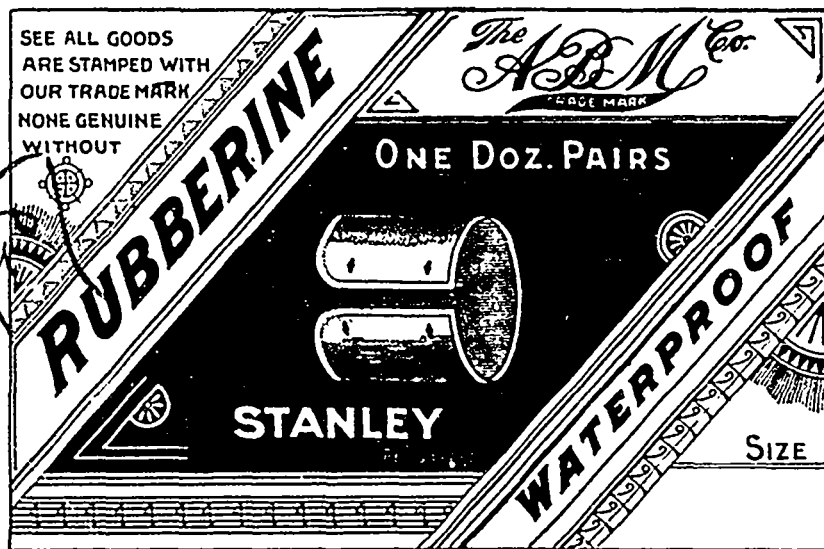
## WATERPROOF

Collars

and

Shirt

Dealers, you must have the best. See you get A.B.M.

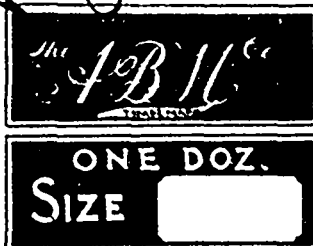


Cuffs

Bosoms

Always fresh, up-to-date and the best skill can produce.

Trade Mark on all our stock as shown here.



**WATERPROOF**  
LINEN  
**COLLARS**



Inspection invited.  
See them.

Agent:  
Duncan Bell, Montreal, Que.

Factory · **The A. B. MITCHELL CO.**  
Wareroom: TORONTO, ONT.



# The Ten following Novelties

WILL BE PRESENTED BY THE

## GILBERT MFG. COMPANY for the Autumn of 1898.

We think no buyer will be able to satisfy his company who does not personally and thoroughly investigate this line of dress linings.

We shall double our office force of salesmen to be able to properly attend to the new accounts we expect to open this season.

- 1st. XXX Sublime Silk Premier ; superb goods.
- 2d. Commodore Fabric ; a great novelty for waist linings.
- 3d. No. 10 Sea Island Silk ; wanted by every lady in the land.
- 4th. No. 20 Sea Island Silk ; wanted by every lady in the land.
- 5th. Sea Island Silk Skirting ; wanted by every lady in the land.
- 6th. Satin Duplex Skirting ; as handsome as a woven fabric.
- 7th. Sublime Illuminated Skirting ; excelling them all.
- 8th. No. 100 La Reine, fast black ; for petticoats only.
- 9th. No. 110 La Reine, fast black ; for petticoats only.
- 10th. No. 120 La Reine, fast black ; for petticoats only.

We shall also offer our regular representative standard goods, a few of which we will notice as follows :

**Silver Sheen,  
Brocade Silk Premier,  
Mineola Skirting,  
Roman "A" Skirting,**

**Silk Premier,  
F. S. Skirting,  
Sublime Fancy Skirting.**

*Also a line of our justly celebrated Gilbert fast black Henriettas and fast black Linings.*

*Also a full range of colors and BETTER qualities than ever of our 3-leaf Twills.*

*Also a new range of patterns in fast black Padded Goods.*

*In Satines we make : SATIN MARQUISE, SATIN SURAH, SUPER SATIN SURAH.*

*Making altogether a line of Linings unapproached in this or any other country.*

From this date we shall offer all of our Combed Yarn stock, composed of Organdies, Dimities and Grenadines, at sixty cents on the dollar, which will make the net prices from 4½ cents a yard up. Send for samples before the line is broken up.

# Gilbert Mfg. Company

380-382 Broadway   NEW YORK

## THE LADY SHOPPER.

HER HUSBAND TELLS THE STORY, AS HE HAS A RIGHT TO, FOR HE FOOTED THE BILL.

"WE really must have the drawing-room done up this year," said my wife.

"I'll tell you what we'll do, Jack: We'll go out shopping together to-morrow. The January sales are still on, and you can help me choose the things at Frampton's."

"My dear," I said, firmly, "I shall be very glad for you to have your drawing-room done up, but"—still more firmly—"I cannot possibly come with you. I——"

"Oh, Jack, do come," interrupted my wife; "you have such excellent taste, and"—coaxingly—"you are so clever, and will be such a help."

Of course I went, but I had my misgivings before we started. I used to wonder why a man who goes shopping with a woman always looks such a complete fool, but I know now, for I once went with my wife to Liberty's to choose a wall paper. It took us three-quarters of an hour of earnest controversy to decide. I wanted green; she insisted upon blue. Needless to say, we bought the blue! Of course, I am master in my own house as a rule, but I gave way on this occasion because she said: "Now, do leave it to me, you dear old silly, and go outside and smoke." However delightful it may be to be called a "dear old silly" at home, I don't like it before seven grinning shopmen, so I went outside, but I believe I swore. I felt sure I should probably be made a fool of over this drawing-room furniture business, although I could not as yet conceive in what way—but I went.

We stopped at several shops on our way to Frampton's, and I noticed my wife at nearly every shop bought something quite different from what she had gone in to buy. I was a little astonished at this, as I had often heard her say the only way not to waste money at a sale is to know what you want before you start—an excellent maxim. I only wish she had followed it.

"I wish to see some brocade for covering furniture," said my wife to the shopwalker at Frampton's.

He took us through a long room hung at either end with hideous bamboo beaded curtains.

"Wouldn't you like one of these for the morning-room," whispered my wife. "They are so nice in the summer with the window open. Shall I order one?"

"No thank you, my dear," I replied, "nor any wax flowers under a glass case."

My wife gave me a scathing glance, but said nothing. In the meantime a very stately gentleman was laying out for our inspection endless rolls of silk. His manner was a little stiff and condescending at first, but my wife soon took the starch out of him.

"Isn't that lovely," she whispered to me, "but it's too thin. It might almost do for a tea gown," she continued meditatively, and held it up against her cheek. How does it suit me, Jack?"

"Well, I think there's too much green in it," I said; "it makes you look a little——"

"Oh, never mind," she interrupted, hastily putting it down. "I don't much care about it." She carefully examined and commented on different silks; then she suddenly remembered that she had not brought the pattern of the wall paper the silk had to match, so she told the disgusted commercial Lord Chamberlain who was attending us that she "must come again" about the furniture! She said she would choose the curtains now, as she knew quite well the color she wanted, so he brightened up again. After looking at several dozens of silk brocades and velvets, she said she felt worn out, and stopped for tea in the Japanese room. Then, like a giantess refreshed, she

returned to the attack. After half an hour or so I whispered in despair: "It is 7 o'clock, Elsie."

"Good gracious!" said my wife, "do make haste then, Jack. There—this one will do; now, dear, where are the measurements?"

There was a moment's blank silence, and I, feeling as though I were back at school and about to get into a jolly good row, said blankly: "What measurements?"

My wife looked incredulously at me. "You don't mean to say you never measured the window, Jack?"

I felt strongly tempted to—the window, but I couldn't, of course, swear at my wife in a shop, so I put it off, and merely said: "No, I hadn't."

She turned to the shopman. "My husband hasn't brought the measurements," she said, with cold dignity, "so we cannot get the curtains to-day; give me some patterns, please."

It was past closing time, and we left by the back door—in fact, we were practically swept out with straw. We drove home in almost complete silence.

"What a pity, isn't it?" sighed my wife, but I did not answer her. I felt it was not the time of day when I could reply with my usual courtesy.

She came down to dinner looking fresh. It is extraordinary the amount of real physical labor a small, fragile woman can get through without turning a hair! As I sat with my tired head leaning on my hand, my brain still in a whirl, she said: "What a jolly day we've had, Jack, haven't we?"

"Very jolly, indeed," I answered abstractedly, for I was doing sums, and I had just reckoned up that my "jolly day" had cost me, including the guinea toward the hat, lunch and cabs, £3 17s. 5d.

"Let's have some champagne, Jack, in honor of my new hat." "We will, dear," I answered, cheerfully. "It will be a nice cheap finish to a nice cheap day!"—Ex.

## A SPECIAL OFFER REGARDING CLOCKS.

The special attention of readers of THE REVIEW is called to the exceptional offer of The Regent Manufacturing Co., Chicago, whose advertisement appears in this issue. They are the most progressive and largest manufacturers of bronzed clocks, and, for the time being, are offering their goods at such a price that every merchant should grasp the opportunity to secure some. Clocks are a staple article, not subject to seasons or fashion, but will sell at any and all times.



## SMILES FOR THE DINNER HOUR.

"Brown is weak financially, isn't he?" "He hasn't much money, but he gives employment to a great many men." "Who are they?" "Other people's bill collectors."

Mr. Hardman (to new boy who had not seen him before) —I suppose you understand what your duties are here? New Boy—Sure. The cashier said that all I had to do was to hustle when old Hardman was looking and it would be all right.

"You say his credit is bad?" "Bad! Why it has got so that he can't even borrow trouble!"

**W**HOLESALE DRY GOODS HOUSES,  
CLOTHING AND SHIRT MANU-  
FACTURERS DO NOT NEED TO  
CARRY THE FOLLOWING LINES IN  
STOCK:

- Pants Buttons,  
Compo. Buttons,  
Covered Buttons,  
Gilt Anchor Buttons.
- Pants Buckles,  
Vest Buckles,  
Bicycle Buckles,  
Overall Buckles.
- Pants Clasps,  
Mohair Braid,  
Rubber Tissue.
- Tailors' Chalk,  
Drafting Lead,  
Wax Crayons.
- Chain Coat Hangers,  
Woven Coat Hangers, Etc., Etc.

As we carry constantly a full stock of Tailors'  
Trimmings and Smallwares.

**M. MARKUS**

30 Hospital Street, - MONTREAL

**STEEL SIDING**



For

Stores, Houses, Halls,  
Barns, Sheds, Churches.

Entirely water, wind, storm  
and fire proof. Will last  
100 years and always look  
well.

Cheaper than matched Lum-  
ber. Shipped from factory  
all ready to apply. Fully  
illustrated catalogue sent  
on request.

The  
**PEDLAR METAL ROOFING CO.**  
Oshawa, Ont.

**The Canadian Rubber Co.**  
of MONTREAL.

Manufacturers of High Grades of

**RUBBER BOOTS AND SHOES**

in all lines. NEWEST STYLES—BEST FINISH.

And also

**BELTING, HOSE, PACKING, Etc.**

HEAD OFFICE—MONTREAL. BRANCHES—TORONTO AND WINNIPEG.

Our New Shoe Catalogue is just out and will be sent on application.

**MARRIAGE OF MR. ROBERTSON'S DAUGHTER.**

THE daughter of a leading member of the St. John, N.B., dry goods trade was married at St. Paul's church, Rothesay, June 14th. This was Miss Elizabeth Emma Robertson, daughter of Mr. James F. Robertson, of the firm of Messrs. Manchester, Robertson & Allison, the groom being Mr. T. E. G. Armstrong, of the British Bank staff at Brantford, Ont., son of Mayor Armstrong, of St. John. The church was beautifully decorated with flowers. The bride wore a beautiful dress of white satin broche, draped with a rich and beautiful old English lace shawl, trimmed with orange blossoms. She carried a large shower bouquet of white bridal roses. Her sister, Miss Helen C. Robertson, was her maid of honor. She wore a charming gown of light blue taffeta, silk corded, with muslin de soie; a shirred chiffon hat with blue plumes, and carried a large bunch of yellow roses and mignonnette. The bridesmaids were Miss Alice Armstrong, sister of the groom, Miss Mabel Gordon Thomson and little Miss Elizabeth Curry. Miss Armstrong and Miss Curry wore dresses of white silk with yellow chiffon sashes, and had large yellow and white chiffon hats with white plumes, and carried large bouquets of yellow roses. Little Miss Curry looked bewitching in a very pretty white silk dress, wearing a white leghorn hat trimmed with chiffon and white feathers, and carrying one large yellow rose. Mr. and Mrs. Armstrong have taken up their residence in Brantford.

**MUTUAL INTEREST.**

A salesman who looks upon his road work as campaigning against an enemy makes a mistake. A much better view is that which sees the community of interest between manufacturer and retailer, and endeavors to promote the progress of the former through the prosperity of the latter. There is a better chance to carry out this theory of business relationship in the corset trade than in most lines of business, because the brand system, under which corsets are sold, encourages the manufacturer to aid in the sale of his goods over retail counters. His interest in his goods does not cease when the goods have once passed into the retailers' hands.—Women's and Infants' Furnisher.

**ELECTRIC POWER FOR COTTON MILLS.**

The Dominion Cotton Mills Company, Limited, have given a contract to the Royal Electric Company to supply electric power to operate their two big cotton mills at Hochelaga, Montreal. The event is regarded as an important one, industrially and commercially. The mills are among the very largest manufacturing enterprises in Canada. The company, appreciating the advantages of

modern improvements, have realized the value of electric power. The contract is to run for twenty years, and the fact that the power taken may be doubled from 1,500 horse-power to 3,000 horse-power is regarded as an indication of possible extension of the works in the future.

**CHIP TRIMMINGS ARE DUTIABLE.**

Fancy hat trimmings made from wood, known to the trade as "chip," have been passed at some Custom Houses free, under item 563 of the Customs tariff, when they properly come under item 362, as braids, etc., at 35 per cent.

**CANADA'S NEW LINE TO MANCHESTER.**

The Canadian Parliament, before adjourning June 13, voted a subsidy to the new steamship line between Montreal and Manchester. The Manchester correspondent of The London Drapers'

Record says of the first trip:

"The new steamship line between Manchester and Canada has now got to work, the Parkmore, which came up the canal on Saturday from the Dominion, having already booked over 1,000 tons of cargo from Manchester for her first trip to Montreal. As far as piece goods are concerned, the volume of traffic from Manchester to Canada is not likely to prove considerable. The trade in cotton goods with the Canadian houses is between two and three million yards a month, and this does not mean much cargo for a regular line of steamers. The great hope of the new service is in the miscellaneous traffic, inwards and outwards. The Parkmore's inward cargo included 388 head of cattle, a trade which may be cultivated with very satisfactory results in this large consuming district. It should be remembered that Glasgow houses have developed the Canadian trade with great

energy and success, and that a considerable percentage of dry goods shipments to the Dominion will continue to go from the Clyde. It is, I believe, generally admitted that the Glasgow houses have cultivated the colonial trade with greater success than Manchester firms."

**THE COSTUME IS A PUZZLER.**

A biker asked a farmer,  
 "Has a lady wheeled this way?"  
 And the farmer told the biker,  
 "It's mighty hard to say,  
 From the costumes they are wearing,  
 From the mountains to the sea,  
 If the biker is a she one,  
 Or a biker is a he!"



JACK CASLER (the stay-at-home), to MR. BULL: "I'm glad to see Jonathan coming back, but don't forget, father, that I'm rather partial to fatted calf myself.—The Toronto World."

# K. ISHIKAWA & CO. TORONTO

Manufacturers of...



Ishikawa Silks  
Colored Habutai  
Silk Handkerchiefs  
Art Embroideries  
Windsor Ties  
Rugs and Mattings

**25c. retail Habutai Silks** in all staple  
colors in stock. Send for samples.

## NEW RULE FOR RETURNING GOODS.

CONCESSION BY THE CUSTOMS AUTHORITIES TO IMPORTING MERCHANTS.

FOR many years the importing merchants, who wished to return imported goods not according to order, have been governed by an order-of-council dated October 23, 1868. This allowed the export of such goods within one month of their arrival. This order was as follows :

Goods having been entered for duty and having passed into the hands of the proprietor, in cases where said goods are found not to be the goods ordered, notice of such fact may be given to the Collector of Customs at the port of entry, within one month of the date of such entry, accompanied by a request for leave to return the said goods to the place and party where and from whom the same were purchased, and that the duties paid thereon be refunded ; whereupon the collector, having verified the statement of the importer, and, having ascertained that the package to be exported is a whole package, and that its contents are identically the same as originally entered for duty, shall report the same to the Department, and the Minister of Customs shall thereupon issue an order to the Collector to refund the duties upon due proof of exportation. Provided that if such goods are not actually exported within one month from the date of such order it shall be void and of no effect.

The Customs Department have resolved to relax this rule somewhat for the convenience of importers. In future, the local Collector need not forward to the Department the application for permission to export until the goods are actually exported. The notice must, as before, be given within one month, but three months are given for actual export. An official memorandum to the Collectors of Customs has been issued from Ottawa on these lines. The memorandum states :

You will note that under this regulation, importers must give notice and request the return of the goods which are not according to order, within one month from the time of entry.

In order, however, to expedite the return of such goods, the application of the importer for the return of the goods is not hereafter required to be forwarded by the Collector to the Customs Department until the goods have been exported : Provided, however, that notice (in duplicate, for the return of the goods shall be given within one month as prescribed, and that the goods shall be duly entered outwards at Customs and actually exported within three months from the date of the import entry.

Collectors of Customs are directed to mark the date of receipt with the Customs stamp on all notices, which are given to them for leave to return imported goods.

### REV. MR. WOOD ON DEPARTMENTAL STORES.

Rev. Morgan Wood addressed the Toronto Retail Merchants' Association recently on the modern departmental store.

Mr. Wood said that he was not a socialist, reformer, political economist, or anything else in that connection ; he was there merely because he took an interest in the universal problem of the concentration of wealth by the few and the struggle for a livelihood by the masses. There is a phase or element, said Mr. Wood, in the commercial world which might be termed unnatural monopoly. There are certain monopolies which must be recognized, they are just and natural. The railways, telegraph and similar concerns, heat, light and power companies, etc., these are all natural monopolies, for all of the people must control them. No one man should cater to all the demands of a community. It is unnatural for a dry goods merchant to endeavor to sell boots and shoes and jewelry. Let him sell all the dry goods consumed in the community if he can, but he has not a moral right to try to take from another source another's means of subsistence. The departmental store is an unnatural monopoly, it is the natural result of an unnatural condition of society. Some of Mr. Wood's remarks were : " There is

something radically wrong in public opinion when the merchant places a secret mark upon his goods." " It is better to have ten men receiving \$1,000 each than to have one receiving \$10,000." " We must endeavor to attain the golden medium between annihilation and readjustment." " There is a law of progress that will in some way meet the difficulties." " Equal rights for all and special privilege for none."

### A DRY GOODS MAN GOES TO NEW YORK.

A pleasant event took place at E. R. Bollert & Co.'s Palace dry goods store in Guelph recently. Mr. Chas. W. Morton's intended early removal to New York, deeply regretted by all the staff, was the cause of the gathering. At the close of the day's business, the principals and employes met Mr. Morton in the store, and Mr. Bollert announced that the object of their gathering was to express their regret at Mr. Morton's departure, especially so on account of the immediate cause of the change being the unsatisfactory state of his health. Mr. Bollert said that Mr. Morton had entered the business as a boy and had grown with it, and was looked upon as a member of the family. The best wishes of all his associates would follow him, and their hope was that the object of his leaving would be realized. As a remembrance of former days Mr. Morton was asked to accept from the firm and staff a couple of souvenirs, which were handed to him by Miss Lennox. The gifts were a handsome gold locket, with initial monogram, in heavy raised letters, and engraved on the reverse side the inscription : " Presented by E. R. Bollert & Co., and their employes, June 4, 1898." The other present was a gold pen and pencil combined.

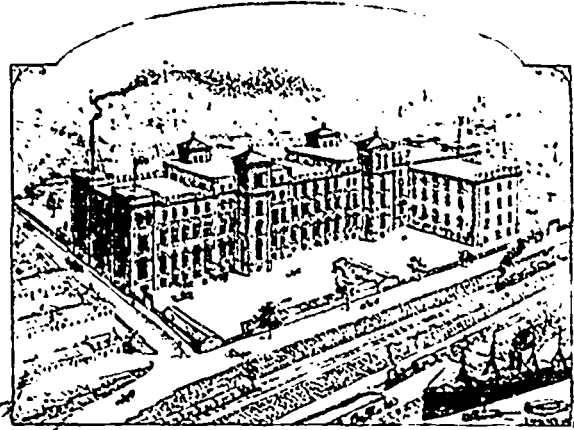
### JAPANESE UMBRELLAS IN THE VERY FAR WEST.

Japan has completely driven Glasgow and Manchester umbrellas from the markets of the Straits Settlements, according to a report by the Colonial Governor. She produces a strong, well shaped article at a very low price, but the cloth is of wretched quality, says The Manchester Textile Mercury, and not, as a rule, waterproof, which defect has had a tendency to cause a feeling in the bazaar against Japan makes. Japan imports the cloth and steels from Europe, and that she can offer her goods at such prices points to cost of labor as the direct cause of cheapness. French umbrellas are of silk, and a fair trade continues to be done in these. It must not be forgotten that paper umbrellas are largely used, and Europe has no trade in this class. Thus, in 1890, the last year when separate returns were given in the different classes of umbrellas, in a total import of nearly \$450,000, paper umbrellas accounted for \$274,000, cloth and alpaca umbrellas for \$140,000, and silk for the balance. Prices. (1) Paper, Japan, 85c. to \$1.80 per dozen, according to quality. (2) Cloth, Japan, \$3.50, \$4.50, \$5 to \$7.50 and \$8 per dozen. (3) Silk, Japan, \$15 to \$16, low qualities ; good, \$20, \$25 and \$30 per dozen.

### THE DISCOVERER OF MERCERIZED COTTON.

The death of Lord Playfair (formerly Sir Lyon Playfair) in England recently recalls the fact that he was the chemist associated with the investigator who tested and made practicable the process of mercerizing cotton yarns and fabrics, a process being considerably shown in the Canadian market this season. Nearly 60 years ago Playfair was appointed chemist at the Primrose Calico-Printing Works, Clitheroe, belonging to Thompson & Co., which then stood in the very front rank of the establishments of its class. Here he came into contact with the late John Mercer, afterwards of Oaken-shaw, near Accrington, who, in association with the printing establishments in the Accrington district, achieved a considerable reputation as an investigator in industrial chemistry. One of Mercer's discoveries was the treatment of cotton fabrics referred to. Lord Playfair was one of the " Manchester School " of freetraders who rapidly disappearing.

Season 1898-1899



DESIGN NO. 716.

28/11/98  
**Colin McArthur & Co.**

1030 Notre Dame St.,

— MONTREAL.

July 1st, 1898.

DEAR SIR,—

The increased patronage of our valued customers has led us to greatly enlarge our factory during this year, and to add to our large plant thousands of dollars worth of the newest and most perfect mechanical appliances, so that our capacity is doubled and our facilities for fine finish better than ever.

We realize that we must be abreast of the times, and we keep in touch with the latest ideas in design and coloring both in Europe and America.

Knowing that the interests of manufacturer and dealer are identical and mutual, we aim to produce artistic goods that sell readily, and the warm words of appreciation sent us during the past season prove that our efforts are successful and fully appreciated.

This year, we will break the record for elegant designs and richly colored effects at moderate prices, and our new blended Friezes are unsurpassed on the continent.

Our line of Ingrains is more extensive than in former years and all are matched beautifully with a new line of Friezes and Ceilings.

Our travellers will soon notify you of their annual visit, and we ask you not to place any order till you have carefully examined our large line.

Yours respectfully,

**Colin McArthur & Co.**





# The Truro Knitting Mills Co.

## TRURO, NOVA SCOTIA

Manufacturers of the famous elastic rib all wool underwear known and registered as—



THESE GOODS are warranted all wool and guaranteed not to shrink in the washing. . .



# Stanfield's Unshrinkable Underwear

Stanfield's Unshrinkable Underwear is especially suited to our severe winters as the men's drawers are made of heavier material than the shirts, thus ensuring warmth to the unprotected legs, besides making them wear twice as long.

You can't shrink them, and they wear like iron.

Our Yukon (Klondikers) Shirts weigh from 21 to 30-oz. each, and are the best heavy all wool shirt on earth. A few of the advantages are

Pure Natural Wool  
Elastic Rib

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Seamless Shoulders  
Popular Prices

WRITE ANY OF THE FOLLOWING WHOLESALE HOUSES FOR SAMPLES:

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**ST. JOHN, N.B.—**

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**HALIFAX, N.S.**

Smith Bros.  
Clayton & Sons.  
W. & C. Silver.

**BRITISH COLUMBIA—**

S Greenshields, Sons & Co., Vancouver.  
John Piercy & Co., Victoria.

**MANITOBA—**

Stobart, Sons & Co., Winnipeg.  
John W. Peck & Co., Winnipeg.

**TRURO, N.S.—**

Blanchard, Bentley & Co.  
Wm. Cummings & Sons.

## WHAT WAS SAID IN PARLIAMENT.

## GRIEVANCE OF THE SHIRT INDUSTRY VENTILATED.

MR. MONK STATES THE CASE FOR THE MANUFACTURERS—THE MINISTER OF FINANCE DECLINES TO CHANGE THE DUTIES—DID THE PRESENT PREMIER MAKE PROMISES THAT ARE NOT BEING FULFILLED?

(Reported by THE DRY GOODS REVIEW'S Ottawa Correspondent.)

MR. MONK, the member for Jacques Cartier, has laid before the House of Commons the facts connected with the shirt and collar industry and its treatment under the present tariff. He described the industry as one built up under the old tariff. "The moment the industry was given sufficient protection, a considerable number of manufacturers came in from the United States, and a number of skilled employees as well. I might give, as an instance, the case of Williams, Green & Co., an American firm, who, as soon as the new tariff was introduced in 1879, established themselves at Berlin, Ontario. That firm, finding that the tariff gave them sufficient protection, started an industry employing 300 operatives, most of them coming from the United States.

## EXTENT OF THE INDUSTRY.

"The industry to-day employs within the Dominion of Canada over 8,000 operatives, who receive, on the average, wages of \$4 a week for sixty hours. Ninety per cent. of these operatives are females, a very large proportion of them are the sisters, wives and daughters of our farmers in the Provinces of Ontario and Quebec. In the immediate vicinity of Montreal, there are a very large number of farmers' wives and daughters employed by the shirt and collar manufacturers in the city of Montreal, and to whom this industry is a very great boon indeed. I said the wages were \$4 a week for sixty hours; the House is perhaps not aware that these wages are greatly in excess of those paid in Europe for similar work. In Europe, the wages are only \$2.20 per week of seventy-six hours, and it is a well-known fact that there are no operatives so poorly paid as the seamstresses in England. As to skilled labor, the operatives in this industry command wages of about \$1.50 per day, and there are a very large number employed in the factories in the city of Montreal, as well as in the adjoining district.

"As to the capital engaged in this industry, statistics will bear me out when I say over \$1,500,000 is invested in the shirt and collar factories of this Dominion. The wages paid annually exceed \$1,500,000, and the annual sales amount to \$2,500,000. The material purchased in Canada by the manufacturers is of the value of \$500,000, and the raw material brought in from elsewhere and employed by the manufacturers in the Dominion exceeds in value \$250,000. As the Minister of Finance is well aware, there is no combination in this industry. There are a number of rival factories, and it is well known that the consumer gets fair value as regards the goods which are the products of those factories. The American and foreign manufacturers get their raw material at from 25 to 30 per cent. lower than the raw material can be obtained by ourselves. They have cheaper money, machinery at first hand, and their general charges are lower.

## ITS CONDITION UNDER THE PRESENT TARIFF.

"It seems to me these circumstances invite the particular attention of the Minister of Finance, because, as the House will remember, when the new tariff was brought down the Minister stated that whatever might be his own views in regard to the opposing theories of free trade and protection the Government were anxious not to sacrifice in any way existing industries, and that was the governing principle under which the present tariff was framed. Let us look for one moment at the condition of the tariff as it was previous to the introduction of the present arrangements. Under

the tariff as it existed under the previous Government, shirts, collars, cuffs and blouses received a protection of 25 per cent. Shirts had, in addition, a specific duty of \$1 per dozen; collars, 24c. per dozen; cuffs, 24c. per dozen, and blouses, \$1 per dozen. The change introduced by the new tariff is very considerable. Upon all the articles I have just named the duty is a uniform one of 35 per cent., less, of course, the preferential duty in favor of the countries which have the benefit of that preference. As regards the raw material under the previous tariff, printed shirting was 30 per cent. The changes increased the protection up to about 35 per cent. Dyed shirting was 30 per cent.; it has been increased to 35 per cent. Linen shirting was 20 per cent.; it has been increased to 25 per cent. Woven shirting was 30 per cent.; it has been increased to 35 per cent. Bleached cotton was 22½ per cent.; increased to 25 per cent. Soap, under the previous tariff, bore a specific duty of 1c. per pound, and that has been maintained. Starch, under the previous tariff, was 1½c. per pound, this also has not been disturbed. As to the protection afforded the industry on whose behalf I am speaking, it has been reduced under the present tariff, whereas the protection afforded to the raw material has been considerably increased. It seems to me that this discrimination is unfair.

## REMEDIES REQUIRED.

Mr. Monk reminded the House of the modification in the tariff which had been prepared last year. This modification would have given some relief to the shirt industry. Conflicting interests, that is the cotton industry, forced the Minister to abandon his amendment. Since then the shirt and collar industry has steadily declined. Manufacturers abroad were now flooding this market at prices so low as to defy Canadian competition. The Eaton Co., of Toronto, the speaker continued, were advertising collars made in Troy, N.Y., (and sold there at 25c. each) for sale here at 60c. per dozen. The Canadian shirt and collar manufacturers proposed certain alternative remedies. 1. They advocated an increase in the present ad valorem duty to the extent of 20 p.c. 2. Or, to restore the specific duties. 3. Reductions to shirt and collar manufacturers of the duties on their raw materials, cottons and linens, soap and starch.

## REPLY OF THE MINISTER OF FINANCE.

Mr. Fielding said: "I am very much afraid, Mr. Speaker, that at this late stage of the session it will be difficult, if not indeed impossible, to reopen the consideration of the question in the manner indicated by my hon. friend from Jacques Cartier (Mr. Monk). Though I referred to the late period of the session, I confess that, even though the matter were brought to my attention at an earlier date, I think the difficulties in the way would have been so very considerable as to possibly prevent the accomplishment of what the hon. gentleman (Mr. Monk) desires. There is really nothing much that can be said to-day that is new on this question of the shirt and collar industry. All the information which my hon. friend (Mr. Monk) has referred to has certainly been laid before the Government very fully last session, and to some extent during this session. The situation is simply this: The shirt manufacturers find that in purchasing what they call their raw material, it bears a duty of 25 per cent. on white cottons and 35 per cent. on colored cottons, while the duty on the finished article is 35 per cent., being the same rate as on the colored cottons which they call their raw material. Of course, in a discussion of the tariff question we are apt to constantly get into the difficulty that what is one man's raw material is another man's finished product. There is no such thing as raw material for the shirt manufacturer. That which my hon. friend calls raw material is the finished product of the cotton manufacturer. Therefore, if we are to reduce the duty on that so-called raw material, we are reducing it on a fin-

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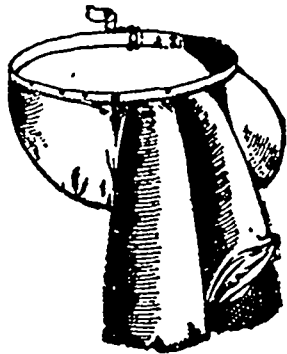
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For Street Costumes and Bicycle Suits.  
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Order a box of each color or send for samples.

THE . . .

**EVER-READY DRESS STAY CO.**

**WINDSOR, ONTARIO**

### WHAT WAS SAID IN PARLIAMENT—Continued.

ished product of another manufacturer; and which of these two manufacturers can best bear the change is, of course, a fair question for consideration. Last year, we did propose an amendment at one stage, such as that quoted by my hon. friend as 355a in the tariff resolutions, whereby we proposed to fix a special duty on cotton goods for the use of shirt manufacturers. The idea of having a special rate on goods to be used by manufacturers was found to a considerable extent in the tariff before, and to some extent it still remains. There are, however, difficulties in the way of working that out. In the first place, it would have been, I think, an advantage to the large manufacturer of shirts, rather than to the small one. The proposal was to allow materials to be imported and cut in bond, under the supervision of a Customs officer, at the reduced rate of 15 per cent. The Customs Department found that it was very difficult, from their point of view; in fact, the Minister of Customs said it could not be worked out. But, even if there were no difficulties from the Customs point of view, this plan would have imposed disadvantages on the smaller manufacturer of shirts, while the larger manufacturer would be able to profit by it. For these two reasons, we found that we could not proceed on that line.

#### A DRIVE AT THE PROTECTIONISTS.

"One of the difficulties in the discussion of all those tariff questions is that we differ as to what is the effect of a high tariff. Men who oppose a high tariff generally consider that when a high duty is imposed on an article, the home producer of an article of like character will take the full benefit of it. Therefore, the free trader or the revenue tariff man generally adds the duty to the price. The advocates of a high tariff usually dispute that, claiming that the duty is not added to the price, but that its effect is simply to secure a home market without the price being affected; though I notice that whenever a protectionist comes to use an article manufactured in Canada, he insists that the duty is added to the price; and so, the hon. member for Jacques Cartier (Mr. Monk), says that the cotton manufacturers take the full advantage of the tariff on their cotton, and in that case the duty is to be added to the price. I call my hon. friend's attention to the fact that, in using that argument, he is rather cutting the ground from under the feet of the gentlemen who usually associate with him in the advocacy of protection. We were told last year by the cotton manufacturers that that was not done—that the additional duty did not increase the price of cottons. We were told that they would not take full advantage of that duty, but would produce their cottons at a fair price, and would give such terms to the shirt makers as would remove all cause of trouble. Of course, that was a mere understanding between the cotton manufacturers and the shirt industry. I remember at one interview, when we were fortunate enough to get both industries together, which is always an advantage in dealing with the tariff question, the cotton manufacturers intimated that their facilities were such that they would be able to produce cottons at a reasonable rate, and that the shirt manufacturers would have no trouble in buying from them. I am told that the shirt manufacturers claim that that understanding has not been carried out, but that the cotton manufacturers have charged the full amount of the duty.

#### OBJECTS TO THE PROPOSED REMEDIES.

"However that may be, the remedies suggested are three. One is that to which I have already alluded—making a specially low rate for the importation of cottons for manufacturing purposes, and cutting them in bond. The disadvantages and difficulties in the way of that I have already mentioned. The second is that we shall add 20 per cent. to the duty; that is to say, where we have a duty of 35 per cent. on shirts and collars, we shall call it 55 per cent. I doubt if many hon. members on either side of the House would advise us to adopt a change of that kind. The third sugges-

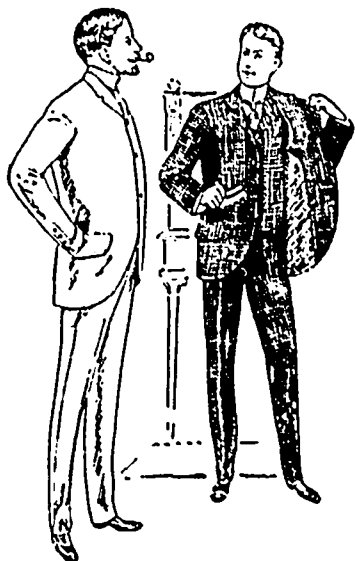
tion is that we should adopt the system of specific duties. The representatives of the shirt and collar industry have generally put forward the specific duty as the one they prefer. The chief advantage of a specific duty is that you are able to charge a very high duty without letting the public know what it amounts to. There are at present specific duties in the tariff, and I am not prepared to say that they are the best features of the tariff; but if we were to adopt the suggestion of the shirt and collar industry and impose specific duties which would amount to 55 or 60 per cent., and in some instances more, I am inclined to think the public would say that we were going far beyond the limits of legitimate protection. That the shirt and collar industry is placed at a disadvantage as compared with some industries, I am prepared to admit; but while the duty on cotton goods is 25 per cent.—I am speaking of white goods—the duty on shirts and collars is 35 per cent., so that there is a difference of 10 per cent. in their favor. I am aware that the duty on colored goods is 35 per cent., and the duty on shirts and collars is the same.

"But the labor must be considered, because, although the duty is the same the difference in value may give a reasonable protection to the industry, and that is exactly what has happened in the case of the shirt and collar industry. The manufacturers buy a certain raw material bearing 35 per cent. duty, but they are protected on the article they manufacture to the extent of the labor that passes into it. That, of course, will be admitted. It is only a question whether that is sufficient, and, in some branches of the industry, under the tariff, undoubtedly, the protection afforded them is more than that. I do not see that we are in a position to offer any relief. If the situation is not, in all respects, as favorable as some would like, I am afraid that the divergence of opinion as to what are the remedies will lead to difficulties. Any one of the three proposals would be open to grave objections. While I sympathize with the position of my hon. friend representing the interests referred to, I do not think the position of the shirt and collar industry is quite as bad as he pictures it. If he means to say that it is not in as good a position as some industries, still it is in a fair position, and it will be found that this industry will have a fair chance to do business. Though it may not make as much money as in past years, still it will have as fair a share of the business as it could reasonably expect. Even if it is not in as good a position as some industries, I am not in a position to adopt any of the three remedies proposed."

#### THE OPPOSITION CRITIC.

Mr. Foster (ex-Minister of Finance) made a strong protest against the Government doing nothing in this matter. "I am told that the Premier (Sir Wilfrid Laurier), before the election, specifically promised his friends among the shirt manufacturers that the shirt duty would not be unreasonable or unfair. And since this tariff has been brought down, I am told, he specifically promised that these duties would be made right. Does the promise of the Premier count for nothing after the election is once over, or are these gentlemen saying what is untrue when they state specifically that they have letters in their possession conveying this promise of the right honorable Premier?"

"This industry employs a capital of \$1,500,000, pays wages of \$1,500,000, and has annual sales to the extent of \$2,500,000. For all these reasons, it is an important factor in the life and business of the country, and I think more regard should be paid to it than the Finance Minister and the Government appear to have paid. Why did they not stick to what they declared to be right as a matter of tariff? Why did they recede from it? For political reasons? Then, the reasons were not worthy reasons. Why has not the Prime Minister implemented the promise he gave? Because of superior pressure? A Prime Minister ought to be ready to implement his promise against all pressure; or he ought to leave his position as Prime Minister."



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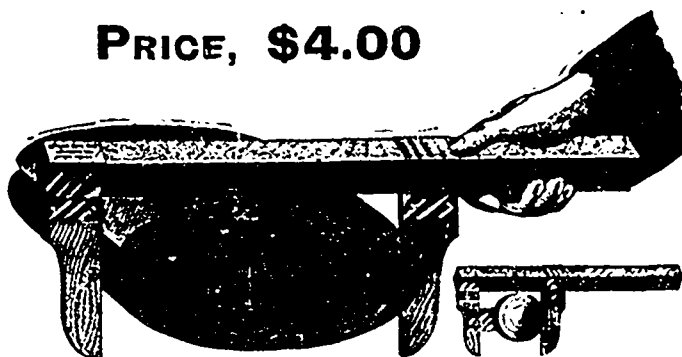
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PRICE, \$4.00



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Works just like a Lumberman's Board Rule, just as simple.

In use throughout the United States, in Canada, in England and South Africa.

A great labor-saver in taking stock, and also very useful in checking invoices.

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GENERAL AGENTS

... FOR ...

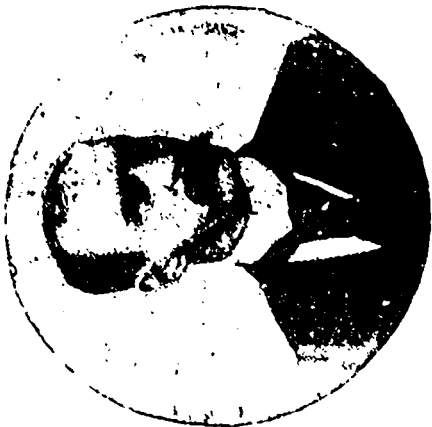
Manitoba, Northwest and  
British Columbia

**Bryce & Co.**



SUB. AGENTS

**C. O. Douglas  
J. D. Ramsay**



S. F. ARMSTRONG.

FALL 1898



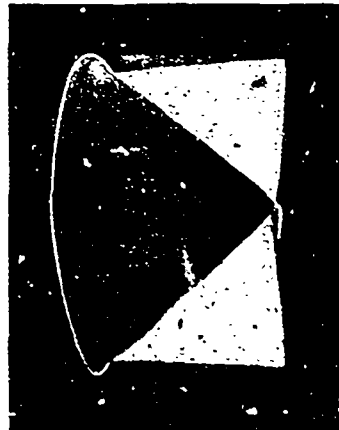
FALL 1898

# English and German Collars and Cuffs

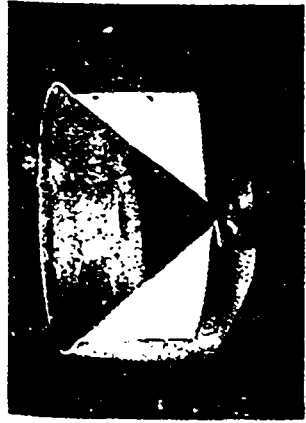
Hand-made Button Holes. PERFECT Turnings . . .  
 OUR SUCCESS with these goods has been simply PHENOMENAL

## Why?

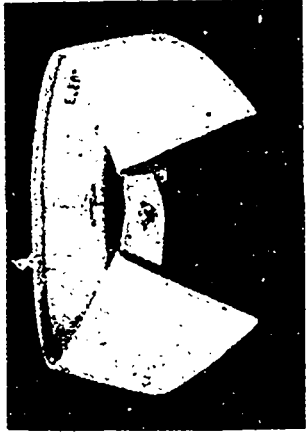
Because they are correctly sized, uniformly made and perfectly laundered. These qualities command success. We show four qualities in each of the following styles, and can give prompt delivery in any size from 14 to 18. Full stock always on hand.



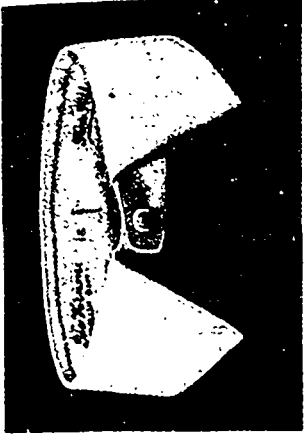
Taunton, depth 1 1/2, 2, 2 1/4, 2 1/2, 3, 3 1/4, 3 1/2, 3 3/4, 4, 4 1/4, 4 1/2, 4 3/4, 5, 5 1/4, 5 1/2, 5 3/4, 6, 6 1/4, 6 1/2, 6 3/4, 7, 7 1/4, 7 1/2, 7 3/4, 8, 8 1/4, 8 1/2, 8 3/4, 9, 9 1/4, 9 1/2, 9 3/4, 10, 10 1/4, 10 1/2, 10 3/4, 11, 11 1/4, 11 1/2, 11 3/4, 12, 12 1/4, 12 1/2, 12 3/4, 13, 13 1/4, 13 1/2, 13 3/4, 14, 14 1/4, 14 1/2, 14 3/4, 15, 15 1/4, 15 1/2, 15 3/4, 16, 16 1/4, 16 1/2, 16 3/4, 17, 17 1/4, 17 1/2, 17 3/4, 18, 18 1/4, 18 1/2, 18 3/4, 19, 19 1/4, 19 1/2, 19 3/4, 20, 20 1/4, 20 1/2, 20 3/4, 21, 21 1/4, 21 1/2, 21 3/4, 22, 22 1/4, 22 1/2, 22 3/4, 23, 23 1/4, 23 1/2, 23 3/4, 24, 24 1/4, 24 1/2, 24 3/4, 25, 25 1/4, 25 1/2, 25 3/4, 26, 26 1/4, 26 1/2, 26 3/4, 27, 27 1/4, 27 1/2, 27 3/4, 28, 28 1/4, 28 1/2, 28 3/4, 29, 29 1/4, 29 1/2, 29 3/4, 30, 30 1/4, 30 1/2, 30 3/4, 31, 31 1/4, 31 1/2, 31 3/4, 32, 32 1/4, 32 1/2, 32 3/4, 33, 33 1/4, 33 1/2, 33 3/4, 34, 34 1/4, 34 1/2, 34 3/4, 35, 35 1/4, 35 1/2, 35 3/4, 36, 36 1/4, 36 1/2, 36 3/4, 37, 37 1/4, 37 1/2, 37 3/4, 38, 38 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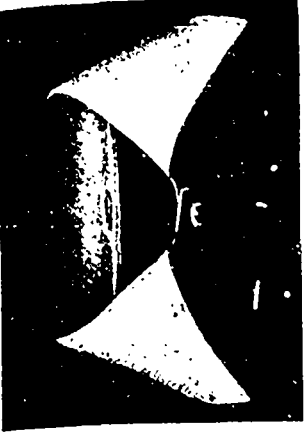
Rugby Boys



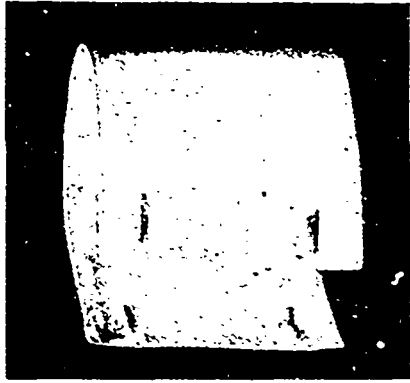
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Electric.



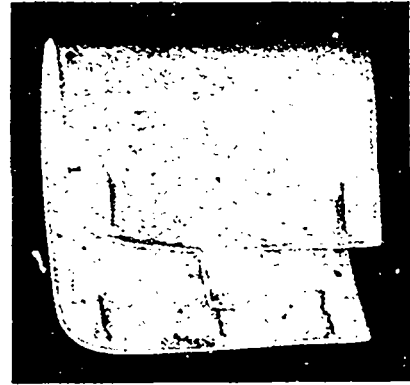
Vernon.



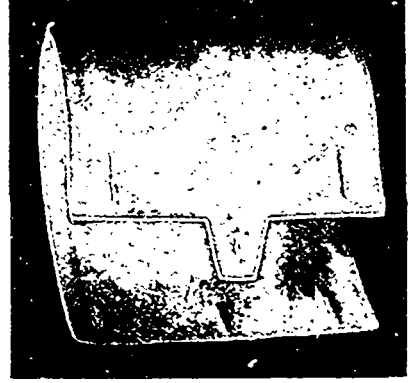
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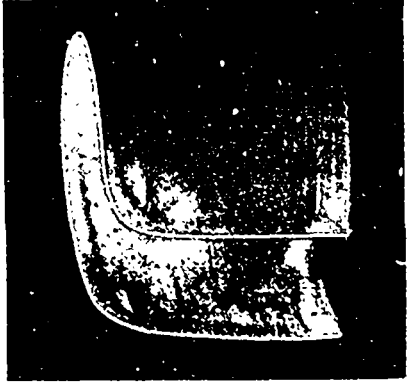
Rival



Eldon.



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## BUYING AWAY FROM HOME—WHY?

**T**HE LOCAL MERCHANTS should seize the summer season to get their home papers at work, pointing out plainly the duty of people to buy in their own town in preference to other places. *The Moosomin Spectator* has had just such an article as is meant. "There seems to be a perfect fascination," it declares, "for some people to do business away from home. They seem to think that it raises their social standing to be able to say that this or that article was bought at Toronto or some other large centre. The cost of the article cuts no figure with a certain class, they are willing to pay for the supposed gain to their standing in the social arena."

After administering a sharp rap over the knuckles of such people as that, the editor next takes in hand the case of those who buy away in some distant city because they think they can get better bargains. "Does the gain of a few dollars," asks the editor, "justify the men and women of any neighborhood or locality in sending their money away from their own neighborhood? To what end does such a method of business lead? Every right thinking man and woman can come to only one conclusion; that it is a short sighted policy. The better the home places are supported the better will these places be enabled to cater to the wants of their customers. The larger any business man's purchases are the better will be his buying prices, and therefore the better will be his selling prices. Besides, the wider the town's business grows and the greater the volume of its trade becomes the more will the town be benefited. More money will be spent in public improvements. The invested wealth in permanent institutions will be increased. And thus the town will become possessed of advantages which tend to make life easier and brighter for its inhabitants. The same can be said for the people of the surrounding country. The better the town the better for all concerned. We feel strongly on this matter. Support home institutions, is our motto. Build up the town. Tramp selfishness down. Let broad business principles prevail. Why should we in this district support far-away rich corporations? We get our living here, let us spend our money here. We admire the loyalty of the man who says that he would rather pay \$25 to a home merchant for a suit of clothes than \$20 to some city establishment. That is the kind of spirit we like to see, and that is the spirit that will help to make our town equal to all the demands from all sources. Encourage our home business men, and assist in putting our town on a solid foundation."

Every local merchant is entitled to a share of his town's trade, and ought not to be asked to compete with big establishments hundreds of miles away.

## THEY HAVE GOT THE FLAG READY.

The average patriotic United Stateser has no doubt that Havana will be taken, and that the Stars and Stripes will fly from its forts (although President McKinley has announced that Cuba when captured from Spain will be handed over to the Cubans). A patriotic man of Wall street, New York, has had a flag made all ready to fly over Havana. It is 120 feet in length and 43½ feet in width, and it is believed that it breaks the record for size. It is so big that special bunting was made for it in Boston. The bunting measured 42 inches across in the rough. Made up in the flag, allowing for seams, each stripe measures 40 inches. It took a full piece of 40 yards for each stripe, except where they run into the jack. The jack measures 40 feet in length and covers the space of seven stripes. The stars are not very large. From point to point each

star measures 14 inches. They are arranged in alternating rows of seven and eight, according to army regulations. The flag cost \$290. Big as it is, it can be packed in a large traveling trunk, and will not weigh more than 200 or 250 pounds.

## BARE AS TO THE LIGHTS.

Some merchants seem possessed with the erroneous idea that incandescent electric lamps, such as are used in stores, diffuse no heat, and may, therefore, be placed near or in close contact to inflammable fabrics without fear of igniting them. This is a great mistake. As is well known, the carbon filament of the lamp is a substance offering great resistance to the passage of the current, and the products of this resistance are light and heat. It is an instance of the translation of one form of energy into another. It is not, however, generally known that the light produced is, after all, only a small percentage of the energy thus manifested—some 5 or 6 per cent only, at the most. It is true that the lamp when working is not comparable with a flame, or naked light, but at the same time the heat evolved is such as may lead to ignition, and several serious fires in stores have been caused in this way.

## NEW FIRM IN MOUNT FOREST.

It is understood that Mr. James Morison, of Mount Forest, has sold his business to Messrs. Dill & Dalgleish. Mr. Dill has lately resided in Toronto, but has had twenty-five years' business experience in Bracebridge. Mr. Dalgleish is at present in business in Wilford and will close up there before removing to Mount Forest. The new firm will take possession on July 1, and will doubtless continue to do as large a trade as Mr. Morison. The business has been steadily increasing, the present six months showing a large increase over the past six months.

## W. H. STOREY &amp; SON.

This well-known firm whose productions are on sale in almost every city, town and village from the Atlantic to the Pacific, is now in the thirtieth year of its existence.

Established in a small way by the late W. H. Storey, in 1868, its success and growth has been continued and uninterrupted, and it is now one of the largest concerns of its kind on this continent. Their range of goods for the ensuing fall season is unusually varied and comprehensive and show excellent values.

They have some special lines in gloves and mitts in suede and domestic kid at prices which they claim are unrivalled, and which should interest every merchant.

## SEPARATE SKIRTS.

A long-felt want is filled by the popular tailor-made skirt. These garments are made in serge, covert cloths, brocade satins, etc., and are perfect-fitting. The popularity of these goods has, with the blouse waist, come to stay, and has become a necessity in every well-appointed stock. Boulter & Stewart are, as usual, up-to-date on all ready-made garments, and are manufacturing a very large range. Their line comprises all the newest in cut and finish of the New York markets. Skirts to retail from \$3 up to \$10.

## IN OPERATION BY OCTOBER.

The inaugural meeting of the shareholders of the Northrop Loom Co. was held in Montreal on June 16. Mr. A. F. Gault was elected president, Mr. Louis Simpson, vice-president, and Messrs. R. R. Stevenson, S. Finlay, S. H. Ewing and Geo. Otis Draper, directors. Work on the company's factory, which is to be located at Valleyfield, Que., will be commenced at once, and it is hoped that the mill will be in running order by October.

# LATEST FALL SHAPES

IN ———  
**Very  
Newest  
Effects.**

*All cuts to  
Tooke Bros  
April 28/13*



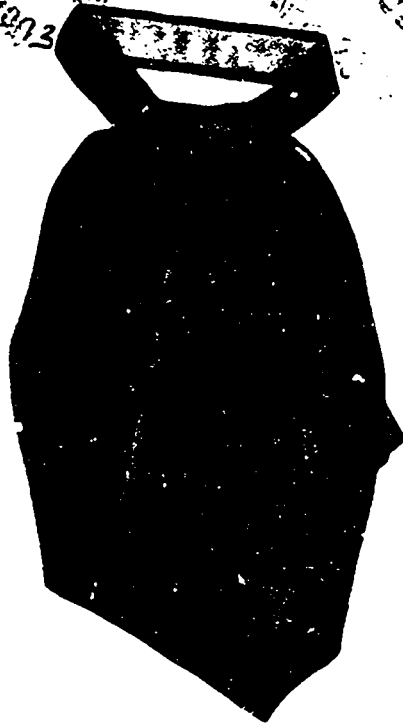
"FEARLESS"



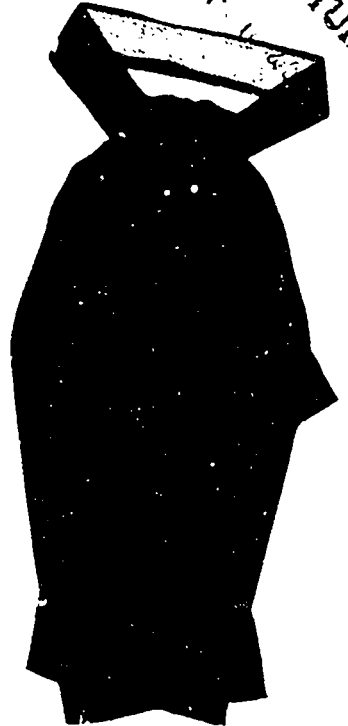
"REGAL"



"GOTHAM"



"ROSELLE"



"JEDDAH"



"FAULTLESS"



"BUTTERFLY"

# TOOKE BROS., MONTREAL

Manufacturers of Highest Class Neckwear.

Watch for our

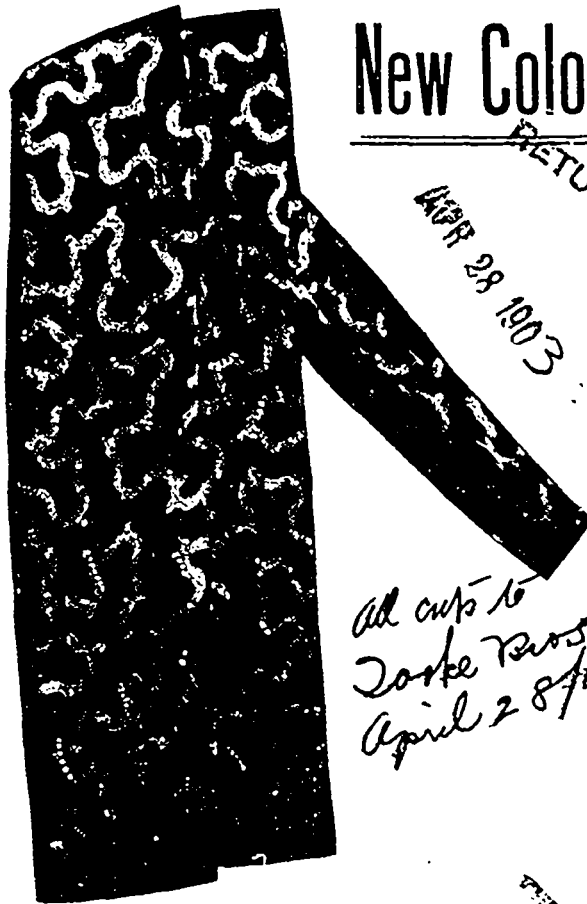
# New Colorings in Tie Silks



*APR 28 1903*

"PARIS"

Assd. 15, 16 and 17 inches.



*All cuts to  
Tooke Bros  
April 28/03*

"ASCOT"—23½ x 50 inches.



*RETURNED*

*APR 28 1903*

*APR 28 1903*

"ZONCADA"



*APR 28 1903*

"OROMER"



*APR 28 1903*

"AMERICAN"

Assd. 15, 16 and 17 inches.



*APR 28 1903*

"ELLCOTT"

**TOOKE BROS.—**

Our representatives are now out with the most "Up-to-date" Neckwear shown this season.

**—MONTREAL**

TAKE NOTE OF THE WORKMANSHIP IN OUR OWN MANUFACTURED GOODS



"GRADUATE"

APR 28 1903

All cuts to Tooke Bros April 28/03



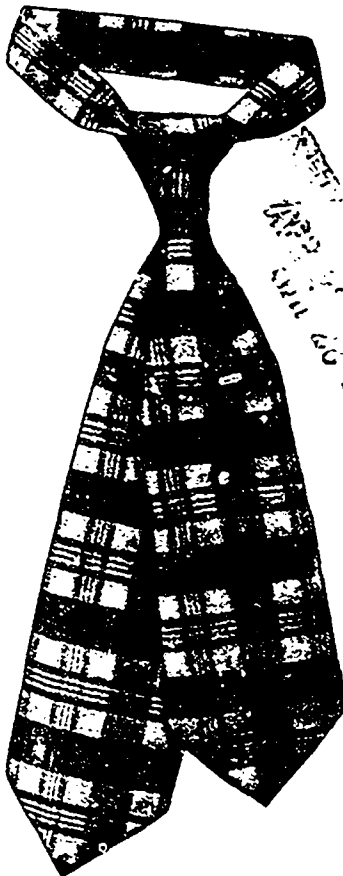
"COLONIAL"

APR 28 1903



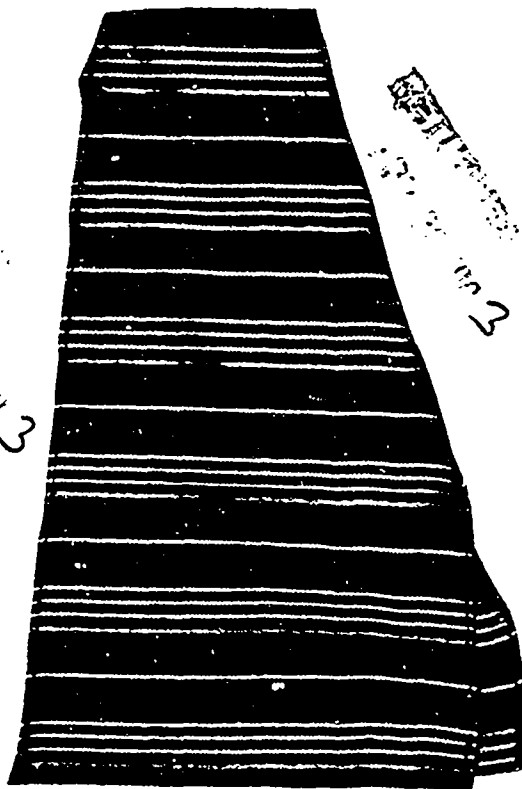
"DERBY"—1 1/2 x 4 1/2 inches.

RETURNED APR 28 1903



"AUTOCRAT"

APR 28 1903



"FLOWING END"

RETURNED APR 28 1903



"DUDLEY"

RETURNED APR 28 1903

All shapes will also be found in our Black Goods Department. We draw special attention to our \$2.00 and \$2.25 Black Silk and Satin "All Round" Graduates.

TOOKE BROS. - MONTREAL

REGISTERED



TRADE MARK

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

Registered Trade Mark, as above.

This Trade Mark means that the goods are

# Salt's Belwarp Cloths

and are made at the famous mills of

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

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

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

The only houses from whom the Belwarp Cloths can be obtained for the Dominion of Canada are,

**The Gault Brothers Co., Limited, Montreal**  
**John Macdonald & Co., Toronto**

both of whom carry in stock a full line of these goods.





## The MacLean Publishing Co., Limited

President,  
JOHN BAYNE MACLEAN,  
Montreal.

Treasurer,  
HUGH C. MACLEAN,  
Toronto.

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 Street, E.C.  
MANCHESTER, ENG. (H. S. Ashburner) 18 St. Ann Street.  
NEW YORK, (M. J. Henry) - 14 Irving Place.

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

### 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, 1898.

12,000 copies of this issue have been printed and distributed throughout the Provinces of Ontario, Quebec, British Columbia, Manitoba, Nova Scotia, New Brunswick, Prince Edward Island and the Northwest Territories. Copies are also being sent to importers in Great Britain, South Africa, Australia, New Zealand, etc., for the benefit of Canadian exporters.

### THE REVIEW'S AUTUMN ISSUE.

THE present number of **THE CANADIAN DRY GOODS REVIEW** goes to every merchant in Canada doing business in any line of that trade, and to numerous addresses abroad as well. No effort has been spared to make **THE REVIEW** worthy of its position and of those who patronize it.

The growth of trade journalism is a remarkable feature of modern publishing. The advertiser and the buyer are brought together by a trade paper as no other medium of communication has hitherto been able to bring them. It is necessary that a high standard of merit in typesetting and printing should be reached. The paper used must be excellent. **THE REVIEW** has endeavored to secure the best results obtainable by the modern printing art, by good work and good paper. The printing in colors has been brought to a high stage of merit, and we modestly ask if any dry goods

journal in the world can show better results than this special number shows?

Every line on every page, from front cover to back cover, was printed in **THE REVIEW'S** own office.

The advertisements are well set and well displayed, otherwise the buyer would not read them. **THE REVIEW** has always made a point of urging this cardinal truth upon the advertiser: That if he has anything to say to the trade, it must be well said and well presented. A poorly set, slovenly printed journal, with the ideas of fifty years ago, is like a merchant who is trying to do business in 1898 on the methods that answered in 1848. That will not succeed.

It is also absolutely necessary that the advertiser should feel that his announcements are read, and this result can only be achieved by the journal in which they appear being attractive, readable and in the confidence of the trade. It is **THE REVIEW'S** pride to feel that its friends and readers number many thousand from Nova Scotia to British Columbia, and by frequent letters they testify to its arrival being welcome in the most successful establishments in Canada.

In a new country, with the most thickly settled portions separated by long distances, with changes in firms continually taking place, and new men going into business, the task of issuing a trade journal is no easy one. Canvassers must be kept at work all the year round, from the Atlantic to the Pacific, to add new names to the list and keep the paper in touch with the retail merchants for whom it is published. This costs money, but the publishers of **THE REVIEW** undertake it cheerfully as the only means of meeting one of the difficulties that beset business in Canada.

The paper is thus a regular, frequent messenger to the merchants, who get the latest information of what goods are in the markets, since it is impossible to expect commercial travelers to cover every town and village in the Dominion as frequently as the paper is able to visit them.

### WHAT OF THE FALL TRADE?

IT is not **THE REVIEW'S** aim to boom business unduly. That simply helps to cause trade to be overdone, with a consequent reaction that is far worse than over-caution in buying. We have been at pains to find out, from the most trustworthy sources, what the present outlook is for fall trade, and there is considerable evidence going to confirm the encouraging reports in the daily press from all quarters.

During the past two months many retail merchants have called at the Montreal and Toronto offices of the paper, and the inquiry has invariably been put to each: "How does business in your locality this year compare with last?" And the answer has never been unsatisfactory. Visitors from some districts, who are not prone to be enthusiastic, have replied: "A much more hopeful feeling than before." It seems to be generally admitted that the farmers are in far better shape than during many years past, and they are the foundation of prosperous times in this country. With prices low for all sorts of grain and produce, and these prices steadily declining as they have of recent years, with a few exceptions, the wonder is our trade has been as good as it was. The farmer,

with all his faults, is responsive to good times. If he has the money he will buy. Cut down his prices on all farm products to the lowest notch, and, of course, he calls out for bargains, cheap lines, department store prices and all the rest of it. Now, our information is that there is a decidedly better feeling abroad in the land, and that more expensive goods are selling.

Canada is certainly in a healthier condition than has probably been the case since 1882, some say since the Union of the Provinces in 1867. We are aware of the fallacy of seeking to prove national prosperity by means of statistics, but some figures do indicate increased business. The earnings of the Grand Trunk and Canadian Pacific Railways for the first five months of 1898 were \$19,000,000, for the same period in 1897 the earnings were \$16,000,000. That is one excellent sign of increased business activity. The annual bank reports are all satisfactory. The volume of money in circulation is greater. The discounts given by banks, which is one indication of the extent of financial and commercial transactions, exceed last year's. Here and there, for the moment, trade may be quiet, but the outlook is altogether good.

The basis of this hope is the improved position of the farmer, and THE REVIEW has had compiled a comparative list of prices, which go to show the advances of June, 1898, over June, 1897. The following list is well worth studying :

	June 15, 1897.	June 15, 1898
Wheat, No 1 Fort William . . . . .	72 to 73c.	\$1.10
Oats . . . . .	23 to 24½c.	34 to 35c.
Peas . . . . .	40½c.	55c.
Hay . . . . .	\$11.00 to \$12.50	\$7.00 to \$8.50
Cheese at factory . . . . .	8½c.	6¼ to 7½c.
Butter, dairy tubs . . . . .	10 to 11½c.	12¼ to 13½c.
Butter, creamery . . . . .	15 to 16c.	16c.
Eggs . . . . .	9 to 9½c.	10 to 10½c.
Bacon, long clear . . . . .	7½ to 7¾c.	8¼ to 9c.
Hams, heavy . . . . .	10c.	10 to 11c.
Hogs, light, per cwt. . . . .	\$5.65	\$5.20
Cattle, for export, per cwt . . . . .	\$4.00	\$4.00 to \$4.20
Horses, general purpose . . . . .	\$60.00 to \$60.00	\$80.00 to \$110.00
Hides, No. 1 . . . . .	7½c.	8½c.
Wool, fleece . . . . .	16½c.	16 to 17c.

Now, on the whole, this is a very encouraging list, and, with the excellent crop prospects, ought to bring about a fine fall trade.

#### TRADE MISSIONS DECIDED ON.

THE REVIEW understands that the Ottawa Government will shortly despatch agents to the West Indies and to South Africa, to look into the prospects of direct trade with those portions of the British Empire.

As regards the West Indies the line of products in which an increased trade may be done are food products, and perhaps a few manufactures. The present preferential tariff on West Indian sugar, given voluntarily by Canada without any reciprocal tariff concessions from the West Indian Islands, ought to furnish our commissioner with a weapon which may prove useful.

As to South Africa, shipments of Canadian cotton, wall paper, and other domestic manufactures have already been made to Cape Colony. A tentative offer has also been made by the Cape Government to join with Canada in subsidizing a line of steamers running direct from a port in the Dominion to Cape Town, the capital of the colony.

We hope that Sir Richard Cartwright will see that capable business men are sent on these missions, and, that the expenses are not out of proportion to the possible commercial benefits resulting.

#### THE LABORS OF ONE SESSION.

AS a result of the session of Parliament which has lately closed some 120 different bills were passed into law. How much real benefit accrues to the business community from these enactments? We are not advocates of too many Acts of Parliament, by any means. In fact, legislation tinkering is a distinctively evil tendency in our time.

But, as Parliament saw fit to pass 120 different measures, it is well we should know what the commercial interests of Canada secured from House and Senate in 1898. The greatest proportion of the bills dealt with railways, some lines seeking amendments to their charters, others asking for more powers, others securing ratification of new agreements, etc., etc. Much of this legislation concerns corporations which have already powers and privileges enough. Here and there, doubtless, are new railway arrangements which may affect certain localities beneficially, but the bulk of the railway bills were at the request of the railway corporations and were passed in their interest. We can see no benefit in this constant willingness of Parliament to concede the demands of corporations, while declining to put the insolvency system on a sound basis.

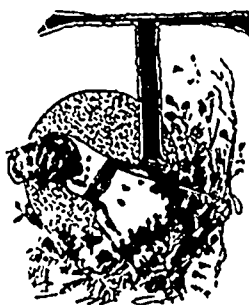
There were several divorce bills, a question that ought not to be dealt with in Parliament at all, but by a regularly constituted court of law.

The incorporation of several commercial concerns, like the Montmorency Cotton Co., the Tobique Manufacturing Co., Limited, several companies and a bank relating to the Klondyke seem to be objects deserving of Parliamentary attention, provided the laws are properly framed. The franchise law is probably an improvement on the old, but, until our whole electoral system is remodeled on a different basis, so that dishonesty and boodling are reduced to a minimum, we regard all the election laws so far proposed as a mere game of battledore and shuttlecock between the two contending parties. One is out and wants to get in; the other is in, and is engineering matters so as to stay in. The measure to take a national vote on prohibition we regard as pure bunkum.

The new arrangements regarding cold storage for exports to Great Britain, to define the bounty system on native iron and steel, to provide cheaper postage, abolishing the old superannuation method of retiring public officials, protecting the fisheries, providing for the administration of the Yukon district, are all in the right direction. But the trouble is, that these proposals are not all well carried out. The postage law, for instance, imposes postage on some newspapers and not on others. That is a manifest injustice, which could only emanate from a lawyer. A business Minister would have imposed charges on all alike.

On the whole, the session was barren of the kind of legislation which a community, which exists by reason of two industries, agriculture and commerce, should have. It is quite clear that until we business men work and vote for men of honesty, who have succeeded in everything they have undertaken, regardless of party, we can never hope to be more than the dupes of unscrupulous ward heelers, who pocket our taxes, and treat us as if they were the owners of the country.

## THE DANGER OF FRAUD ON THE CUSTOMS.



THE danger of fraud under the new Canadian preferential tariff, which goes into effect on August 1, is no light matter. On several occasions we have referred to the question, in the interest of honest importing, and we now do so again, as the date is fast approaching when the preferential rate of one-quarter of the whole duty is confined

to British imports alone.

The position of affairs ought, by this time, to be well-known to the trade. The Canadian tariff, which went into force in April, 1897, applied to all countries except Great Britain, which was to enjoy a preference, first, of  $\frac{1}{8}$  of the duty, and then, after July, 1898, of a second  $\frac{1}{8}$ , in all  $\frac{1}{4}$ . This is now in force. But, up to the present, Canada has been obliged to give other countries, like Germany, France, and a dozen other, the same privilege, owing to the existence of Imperial treaties which were binding on Canada. These cease to operate on August 1. On Monday, August 1, the preference will be confined, at all Canadian ports of entry, to British and British colonial goods alone.

Now, the very important question arises: How are British goods to be distinguished from goods not British, but which are simply shipped from British ports? THE REVIEW has been at great pains to look into this subject. We have carefully examined samples of British and foreign goods, have compared the styles and patterns, and in a number of lines it is going to puzzle a Philadelphia lawyer, much more a Customs officer, to tell the difference. Such goods as black and tartan velvets, made in Germany and England, French and Bradford serges, French and Nottingham laces, contain such points of resemblance that even experts can hardly tell the difference.

But the difference is there. And the trouble is going to be that when a retail or wholesale merchant has, in good faith, got the preference and passed his goods in safety, he can be overhauled by the Customs, his imports forfeited, and he, himself, heavily fined. The law is very strict in the matter. Even a merchant who has innocently offended is liable to it.

For the benefit of the honest importer in Canada, as well as a warning to any agent abroad who might, wittingly, or unwittingly, evade it, we quote, from the Revised Customs Act, the sections that govern in this matter:

## PROTECTION OF THE REVENUE.

123. If any goods are found which do not correspond with the goods described in the invoice or entry or if the description in the invoice or entry has been made for the purpose of avoiding payment of the duty or for any part of the duty on such goods, or if in any entry any goods have been undervalued for such purpose as aforesaid, such goods shall be seized and forfeited.—(46 V. c. 12, s. 108.)

## FORFEITURES AND PENALTIES.

124. If any person smuggles or clandestinely introduces into Canada any goods subject to duty, or makes out or passes or attempts to pass through the Customs House any false, forged or fraudulent invoice, or, in any way attempts to defraud the revenue by evading the payment of the duty, or of any part of the duty on any goods, such goods, if found, may be seized and forfeited, or if not found but the value thereof has been ascertained, the person so offending shall forfeit the value thereof as so ascertained, and every such person, his aids and abettors shall, in addition to any other penalty to which he and they are subject for such an offense, forfeit a sum equal to the value of such goods,

which sum may be recovered in any court of competent jurisdiction, and shall further be liable on summary conviction before two justices of the peace, or any other magistrate having the powers of two justices of the peace, to a penalty not exceeding two hundred dollars, and not less than fifty dollars, or to imprisonment for a term not exceeding one year, and not less than one month, or to both fine and imprisonment.—(51 V., c. 14, s. 35.)

201. If any person makes or sends, or brings into Canada, or causes or authorizes the making, sending or bringing into Canada, any invoice or paper, used or intended to be used as an invoice for Customs purposes, in which any goods are entered or charged at a less price or value than that actually charged, or intended to be charged for them, or in which the goods are falsely described, no sum of money shall be recoverable by such person, his assigns or representatives, for the price of such goods or any part thereof, or any bill of exchange, note or other security, unless in the hands of an innocent holder for value without notice, made, given or executed for the price of such goods or any part of such price.—(51 V., c. 14, s. 39.)

202. The production or proof of the existence of any other invoice, account, document or paper made or sent by any person, or by his authority, wherein goods or any of them are charged or entered at or mentioned as bearing a greater price than that set upon them in any such invoice as in the next preceding section mentioned, or, in which the goods are falsely described, shall be prima facie evidence that such invoice was intended to be fraudulently used for Customs purposes, but such intention, or the actual fraudulent use of such invoice, may be proved by any other legal evidence.—(51 V., c. 14, s. 39.)

203. Every importer of goods into Canada, and every person on his behalf, who presents or causes to be presented, with intent to make entry thereunder, any false or fraudulent invoice, such as described in the two sections next preceding, shall incur a penalty equal in amount to the value of the goods represented in such invoice, and the goods shall also be seized and forfeited.—(46 V. c. 12, s. 94.)

204. If any entry passed at any Customs house is false in any particular, to the knowledge of any person connected with the making thereof, all the packages and goods included or pretended to be included, or which ought to have been included in such entry, shall be forfeited.—(51 V., c. 14, s. 40.)

It may be thought that the British merchant will be sufficient protection in this matter, and that he will not, in filling orders for Canada, designate any goods British when they are not so. But it should be borne in mind that the British merchant is not concerned to trouble himself about it at all. His interests and the interests of the British manufacturer are not identical. The merchant buys and sells indiscriminately in all the markets of the world, and will not push British goods unless profitable to him. When the Canadian purchaser buys direct from the British manufacturer, doubtless no trouble is likely to arise, but this is not in many cases the practice. It should also be remembered that there are a great many merchants domiciled in Britain who are not British, and it is inconceivable that they will worry about passing foreign goods on to Canada and letting the Canadian take the risk. It is also asserted that branches in England of foreign houses are going to claim the privilege of the preference in Canada. But, as the Canadian law distinctly bars foreign goods from the preference, the attempt can only result in heavy forfeiture and fine to the Canadian importer.

## ENGLISH YARNS CAPTURING TRADE.

Our information is that Canadian yarns are being much affected this season by English competition.

It is reported that one of the largest importing houses placed an order with the English manufacturers for 130,000 lb. of worsted yarns this season, most of which were formerly supplied by Canadian mills. While no definite action has lately been taken, the Canadian yarn men feel sore at the loss of this trade.

Another importer informed THE REVIEW that he had been obliged to place a \$6,000 or \$7,000 order for yarns with the English manufacturers in consequence of the favorable price they offered. This had last season come from one Ontario mill. The present reduced duty on English yarns is 15 per cent. and other lines 22  $\frac{1}{2}$  per cent., and this is claimed by the Canadian mills to be insufficient to meet the competition of the English makers.

**WHY RETAILERS IMPORT.**

IT IS useless for the wholesale trade to conceal from themselves the fact that every time they cut prices down on goods of Canadian manufacture, they incite the retailer to import. We do not contend that the wholesalers are responsible for all the cutting that goes on in domestic goods. But, in cases where they are responsible, the effect is what we have stated.

The reason is not far to seek. The wholesalers who sell an article of Canadian manufacture, practically at cost, to the retail merchant give the latter reason to believe that that is the ratio of profit on all the Canadian goods they are selling to him. He naturally, thinks, therefore, that they must be getting an abnormal profit out of him on the imported goods. He concludes to import a little himself and save this margin. The practice of slaughtering domestic goods in this way, whether it is done by manufacturer or wholesaler, thus tends to destroy the success of all trade in Canadian goods, and the retailer is not to blame for the condition which he has not created.

And this cutting of prices has another effect. It leads other wholesalers, who do a direct trade with English factories, to meet Canadian designs and patterns which have a special value in this market, by getting the English manufacturers to turn out something like them. These are brought into this market, and Canadian goods cannot be expected to face such a competition. The result is always mischievous, because, we do not admit that even the consumer is benefited by filling the market with cheap goods he is led to buy without actually needing them.

The consequence is that when the retailer loses his confidence in domestic goods he betakes himself more and more to importing, often, doubtless, to his own injury, by over-buying. But who has the right to warn him against this? Certainly not the jobbers who have convinced him that they are getting a handsome profit on imported lines in order to sell him Canadian goods at prices that leave no reasonable margin, either to the manufacturer or the man who handles them. We are opposed to price cutting, either by wholesaler or retailer, because it is not good business and not legitimate competition. At a time like the present, when trade is active and the country more prosperous than it has been for many years, the efforts of all should be toward better prices, and the people who ought to begin the good work are the manufacturers and the wholesalers. The retailer will fall into line when his turn comes. To blame him for all the evil is just moonshine, and he knows it.

**THAT \$7,000 TRADE MISSION.**

The mission of Mr. Sheppard to South and Central America cost \$7,000, and there has been some grumbling about it. The mission resulted in little more than the discovery that Canada cannot hope for much export trade to those regions. We could have told the Government that much if they had only given us notice. The criticism bestowed upon the affair has, unfairly as we think, been devoted as much to the commissioner and the fee of \$2,800 he received, as to the Government which planned the mission, sent Mr. Sheppard upon it, and now asks the country to foot the bill.

The Government must bear the whole responsibility. The commissioner is a man of capacity and vigor who would have done his

duty no matter where he was sent. What an earth has he to do with the policy of the Government in deciding to exploit countries which can yield us neither trade nor immigration? That is the Ministers' business. If they like to make fools of themselves, the mistake should not be put on the wrong shoulders.

The markets to exploit are not in Peru, or Mexico, or Greenland, or the South Pole, but in Europe. Great Britain buys annually from abroad \$600,000,000 worth of the twelve principal products of the farm. Canada has, so far, only obtained a limited share of that immense custom, and mostly by individual enterprise. If Government is going to spend public money in exploiting new markets—and, if wisely spent, we are not disposed to quarrel with the outlay for this purpose—why not develop trade in the right quarters? No wonder business men are disgusted with senseless expenditure and are becoming sceptical of all politicians and of both parties.

**THE EXTRA ONE-EIGHTH OFF.**

SOME merchants expect a good deal from the one-eighth drop in duty, which went into force on the 1st inst. Without attempting to forecast the future with a prophetic eye, we would be surprised if these expectations are all fulfilled.

Supposing the duty on a line of goods is 30 per cent. One-eighth off that leaves the duty at 26¼ per cent., and the drop is only on British goods. Of course, if prices abroad were stationary, we might expect to get the benefit of the drop in duty, which, in the particular case we have cited, applies. But the question of price is a large one, and several things besides the rate of duty in Canada affect it. For example, if, as we hear, the English prices for certain lines of dress goods have gone up, we do not suppose for a moment that our lower duty can check the corresponding advance in this market. That, at least, is our opinion, based upon enquiry and past experience.

No one denies that the preference of ¼ of the duty is a very substantial concession to British goods. They will come into Canada in much larger quantities. But, in a large measure, this will mean not so much a decrease in price as a crowding out of foreign goods—French, German and United States, which will be displaced by British manufactures. The British merchant's advantage is real. But we doubt if the Canadian consumer is going to get much. He will simply buy an English cotton instead of an American, a Bradford serge instead of a French serge, and so on. It was never intended to cause a crash of prices in Canada by the new tariff. Its purpose mainly was to give a decided preference to British goods, and, on August 1, when the Imperial Treaties are got rid of, the British merchant will enjoy what was offered to him.

It should also be kept in view that when the tariff was readjusted, in April, 1897, provision was made for the decrease in duty by raising the rate on a large number of staple lines. This, in some lines, actually left the duty higher, or a mere shade lower, than before. Consequently, the market was prepared for the two-eighths reductions, one of which went into force in April, 1897, and the other on the first of the current month. Besides, the reduction applies only to British imports, the duties being actually increased on foreign imports to the old figures.

For the reasons given, therefore, we hope our importing merchants, whether wholesale or retail, will not let the consuming public imagine that they are going to get everything surprisingly cheap because the duty, since July 1, has been lower than it was before.

# Fall Samples

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**Complete and in travellers' hands.**

Large variety of leading lines at popular prices, in every department. We invite your inspection.

**DRESS GOODS** — Particularly attractive showing in medium and high-class novelties in Canadian, English, French and German makes—6c. to 85c. per yard. Tartans and Fancy Plaids, 3/4, from 6c. up. French Wool Tartans and Plaids, 6/4, 35c. to 65c. Black Figures, in latest designs, at 24c., 30c., 35c., 55c. and 70c.

**GENTS' NECKWEAR** — Larger assortment than ever of very latest styles. Novelties in Cashmere and Silk Mufflers.

**SAXONYS** — Five splendid lines in opera shades, to retail at 5c., 6c., 7c., 8c. and 10c.

**American and Canadian Domets and Flannelette Sheetings**—Large range and prices right.

**HOSIERY** — We are showing a very large range in Wool and Cashmere. Please note one special line of Ladies' Cashmere Hose, "D 90," to retail at 25c. Also in Children's sizes. Our sales for this line have been unprecedented.

**MEN'S and LADIES' UNDERWEAR** — We advise our customers to place orders now for Underwear if they wish to get prompt delivery, as mills are already refusing repeat orders.

**LETTER ORDERS** for immediate requirements will receive careful attention.

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## Knox, Morgan & Co.

W<sup>HOLESALE</sup>  
DRY GOODS.

— Hamilton, Ont.

## THE HEAD OF AN OLD HOUSE GONE.

A DRY GOODS MAN PROMINENT IN ENGLAND AND CANADA  
DIES IN LONDON.

**M**R. WM. MULLER, senior partner in the wholesale dry goods firm of Murdoch's Nephews, Halifax, died in London, Eng., on June 18. He had been poorly for some time, but it was not supposed that his condition was dangerous, so that his death came as a shock to his friends in this country. Mr. Miller came to Halifax from Greenock, Scotland, in 1838, and entered the employment of his uncle, Wm. Murdoch, of the wholesale dry goods firm of W. J. Murdoch & Co. This house was founded in 1823 by two brothers—William and James Murdoch, who came out from Scotland, and went into business in Halifax in the premises now known as the Army and Navy Corner. Subsequently James Murdoch died, and Charles, another brother, was admitted to partnership, and the style of the firm was changed to W. & C. Murdoch. William Murdoch retired from the firm in 1859, but the remaining partner conducted the business under the old name until 1871, when he sold out to two of his employes, Messrs. Robertson and McLeod, who, however, retired in the course of a few years.

The Halifax Mail, in commenting on this old house, with which Mr. Miller had been so long connected, says :

"The year after William Murdoch's departure from Halifax, his nephew, William Miller, followed him, having recently been married. He had frequently crossed the Atlantic in the firm's employ, but after this time permanently resided in London. Wm. Murdoch never married, and Charles had no children. On the death of William Murdoch, the firm name was changed to that of Murdochs' Nephews, William Miller and his brother, Robert, constituting the firm as it has continued till the present.

"About 1848, William Miller and John Doull, who had come from Pictou, and had been in the employ of W. & C. Murdoch, opened on their own account, in the Donaldson property, Barrington street, now occupied by Cragg Brothers. Thence they removed to the premises now occupied by John Starr's electrical warehouse and the merchant tailoring establishment of E. Maxwell & Son, Granville street. From this, the firm changed its warehouse to the Thompson property, Hollis street, now the Metropole building. In March, 1860, having erected the magnificent warehouse at the corner of Hollis and Prince streets, they removed thither. This corner had for years been the site of St. Matthew's church. Here they continued in business, under the same name—Doull & Miller—till 1888. In 1862, they admitted Alexander K. Doull as a member of the firm. One of the men most lamented in the sad loss of the steamship City of Boston was Alexander Keith Doull—a benevolent and kind-hearted philanthropist. After the death of Alexander, Frank H. Doull and William Doull, sons of John Doull, were admitted as partners. The firm thus continued till 1888, when the business was liquidated by the retirement of the three Doulls—William Miller continuing as sole partner, under the name of the English house—Murdoch's Nephews.

"A branch of the business of Murdoch's Nephews in London was opened in New York in 1888, and is still in operation.

"William Miller was the founder of the Halifax Young Men's Christian Association, and he encouraged the enterprise by liberal benefactions as well as by personal work when opportunity offered. He was actively interested in other organizations of this kind and in church work generally. He was, as well as being a successful business man, a close student and a voluminous writer. The London Times and other English journals have published many columns from his pen. He wielded a facile pen, and his letters on imperial federation stamp him as a forceful and thoughtful writer. He was a strong Liberal in British politics, and on one occasion

contested Lambeth as a candidate for Parliament and supporter of Gladstone. He was an admirer of Parnell, and endorsed Gladstone's Home Rule policy. Henry George found in him a cordial supporter. He was a friend of Father McGlynn, of New York.

"William Miller's last visit to Halifax was in 1888.

"It is understood that the business of Murdoch's Nephews, in this city, will be continued as usual under the present management."

### A DOLL-DRESSING CONTEST.

The Callender, McAuslan & Troup Co., of Providence, R.I., is making an effort to increase its summer trade by holding a doll-dressing contest for the benefit of the children of its constituency. The concern offers to the little girl who brings to the store the best-dressed doll any garment in the store for her own use to the value of \$15. Second and third prizes, amounting to \$10 and \$5 worth of children's goods, will also be awarded. One of the employes has been appointed to receive all the entries at the bundle desk. The dolls are to be placed on exhibition in the children's furnishing department for two days, after which the prizes will be awarded according to the judgment of three ladies of the city. All dolls will be returned to their owners.

This method of attracting trade in summer may be found practicable by other concerns.

### THE JAPANESE SILK TRADE.

Advices from Japan to K. Ishikawa & Co., from Mr. Ishikawa, who is now there, state that the Christmas goods to be shown in this market shortly are unusually varied and attractive. The line will be ready early for the trade and comprises handkerchiefs, ties, draperies, fancy silks, etc. Owing to the Canadian tariff arrangements this year, import orders for fall will be delivered early in the season, except those which the looms of the company in Japan are at work upon.

The firm have received some silks in all staple colors for summer or early autumn trade.

### THE PRICES OF CASHMERE HOSIERY.

In cashmere hosiery, S. Greenshields, Son & Co. have a large assortment for fall trade, all bought before recent advances in prices of these goods. Most of the principal manufacturers have now advanced prices from 5 to 10 per cent., and further advances may be looked for, prices for all classes of merino wools being dearer at last London sales than at previous series.

### CANADIAN BUYERS IN THE STATES.

The present condition of trade in the States warrants Canadian buyers going there just now to pick up novelties which are appreciated in Canada. Mr. Blackie, of John Macdonald & Co., made a tour of the knitted goods mills in the east last week, and afterwards went to New York to select some novelties in haberdashery and men's furnishings. Mr. Davidson, dress goods buyer, has just returned from New York and other eastern markets. Mr. Mitchell, carpet buyer, has also been in Philadelphia and New York, with results that are noted elsewhere. Five of the firm's buyers leave for Europe in the next fortnight.

### THREE POUNDS.

When you go fishing for good value in men's wool socks be sure you see the 3-lb. mixed grey wool socks shown by The W. K. Brock Co., Limited, who also claim to show the largest range and best value of all-wool, merino and cashmere half-hose ever shown in Canada. Inspect their lines to retail at 25c. per pair.

# The Merchants Dyeing <sup>AND</sup> Finishing Co.

Of Toronto, Limited

Successors  
to **CALDECOTT, BURTON & SPENCE**

Warehouse, 42 Front St. West  
Telephone 137

Works, Liberty Street  
Telephone 5291

Dyers, Finishers and Converters of British, French and German Dress Fabrics, and Japanese Silks.

Wholesale Importers of every class of Dress Materials, Linings, Trimmings, Laces and Ribbons.

**Specialists in Gloves and Hosiery.**

**Our Autumn Samples** now on the road, comprise:—German Dyed and Finished Henriettas, consigned to us and sold on commission; British and French Serges, Satin Cloths, Armures, Granites, Cheviots, Cote Chevals, Arlesiennes, Coverts, Mixtures, Cloths, Vigoureux, Sedans, Amazons, Jacquards, and a very large range of Plaids and Checks: Black Goods, special, from 18c. to \$1.75, in Serges, Jacquards, Mohair Figures, Novelties.

**Special--** we shall show this autumn **Permanent Finish** Satin Cloths, Plain and Figured, Henriettas, **our own work**. You can put a damp cloth on them, apply the hot iron, and the finish will not be affected.

**Japanese Silks--** Our own Dye and Finish, 4 qualities, colors will always be kept assorted. Black Peau de Soie, Luxors, Surahs, Mervs, Taffetas, Failles, Moires, Moire Velours, Bengalines, Cristallines, Damasse. Shot Taffetas—Colored Failles, Satins, Mervs, Bayaderes, Repts, etc. Fancies—Checks, Stripes, Figures.

**Velvets and Velveteens--** Full range of prices, Blacks and Colors.

**Ribbons--** Complete ranges in Blacks and Colors in Double Satin and Faille, Black Moire—all widths, Sashes—Blacks, Colors and Tartans, Tartan and Plaid Ribbons, special ranges and value.

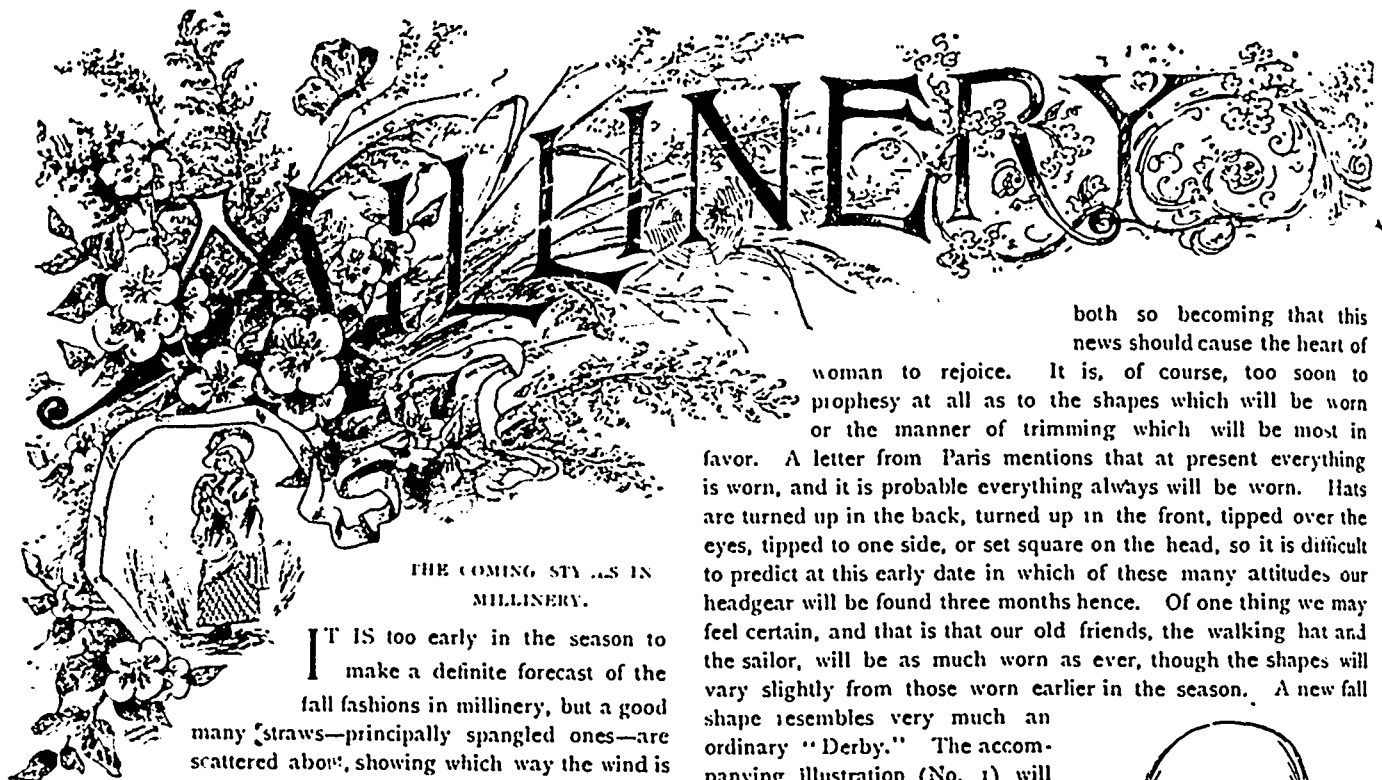
**Laces--** Vals, Torchons, Orientals, Craquelet, Silk, Black and Cream.

**Hosiery--** Assortment better than ever. Cashmere, Plain, Ribbed, Seamless, Spliced, Fashioned, Tartans Novelties, Embroidered.

**Gloves--** Cashmere Ringwood, Ladies' and Men's, very large ranges.

**Kid Gloves--** Domes, Buttons, Lacet, Plain, Fancy Points, Welts, Embroidery, Novelties. Value unexcelled, wear recommended.

Note the new address and come and see the new bright warehouse.



THE COMING STYLES IN  
MILLINERY.

IT IS too early in the season to make a definite forecast of the fall fashions in millinery, but a good many straws—principally spangled ones—are scattered about, showing which way the wind is likely to blow.

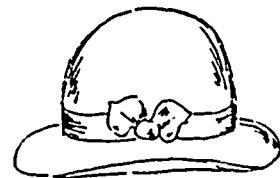
Although this is supposed to be the dull season—being betwixt and between, so to speak—THE REVIEW, in a tour through the leading wholesale houses, gathered many useful hints as to the coming season's styles. Decidedly the most prominent feature of the season is spangles. It appears as though fancy feathers, tips, wings and quills would be more fashionable than anything else, and in nearly all of these are found the glittering sequins. In many cases they are arranged so as to form a pattern, and the effect is exceedingly pretty. The quills come in all colors, turquoise blue and royal blue being particularly prominent. In fact, The John D. Ivey Co. say that royal blue promises to be one of the most fashionable colors, the popularity of turquoise blue being a trifle on the wane. On some of the light colored quills large chenille dots take the place of sequins, and are very effective. Plain quills are also shown but will be entirely cast in the shade by the gayer spangled ones. Coque feathers are again to be worn, both plain and spangled, and form an exceedingly pretty trimming.

The Audubon Society to the contrary notwithstanding, birds will be as fashionable as ever, and will take a prominent place in the fall millinery. The birds will be seen especially in small and medium sizes, in both black and colors. This will certainly afford food for meditation to those interested in the crusade against the use of birds for trimming. The same remark applies to the fact that the osprey is as fashionable as ever, the long, graceful, drooping kind being much worn in London and Paris. Long black feathers, Thos. May & Co. told THE REVIEW reporter, will be but little worn, their place being taken by black and colored tips, which will again be popular.

Steel, turquoise and rhinestone ornaments will be used in trimming the fall chapeaux, as well as jet, both bright and dull. Nothing having as yet been discovered that will wholly take the place of jet, it is pretty sure of being always more or less popular.

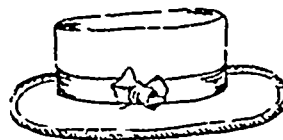
It is pleasant to know that chenille trimming will be much used again, as well as a great deal of velvet, in fact, on dit that this is to be a particularly good velvet season. Chenille and velvet are

both so becoming that this news should cause the heart of a woman to rejoice. It is, of course, too soon to prophesy at all as to the shapes which will be worn or the manner of trimming which will be most in favor. A letter from Paris mentions that at present everything is worn, and it is probable everything always will be worn. Hats are turned up in the back, turned up in the front, tipped over the eyes, tipped to one side, or set square on the head, so it is difficult to predict at this early date in which of these many attitudes our headgear will be found three months hence. Of one thing we may feel certain, and that is that our old friends, the walking hat and the sailor, will be as much worn as ever, though the shapes will vary slightly from those worn earlier in the season. A new fall shape resembles very much an ordinary "Derby." The accompanying illustration (No. 1) will give a good idea of its general appearance. The crowns of most of the new walking hats are rather narrower than formerly and taper towards the top. In sailors the low crowns will be worn. THE



(No. 1)

REVIEW reporter had her attention called to a hat which it is prophesied will prove a good seller. It has a rather low, square top, and a tire or curling brim. This comes in all colors and will probably be much worn for a general purpose hat. The sketch shows this hat, which is called the "Wheel" (No. 2). The John



(No. 2)

D. Ivey Co. have a sample of the sombrero or cowboy hat which is being much worn at present in the United States by young women and girls. Canadians do not, as a rule, take readily to anything fantastic or unusual, but the cowboy hat (No. 3) is picturesque, and, at least for young girls and children, would make a pleasing change from the sailor and Tam O'Shanter.

The colors which promise to be most fashionable for the fall are coq de roche, burnt orange (though the popularity of the latter is diminishing), royal blue, turquoise blue, emerald, Nile and sapphire. These will all be much worn, as well as the ever favorite black and white. With such a list as this to choose from, we may hope to see some very charming combinations and color schemes at the approaching millinery openings.



(No. 3)

LADIES' NECKWEAR.

It is too soon to tell with any certainty what will be most in vogue, but it is pretty safe to say that lace and silk scarves will again be much worn. Chiffons, both plain and embroidered, promise to be very much used again and are too becoming to lose their popularity for some time. There are so many pretty arrange-



# Fall 1898

## S. F. McKINNON & CO.

### Millinery—Mantles

Our Travellers are on the way with a full range of samples—they are carrying everything likely to be in demand for fall trade—past successes and the satisfaction of selecting from samples so wide in their range warrant you in waiting for our men.

All Canada will be covered—from the Atlantic to the Pacific—every buyer will have his opportunity of seeing and selecting from the grandest lot of samples it has been our pleasure and privilege to introduce.

Millinery—We've ransacked the world to have perfection in point of most saleable and stylish novelties in trimmings and millinery needs generally.

Mantles—McKinnon-made mantles are now past the experimental point, the best judges of worth and style have been the most generous in placing orders for fall garments. Full range of McKinnon Mantle Samples at the warerooms—visiting buyers note this.

**S. F. McKINNON & CO.**

71-73 York Street, TORONTO.

# WAIT !

FOR  
McKINNON  
TRAVELLERS !

**MILLINERY--Continued.**

ments for the neck at present that she must indeed be an unfortunate woman who cannot find a style both becoming and fashionable. With silk waists, which continue to be worn, taffeta and liberty silks, chiffon and lace are all used for bows, ties and collars.



One very becoming scarf has already been a good deal worn in New York. This is made of net, either white or black, and must be at least two yards long to allow of going twice around the neck, and is tied in a large bow in front, the ends being frilled, or edged with wide lace (No. 4). Ribbon ties are very pretty which go twice around the neck and tie in front in a sailor knot.

**A NEW MUFF CHAIN.**

(No. 4) A pretty muff chain, which is prettier and newer than

the ribbons fastened with buckles which have been worn so much, is made of either four or six silk cords fastened together, at intervals, with jet, as shown in the illustration (No. 5).

**TRIMMINGS.**

For evening as well as ordinary house wear, colored tinsel and



beaded trimmings will be in great favor. Leather trimming is also very much worn, both black and colored, and is undoubtedly very

becoming. On black velvet capes, for instance, nothing could be prettier than this trimming, the soft leather collar forming a frame for the face which throws out the beauty of a fair skin.

**RIBBONS.**

The craze for ribbon trimming of all kinds still continues. It would be hard to imagine more beauty and variety of colors and designs than is shown this season in ribbons. Certain it is, from a glance at the samples shown in the wholesale houses, that the stripe is the favorite, though large quantities of plaids are shown, as well as plain ribbons, reversible satins, checks, stripes and velvet ribbons, embroidered satin and heavy plain satin in all the fashionable colors, as well as the new shaded ribbons, which gradually melt from light into dark. One very handsome ribbon is of shaded blue-green, on which are laid narrow green lines, and toward either edge a strip of dark velvet.

In the striped ribbons much ingenuity is displayed in order to get a pleasing variety. In some ribbons the pattern is bounded, if



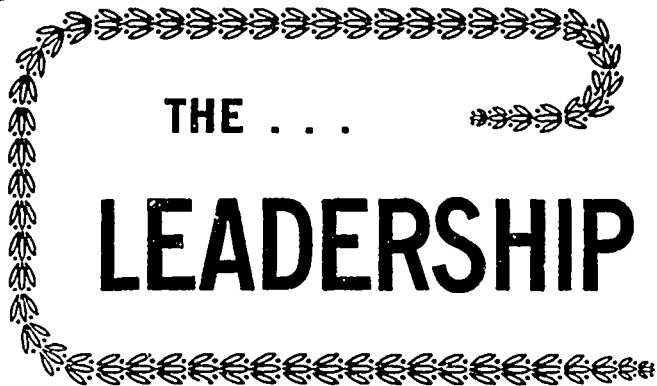
one may use the expression, by outside stripes of contrasting colors. One handsome ribbon has a green ground with horizontal yellow lines and vertical stripes in mauve. All these ribbons are as wide as ever and very beautiful. Sashes are still fashionable, most of the summer gowns having belts of ribbon with long ends reaching to the hem of the skirt.

**LACE.**

One wholesale house is showing some beautiful novelties in lace overskirts and fronts, as well as entire lace waists. It is difficult to find a name for the latter, as they can hardly be called boleros, and yet are not fronts alone, as they cover the entire waist. These are very handsome made over silk gowns. The lace is escorial, commonly known as soutache. (No. 6).

Lace is also being much used in trimming, and this is certainly a godsend to women who wish to remodel old gowns.

# Wholesale Millinery



THE . . .

**LEADERSHIP**

The Leadership in the Wholesale Millinery Trade is not the open question it has been in the past.

The Season just closed has strongly entrenched us in that position.

That we will maintain

**THAT REPUTATION**

an inspection of

**OUR SAMPLES FOR FALL**

will demonstrate.



Our travellers are now out on their respective routes with complete range, and we respectfully invite the Trade to reserve their orders until they have inspected same.

The **D. McCALL CO.** Limited.

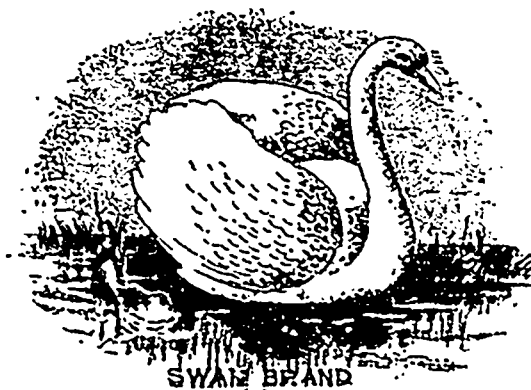
## Down Comforters

White Cushions and Cosies. Cotton Quilts.

### Bed Pillow Specials

Acme, 6 lbs., \$1.50  
 Pride, 6 lbs., 1.75  
 Monarch, 6 lbs., 2.00

All feather filled.  
 Fancy art tick coverings.



ASK FOR PRICE LISTS.

### Cushions

PARLOR  
 LAWN  
 VERANDAH

An immense range.  
 Beautiful coverings.

Letter orders filled promptly and accurately.

**The TORONTO FEATHER & DOWN CO.,** Limited

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

## MILLINERY—Continued.

## A CHAT ABOUT AUTUMN TRADE.

The John D. Ivey Co., Limited, told THE REVIEW that the spring season just passed has been a record breaking one, being far ahead of any previous season. Their travelers have been out with fall samples for the past two weeks, and orders are coming in freely. Velvets and velveteens are selling very strong, and it will, without doubt, be the biggest velvet season we have had in years. Wide-awake merchants will place their orders for these lines early during the month of July, before the advance in duty takes effect. Ribbons in checks and stripes are shown in profusion in all widths for ties and trimmings. For the better trade, plain taffeta effects will be most in demand. They are also showing a very large range of hats. Walking hats, sailors and cable brim effects will be very largely worn for the early trade. This house is showing some very pretty exclusive designs in trimmed walking hats not to be found elsewhere. In trimmings, mercury wings in plain and spangled effects, with osprey, will be the proper things.

## PRESENT TRADE AND AUTUMN PROSPECTS.

S. F. McKinnon & Co., when asked about the June trade, said that so far as they were concerned, it had been most satisfactory, and, like the four preceding months, their sales show a big increase over the corresponding month for last year. This firm believe that, taking the millinery trade as a whole, the business for the month just closed had been satisfactory, and that reports from different directions lead them to believe that stocks are, generally speaking, in good shape and will be low when the season closes, one great point, in their opinion, to be aimed at.

June trade was marked by a steady demand from all parts of the Dominion for sailors, black and white wings, plain ribbons and chiffons, with an unusual demand for fancy tie ribbons and black moire ribbons, particularly in the wide or sash widths. There will be a continued big demand for these lines through July. So sure are they of this demand, that, within the past ten days, cable repeats have been sent over for nearly all the above lines.

You ask what we are thinking or rather what we are doing with regard to the coming fall. Well, we have been both thinking and acting. In looking into the business future, from the present bright outlook, we think that the prospects are most encouraging, as the country certainly gives prospects of an abundant harvest, and, unless something unforeseen occurs to mar these bright prospects, we do not require to be prophets to predict a big fall trade. And, therefore, in view of the very cheerful condition of things, we have practically passed the thinking stage and ring out the

proclamation that we have made and are making further great preparations for the fall. We make it plain and clear through this, your valuable and widely circulated journal, so that the echo may be heard. And, in support of our argument, as you are aware, in addition to our resident European buyer, who has been operating in the foreign markets since early in March, we had two extra buyers sail by the ss. Majestic on the 15th June to assist in selecting trimmed patterns and the latest English and Parisian novelties for our millinery opening and general fall trade. With regard to the goods themselves, it is hard to say at this early date just what the leading features or extreme novelties may be, but, at the same time, many strong features are pronounced and at this date being brought before the trade for their inspection. A careful look through our collection of samples, which is now in the hands of our representatives, reveals a newness of character and reflects a style and effectiveness which tells us that the millinery for the coming season will mark a forward step in this all important article of ladies' wear.

"Velvets, plain, fancy and mirror, will be largely employed in the manufacture of fall and winter millinery. In plain faille ribbons, double-faced satins, moires, taffetas and fancy ribbons, many entirely new designs and colors, are showing, such as will blend in perfect harmony with the different weaves in velvets and other trimmings. Wings, birds, fancy feathers, quills and ostrich effects will also all be important factors in the season's collection of hat adornments."

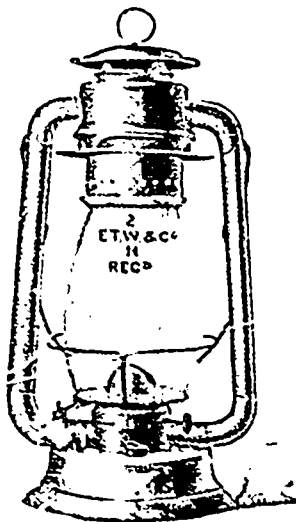
## FASCINATING FRILLINGS.

It would be difficult to imagine a more beautiful assortment of laces, frillings, and fancy goods generally, than is shown this season by E. & H. Tidswell & Co., Wood street, London, Eng. They have gathered together in their warehouse veilings, nets, fichus, bows, fans, cravats, silks and trimmings, in such bewildering variety that nothing short of a personal visit could do them full justice.

Those in search of smart and dressy trifles, such as women of fashion love, should endeavor to acquire some of their leading lines. If personal examination is impossible, drop them a line for particulars. Their advertisement appears in this issue.

## WHITE SAILORS.

The demand for white sailors, during the month of July promises to be large. S. F. McKinnon & Co., have made special provision and have in stock the latest and best selling styles. The range comprises whites, black and colors, in the leading shapes and popular prices.



**E. T. Wright  
& Co.**

Manufacturers of

Tubular, Cold Blast  
and Search Light  
Lanterns.

Bird Cages, Mouse  
Traps, Flour Sifters.

Stamped, Re-tinned and Japanned

... **TINWARE**

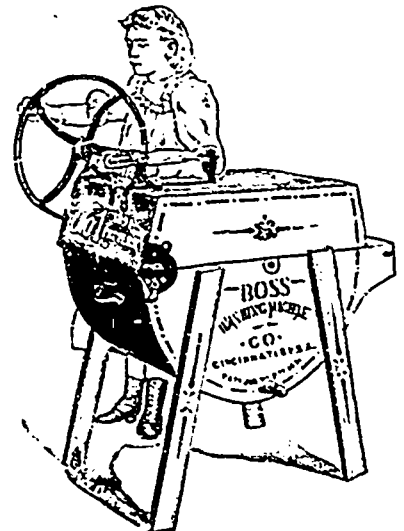
Hamilton, Canada.

**Boss  
Washer**



Walter Woods  
& Co.

...Hamilton



Sells at Sight. Every Customer  
... PLEASED ...

# FALL MILLINERY

Our travellers are now on their way to see you, with the most complete range of samples we have ever had the pleasure of placing before you.



We would beg for them your usual kind consideration, and trust that you will not place your orders elsewhere before seeing what they have to offer you.

TRIMMED MILLINERY A SPECIALTY.

The **JOHN D. IVEY COMPANY** Limited

TORONTO.



SHOREY'S

## Rigby Waterproofed Frieze Ulsters

In eight shades

**Black, Blue, Claret, Mid Brown, Dark Brown  
Blue Mix., Olive Mix., and Heather Mix.**

Made with Raised Seams, open at the Bottom, 5 pockets, deep facings, stylish linings, unshrinkable. Made from All-Wool Friezes, and at a price to ensure you the trade in this line. Send for Samples and Prices.

**H. SHOREY & CO., - MONTREAL**

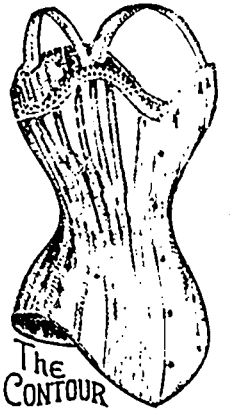
# New Fashionable Corsets



QUEEN MOO  
MAGNETIC  
YATISI

CONTOUR  
VICTORIA  
THELMA

Hygeian Waists and Standard Dress Bones.



Manufactured by . . . .

**The Crompton Corset Co., Limited**



**Never before---Never again, but just now**

we will give you the choice of 16 patterns of rich  
Bronzed Clocks—never sold for less than \$15.00 per dozen—

**at \$9.00 per dozen** Terms, 2/ 10 days or 30 days net  
f.o.b. Chicago.

They are NOT seconds or job lots, but regular standard size and finish, movements guaranteed, and they can be laid down, if distance is not too great, for a dollar each or less. Here is a chance to sell these goods at a good profit at the U.S. manufacturers' prices. Order at once, this offer will only hold for a little while.

Full Sample Line at our  
Toronto Office, 72 Bay Street  
Chas. Edwards, Mgr.

**The Regent Mfg. Co.**  
182 and 184 Wabash Ave., CHICAGO

## THE DRESSY YOUNG MAN

Is the Gentleman you expect to sell clothing to.  
HE HAS LEARNED that he can buy



## SHOREY'S READY-TO-WEAR CLOTHING

Guaranteed in every particular, for less than half  
the money it used to cost him to get his clothes  
made by a tailor.

**You Will Need These Goods to Catch His Trade.**

Our travellers are now on the road, and an inspection of our  
samples will convince you more than any other argument that  
it will pay you to keep our goods.

**H. SHOREY & CO.**

**MONTREAL.**

Special Manufacturers of Travellers' Commercial Sample Trunks.

**J. EVELEIGH & CO.**  
MONTREAL.

Commercial Travellers' Trunks and Sample Cases—of every description—made to order—Dry Goods, Boots and Shoes, Hardware, Crockery, Perfumery, etc. Regular sizes kept in stock. Special sizes made to order.

Makers also of Trunks and Travelling Bags—of all kinds—Portmanteaux, Valises, Gladstone, Club, Dress Suit Cases, English Kit Bags, Telescope Cases, Furnished Bags, Wicker Basket Trunks for Ladies', etc. Send postal.

<b>WESTERN</b>	Incorporated 1851	<u>FIRE</u>
	<b>ASSURANCE COMPANY.</b>	<u>AND</u>
		<u>MARINE</u>

Head Office	Capital Subscribed -	\$2,000,000.00
Toronto,	Capital Paid Up -	1,000,000.00
Ont.	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.

**HIRAM JOHNSON**

IMPORTER AND EXPORTER

Wholesale Manufacturer of all kinds of



**FURS**

for Gentlemen, Ladies and Children

**OVERCOATS CAPES  
CLOAKS ROBES**

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

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

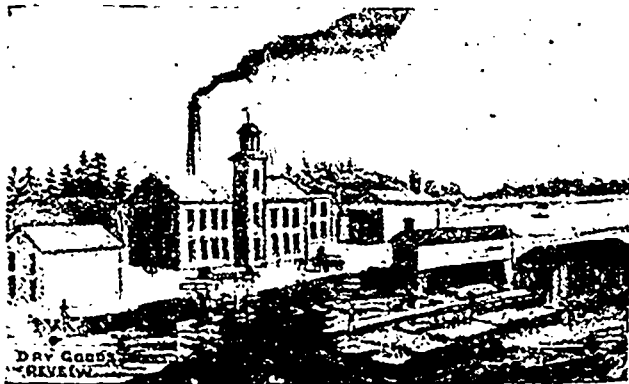
494 St. Paul Street, MONTREAL

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



**Rockwood Woolen Mills**

**HARRIS & CO.**

The attention of the trade is respectfully called to the

**Harris 6/4 Standard and Heavy-Weight Friezes**

FOR SALE BY THE LEADING WHOLESALE HOUSES.

R. R. DAVIS, Selling Agent, - 3 Wellington St. East, Toronto

## THE WINNIPEG DRY GOODS TRADE.

## OUR CORRESPONDENT VISITS THE TRADE BEFORE THE FAIR.

THE FALL GOODS WHICH ARE BEING SHOWN THE MERCHANTS—STYLES SEEN IN THE WEST—THE WHOLESALERS HOPEFUL AND RETAIL TRADE IS GOOD.

From THE REVIEW'S Special correspondent

WINNIPEG is given over to a frenzy of preparation for her big Industrial Fair, which is becoming more and more each year the great event of the season. The railway rates are so low that a few days in the city at that time is practically within the reach of all, and scores of merchants make it the occasion of renewing their stocks, and wholesale men lay themselves out to have fall samples well forward, their travelers called in from all parts of the country, and everything in readiness to show their visitors the latest thing in every line. It is an excellent opportunity to display to advantage goods which are too perishable to send on the road.

At Stobart, Sons & Co.'s, when your correspondent called, all seemed as busy as bees, getting the travelers ready for the road with fall samples. In sympathy with the rapid extension of their business and the bright prospects for the fall, their purchases have been very heavy. Of course, the winter trade in Manitoba is chiefly in heavy goods, and large quantities of rich dress goods, serges, tweeds, covert cloths, flannels, flannelettes, heavy underwear and hosiery appear in the fall samples. But the artistic is not overlooked, judging from the array of the crinkled silks and velvets of every conceivable shade, which are now so much the vogue in Paris and London, and which will be the correct thing for the balls and receptions in Manitoba next winter. Stobarts are making a special feature of ribbons, or rather the enormous increase of their trade in this article has led to an increased stock, in very choice lines. They are giving their customers the advantage of July importations in all continental goods. This house always does a large business in table and house linen, and had recently to cable for a still further shipment of linen towels. In view of the great crop prospects they have laid in a tremendous stock of jute grain bags.

In reply to the query, "How's business?" Mr. Peck, of W. J. Peck & Co., said: "Business is good, though June is always supposed to be a quiet month with us. We expect a great many of our customers in during Fair week, and are prepared to show them a large range of goods in clothing, underwear, shirts, caps and furs, all of the latest design."

Wynn, McBride & Co.: This firm report a big trade in golf and bicycle hose, of light weight, solid colors, and extra fancy tops. The demand is for much lighter weight goods than formerly, and tops can hardly be too gay. The intense heat has materially improved trade in all lines of summer wear. The buyer for this house has just returned from eastern markets, where he secured some very extra lines in neckwear.

Robert Bryce & Co., representing Thomas May & Co., of Montreal, and other houses, have just received their fall samples of millinery, which show to great advantage in their large and well lighted showrooms. Among the noticeable features is the great range of walking hats and sailors, in felt. Wings are again very much in evidence, also sequins and fancy chenilles. Children's muffs, collars and hoods, in white fur or lambskin, are a line also showing a number of very pretty designs, and ladies' shoulder capes of curled feathers are also among the latest novelties. Mr. Bryce is at present on the road with fall and winter samples, but will be in Winnipeg for Fair week.

Robinson, Little & Co. Mr. Slater, western representative of this London, Ont., house, is showing an extra fine line of fancy

black broches and silk and wool tracers, for winter dress goods. It would be difficult to imagine anything handsomer in design and finish. Also a large variety of tweeds, covert cloths and tartans. Mr. Slater reports business good, and that all fall samples were well forward.

In Mr. Slater's sample rooms your correspondent met Mr. A. T. Reed, representing the Canada Featherbone Co. Mr. Reed is here to arouse the fair sex of the west to the advantages of featherbone over steels or whalebone. Judging from the samples of work shown, especially silk dress waists, this should not be a difficult task. Mr. Reed is to arrange showrooms for Miss Jessie Low, who will hold classes for dressmakers, at which all the uses of this new stiffening will be fully demonstrated.

The D. McCall Co. are showing a fine line of new fall hats and trimmings. Mr. John McRae was just in the act of booking his first order for winter millinery when your correspondent called. The velvet flowers shown for winter hats are very beautiful, particularly the roses, fuschias, nasturtiums, and variegated foliage. These latter are so perfect, they look like sprays freshly broken from foliage plants. Among the novelties are the two tone veilings—black veilings, with black and colored chenille spots in groups, mauve, red, blue, green, and yellow being among the colors shown. Pheasants' tails are shown among the birds and wings, though black and white predominate. Large wing-shape ornaments of breast feathers in green and black and red and black are among the latest styles of trimming. Shaded silk crinkled stuff holds its own, and is specially effective in deep purple shade to delicate mauve. Mr. McRae has received word that he may expect a large delegation of provincial milliners to visit him during Fair week.

R. J. Whitla & Co.: Business has grown with this firm, until they have been obliged to secure additional warehouse accommodation for staple lines. Like their neighbors, they are anticipating a rush during Fair week, and are preparing accordingly. The staple department is well filled, and up-to-date in all lines, one of the last shipments to arrive being two carloads of silicias, satin jeans, surah twills and sateens. The hosiery department has just passed into stock a large consignment of Nos. 65, 80, 860 and 875 cashmere hose. Continental goods continue to arrive almost daily. Everybody in the establishment appeared up to their eyes in business.

## THE RETAILERS.

The retail trade is good, and they, also, judging from past experiences, will reap a harvest during the Exhibition. Jerry Robinson & Co. are pushing to completion their new addition, which will contain one of the finest millinery show rooms in Canada.

Mr. Fumer, of the Arcade, has left on a purchasing trip to Europe, to secure stock suitable for his large new premises in the Trust and Loan Co.'s block, Portage avenue.

Miss Bains, one of the oldest millinery houses in the city, announces a special line in trimmed hats for Exhibition week.

Winnipeg, June 23, 1898.

## CANADIAN HAIRCLOTHS.

The manufacture of haircloth has now been brought to a high standard of quality in Canada. The factory at St. Catharines, Ont., owned by the Dominion Haircloth Co., has been doing business nearly four years, manufacturing all classes and grades of haircloths required by the different trades. It meets all the kinds of goods imported from foreign countries with good success, both in quality and price.





Cabinet Open.

THE ILLUSTRATIONS as given on this page show our new method for the *Corticelli* Skirt retailing of Protector by the yard, the Cabinet being furnished with first order for 10 gross assorted staple shades.

Every dealer who favours the gross method of selling should have one of these Cabinets.

CORTICELLI SILK CO.

Limited

TORONTO  
WINNIPEG

MONTREAL  
QUEBEC

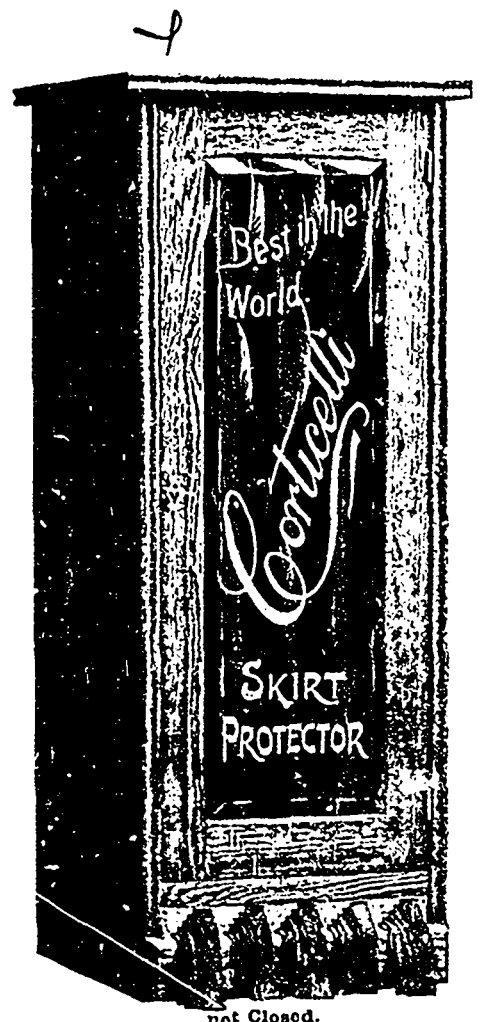
Canadian Mills  
St. Johns and Coaticook, P. Q.

Returned  
July 18/98

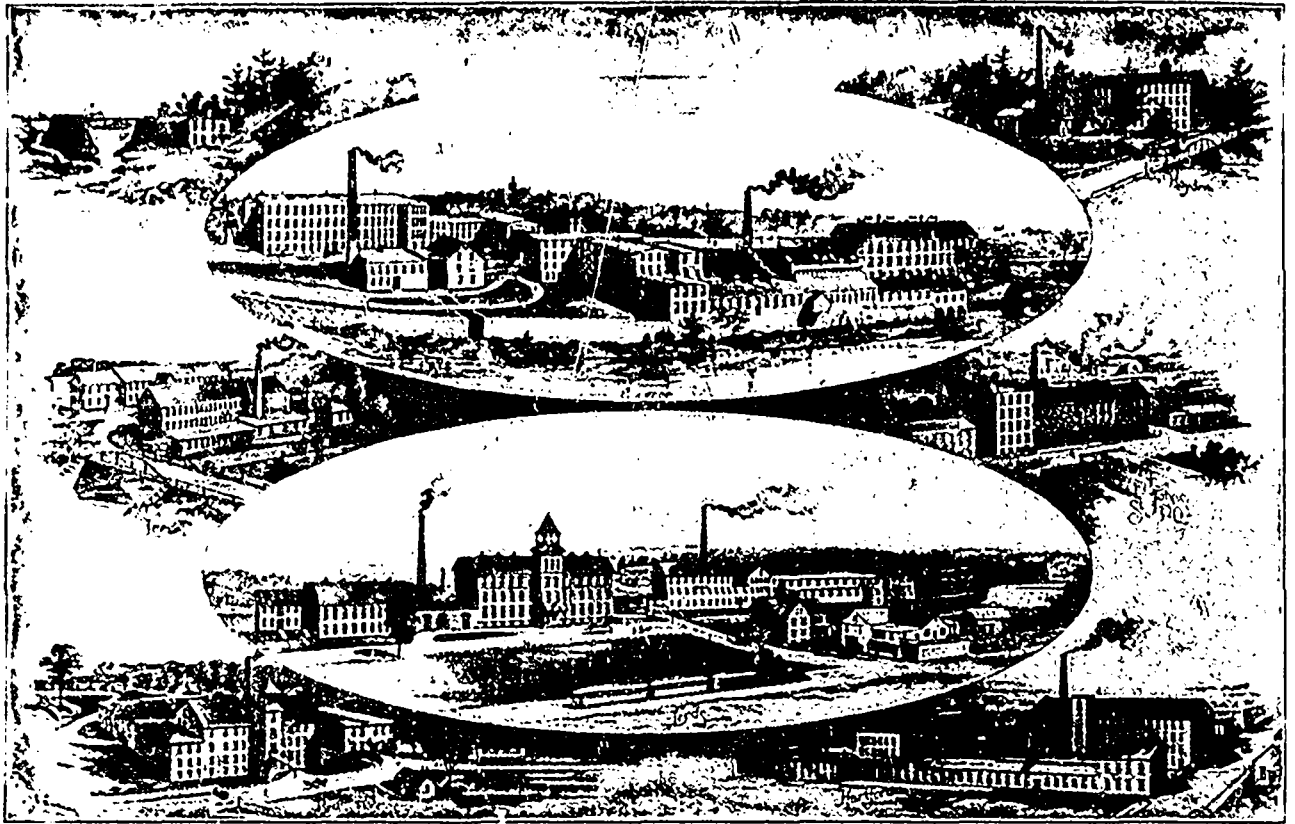
There is only ONE

*Corticelli*

Skirt Protector, but dozens of imitations. Every bunch of the genuine is branded, and is put up in 4, 5 and 6 yard lengths. By the gross of yards every fourth yard is stamped as above.

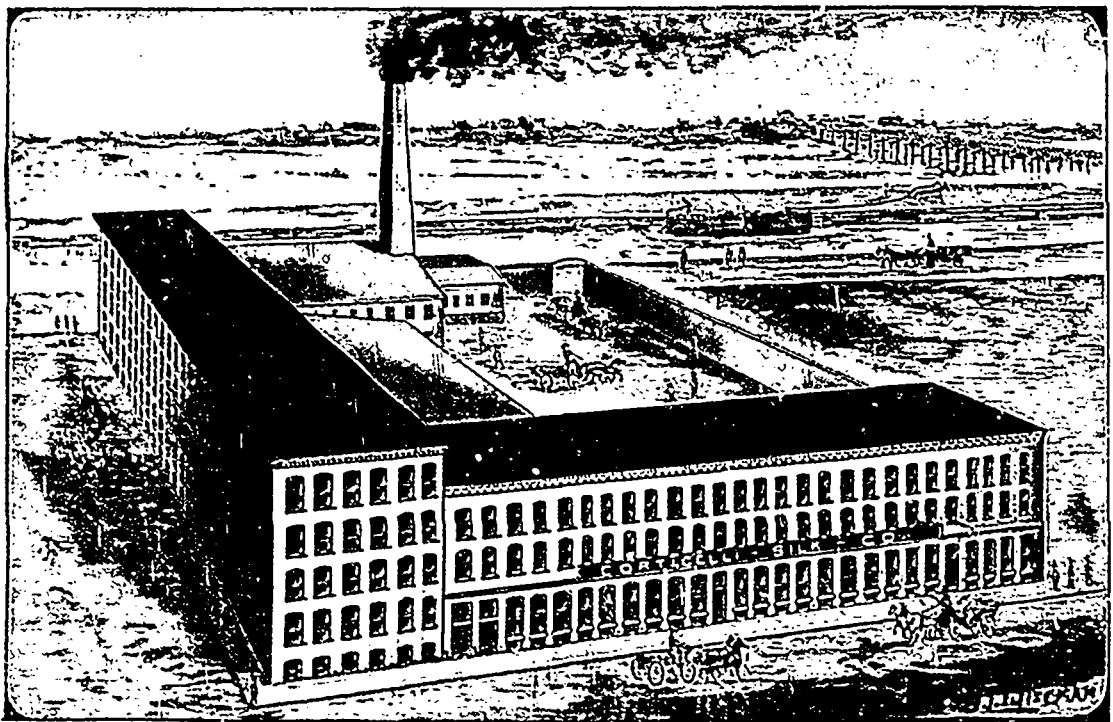


not Closed.



CORTICELLI SILK MILLS--Florence, Leeds; Haydenville, Mass., and Hartford, Conn., U.S.

Returned  
July 15/98



CORTICELLI SILK MILLS

St. Johns, Prov. Que.

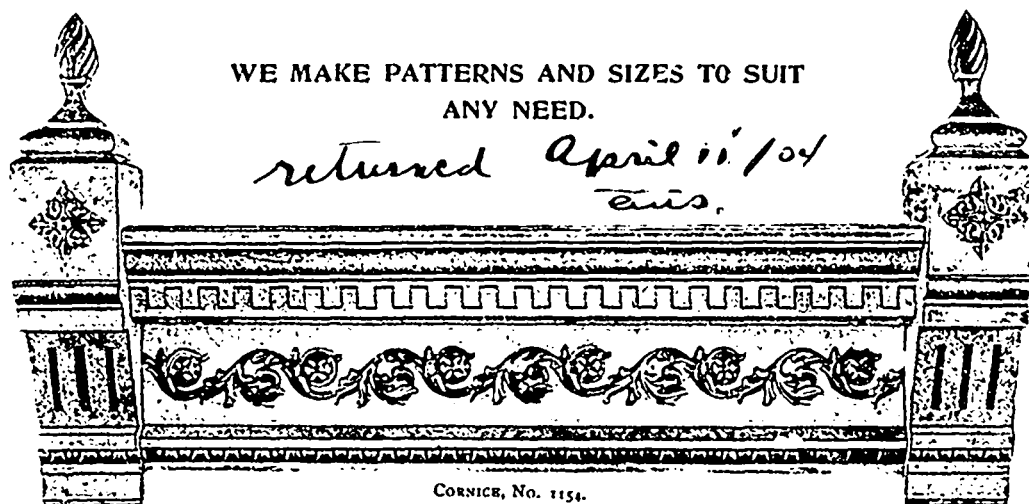
FOR NEW BUILDINGS OR IMPROVING OLD ONES :

Use our

Metallic Cornices  
 Sky Lights, Ventilators  
 Sheet Metal Fronts, etc.

WE MAKE PATTERNS AND SIZES TO SUIT  
 ANY NEED.

*returned April 11/04  
 eius.*



CORNICE, No. 1151.

FOR INTERIOR FINISH USE OUR FAMOUS

# METALLIC CEILINGS

All these goods give lasting satisfaction.

They give a most handsome effect, and are durable, warm, fireproof, and economical.

They are the popular, up-to-date building materials—their superiority being highly appreciated by all practical people.

Better send for our new catalogue—it gives full information about all our reliable lines, and will interest you.

***Metallic Roofing Co., Limited***

✻ ✻ ✻ 1176 King St. West, TORONTO

**The Merchants Counter Check Book Co., LIMITED**

Manufacturers of

**COUNTER CHECK BOOKS**

and Cash Sales Slips

27 Wellington St. West, TORONTO

**Oxford Woolen Mills**

OXFORD, NOVA SCOTIA.

In Successful Operation since 1887.

**PURE WOOL TWEEDS**

AND HOMESPUNS.

Standard never has been lowered, and NEVER WILL BE. Canadians are appreciating this more every season. We believe our Fall Goods will suit you.

Oxford Mfg. Co., Limited, - Oxford, N.S.



**The Brook Woolen Co. Limited**

— MANUFACTURERS OF —

**Carded Yarns**

TWEEDS, FRIEZES, FLANNELS, BLANKETS AND FULLED CLOTHS.

SIMCOE, ONT.

**THE BROWN & WIGLE CO., Limited**

KINGSVILLE, ONT.

Manufacturers of the

**White Aue Saxony Blankets  
Point and Klondyke Blankets**

IN ALL SHADES.

Wholesale supplied only.

Geo. D. Ross & Co., Sole Agents, MONTREAL AND TORONTO

**SYKES & AINLEY**

— Manufacturers of —

Tweeds, Blankets, Rugs, Collar Cloths, Linings, and all grades of Carpet Yarns.

GLEN WILLIAMS, ONT.

**SMITH & BAKER**

DUNDAS, ONT.

— Manufacturers of —

**Gloves AND Mitts**



We make a specialty of the finer line of goods. Wholesalers write for samples.

NOW IS THE TIME TO BUY

**Hammock Chairs**

FOR THE HOT WEATHER.

Automatically adjusting, from upright to reclining at full length, the "ACME OF COMFORT," strong and durable, fold flat, 15-lbs. each.

Try Sample Crate of 6, \$12 net, 100-lbs. R. R. rate, first-class, K. D.

**HOARD & COMPANY**

London, Canada.

**SEAFORTH WOOLLEN MILLS.**



Tweeds, Etoffes, Friezes, Etc.

W. D. VAN EGMOND - SEAFORTH, ONT.



# Stag Dominion Hair Cloth Co.

JAMES PRICE, Prop.

ST. CATHARINES, ONT.

Manufacturers of all kinds of

Hair Cloth Crinoline  
 French Black, Bleached and Grey  
 Tailors' Paddings  
 Furniture Seating and Covering



# Flags

of all descriptions.



Tents, Awnings,

—AND—

Camp Furniture.

We are the largest  
manufacturers in

**CANADA**



**203** Medals and First Prizes at leading  
exhibitions all over the world tell  
the tale of superiority.

**COLE'S NATIONAL MFG. CO.,**

160 Sparks Street,

**OTTAWA**



Established 1870



TRADE

..THE..

MARK

# Star Shirt

IS VALUE FROM NECK TO TAIL--YOU CAN GET THEM  
IN WHITE OR IN FANCIES OR IN NEGLIGES,  
WHICH CAN BE DELIVERED AT ONCE.

Our productions are celebrated  
for high-class workmanship and  
best laundry treatment.

---

**E. Van Allen & Co.**

HAMILTON, ONTARIO



*C. H. & B.*

17 FRONT ST. WEST  
TORONTO

**TO THE TRADE**

*C. H. & B.*

17 FRONT ST. WEST  
TORONTO

*R.D.  
Aug/25*

We are offering the following special drives in **SUMMER GOODS**, of which our travellers are showing samples :

**Summer Neckwear**

Newest patterns in Washing Ties, including Derbies, Bows and Lombards.

Extra value in Silk Bows.

**Shirts . . .**

Regattas, soft front, with Cuffs attached or detached.

Cashmere, with Silk Stripes, large assortment of patterns.

Ceylon Flannel—extra good quality and value.

**White Duck Pants . . .**

Repeat orders received for these goods every day. Order now for the Holiday Trade.



**Half Hose**

Special lines of Cashmere and Cotton in Black, Tan and Tartan, also Fancy Spots.

Also a full range of the following Holiday Goods :

**Rowing, Lacrosse and Athletic Shirts** in Black, Blue and Garnet.

**Bathing Suits and Trunks** in all sizes.

**Belts.**

**Sweaters** in all colors, and full range of sizes and prices.

Our travellers are showing a large range of new

**FALL TIES**

Newest patterns, specially imported for our own trade.

**Letter Orders**

Promptly and carefully attended to. . . .

**CAULFEILD, HENDERSON & BURNS**

*C. H. & B.*

17 FRONT ST. WEST  
TORONTO

**TORONTO, ONT.**

*C. H. & B.*

17 FRONT ST. WEST  
TORONTO

*Aug 28*

# Wm. Taylor Bailey

27 and 29 Victoria Square  
 . . . . . MONTREAL

Upholstery and . . .  
 . . . Drapery Goods



Selling Agents for

- E. F. Timme & Son, Plushes,  
Velours and Corduroys.
- Jaeger & Schmiedel, Fancy  
Silk Villosart Plushes.
- Stead & Miller, Fine Silk Tapes-  
tries, Draperies, etc.

# Finley, Smith & Co.

Importers of . . .

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



29 VICTORIA SQUARE

WM. C. FINLEY  
 J. R. SMITH

**MONTREAL**

Sole Agents for

TRAFALGAR, BRITANNIA AND ROYAL NAVY SERGES

# WREYFORD & CO.

McKinnon Building and  
 85 King St. West

Wholesale Importers and Jobbers **TORONTO**

Men's Furnishings  
 Underwear, etc.

SPECIALTIES IN

Sweaters, Golf Hose, Dressing  
 Gowns, Travelling Rugs.

Dominion Agents for English Manufacturers:

**YOUNG & ROCHESTER**

Shirts, Collars, Neckwear, etc.

**TRESS & CO.**

High-Class Hats and Caps.

# 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. G. MACDONALD,**  
 Actuary.

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



# WANTED

The names and addresses of  
100 of the largest buyers of

## GOOD, High-Grade Clothing

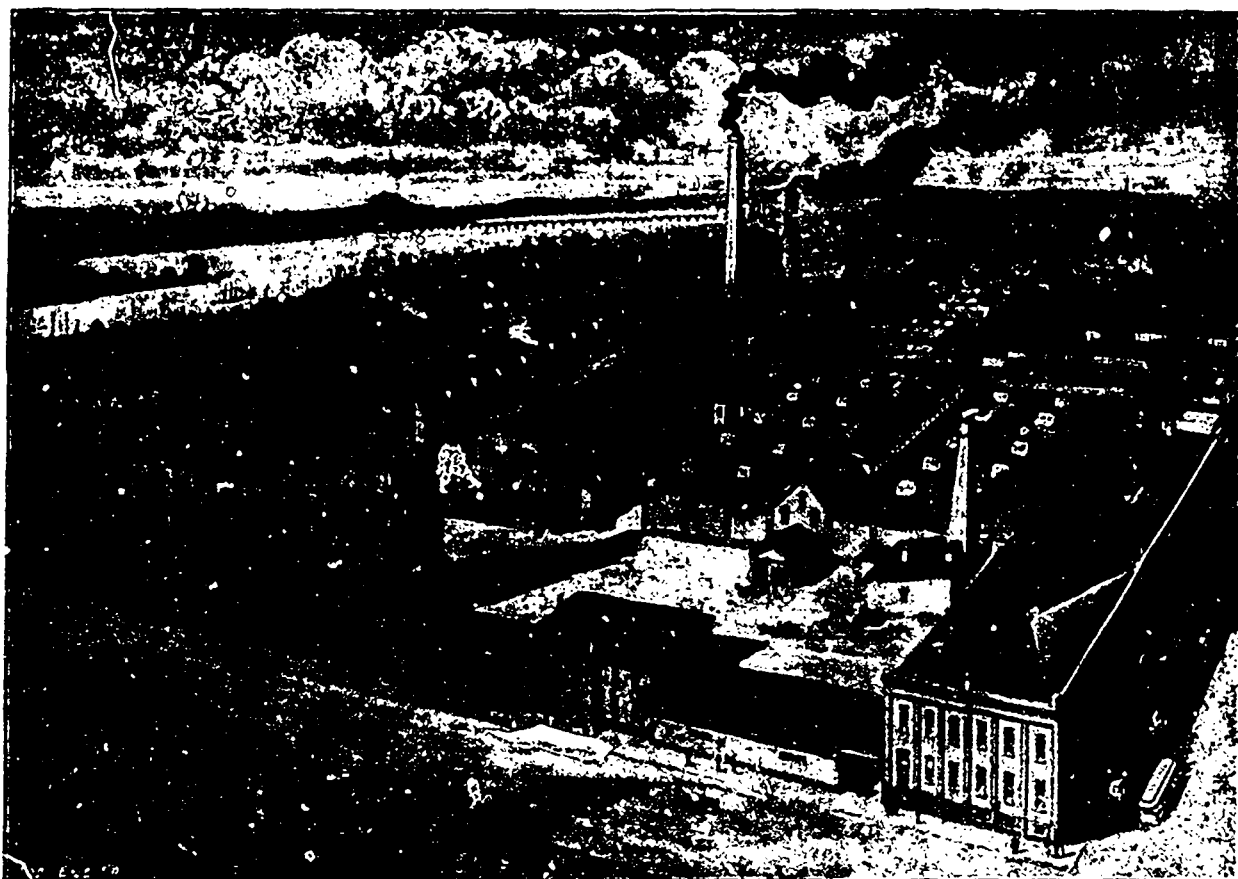
in Canada. State quantity of goods  
bought per annum, and styles of  
garments best suited to your trade.

**We will make it interesting  
to you.**

# A. S. CAMPBELL & CO.

**MONTREAL.**

# The Dominion Oilcloth Co.



New Designs and Colors for FALL TRADE in...

Floor,  
Table, Shelf  
and Stair...

## OILCLOTH

See our Samples. Travellers of all wholesale dry goods houses  
in Canada carry them.



Office and Works:

Cor. St. Catherine and  
Parthons Streets,

**MONTREAL**

Branch Office: TORONTO

# Perrin's Gloves

## Perrin's Gloves

For Ladies

- Perrin's Bretagne, 7 Studs, Lacing
- Perrin's Belfort, 2 Dome Fasteners
- Perrin's Lucille, 2 " "
- Perrin's Olga, 2 " "
- Perrin's Broadway, 2 " "
- Perrin's Favette, 4 Pearl Buttons



## Perrin's Gloves

For Gentlemen

- Perrin's Conde, 2 Dome Fasteners
- Perrin's Breda, 2 " "
- Perrin's Dauphine, 2 " "
- Perrin's Regence, 2 " "
- Perrin's Elk Tan Cap, 1 " "
- Perrin's Cable Sewn, 2 " "

QUALITY GUARANTEED.

The above lines are always leading and are much recommended for style and good wear. We have a complete stock ordered for the Fall trade in the best selling shades.

*Perrin Freres & Cie.*

5 Victoria Square, Montreal.

# WM. PARKS & SON, Limited

ST. JOHN, N.B.

Samples for **FALL TRADE 1898**, now ready.

## FLANNELETTES

Stripes and Checks

Domet Flannels  
Shaker Flannels  
Courtenay Flannels  
Flannelette Sheeting

Cottonades  
Denims  
Tickings  
Galateas, Yarns, etc.

Agents . . .  
J. SPROUL SMITH, 39½ Yonge Street Toronto.  
DAVID KAY, Fraser Building, Montreal.  
JOHN HALLAM, 83 Front Street East, Toronto, Special Agent for  
Beam Warps for Ontario.

MILLS { NEW BRUNSWICK COTTON MILLS  
ST. JOHN COTTON MILLS  
ST. JOHN, N.B.

# LATEST IN HOUSE GARMENTS.

## New York Styles.

STYLE 1000—

### 75 Dozen

*Fancy Flannelette  
Lined Waist  
Full Skirts*

**\$13.50 dozen**

5 dozen lots \$12 00 net.



Style 1000

### 50 Styles

*Perfect Fitting  
Nobby  
and Stylish*

**\$13.50 to \$36.00**



## ALSO

### Separate Skirts

*TAILOR - MADE.*

{ Black and Navy Serges.  
Fancy Black Brocades.  
Covert and Ladies' Cloths.

### Children's Coats

*From \$12.00 to \$45.00 Dozen.*

{ Eiderdown Flannels.  
Fancy Tweed—newest styles.  
Sizes, 2 to 5.

**Boulter & Stewart, 30 Wellington St. East, Toronto**

THE  
**BERLIN**  
SUSPENDER  
&  
BUTTON  
C  
**BERLIN, ONT.**

# Lister's Silk Velvets

For . . . English Make . . .

## Millinery, Mantles and Dress Trimmings

Cannot be excelled for Finish and Wear.

**EVERY YARD GUARANTEED**

IF YOU ARE NOT USING THEM, TRY THEM, AND YOU WILL BUY NO OTHER

# Foster & Clay



SCOTCH FINGERINGS  
SHETLAND  
ANDALUSIAN  
PETTICOAT



VEST and  
SHAWL WOOLS  
♦♦  
Cable Cord and Soft  
Knitting Worsted

HOLLINGS MILLS, SOWERBY BRIDGE, ENGLAND.

Samples and List of Shades kept in stock in each quality, can be had on application, also List of  
WOOLS MADE SPECIALLY FOR GLOVE AND HOSIERY MANUFACTURERS.

AGENT FOR CANADA

Wholesale Trade Only Supplied.

**MR. JOHN BARRETT, 32 Lemoine Street, Montreal.**

WALKING. CYCLING. BOATING.

# Cravenette

Rainproof **SERGE**

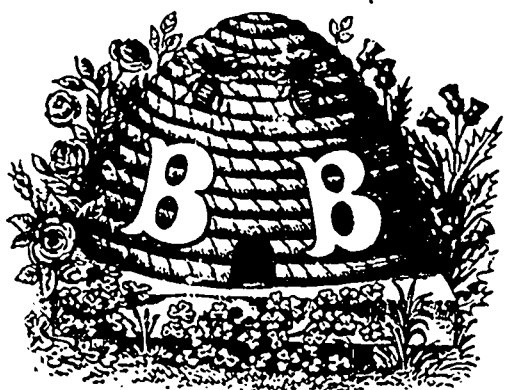
For Skirts and Costumes, is DURABLE, LIGHT, DRAPES WELL, and DOES NOT CLING

## HAS A WORLD-WIDE REPUTATION

FROM LEADING DRY GOODS HOUSES ALL OVER CANADA.

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  
Fleocy  
Dresden

All of the BEE HIVE Brand and 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

# THE NORTHERN RUBBER CO.

Retford, England.

Manufacturers of all kinds of . . .



HIGHLAND.  
26-inch Cape.

## INDIA RUBBER GOODS



HURLINGHAM.  
30-inch Cape.

Piece Goods, Single and Double Texture.

### Waterproof Garments

Coats, Capes,  
Cloaks, Leggings.

### Waterproof Fishing Garments . . .

Trousers, Stockings,  
Capes, Etc.

Camp Sheeting, Carriage Rugs  
Waterproof Gig Aprons,  
Etc.



CHESTERFIELD.



CAVALIER.  
With all round Cape.

## Appleby & Co.

501 Board of Trade Building,

MONTREAL

Sole Agents  
For the Dominion.

Where patterns can be seen and orders booked  
for the coming season.

N.B.—Write for Illustrated Catalogue and Price List.



In **BLACK DRESS GOODS** for Fall 1898, **PRIESTLEY'S**  
show the following makes:

## PLAIN GOODS

*Cashmeres*

*Eudoras*

*Sateens*

*Soleils*

*Poplins*

*Epangelines*

*Cravenette*

*Serges*

*Estamenes*

*Etc., etc.*

## FANCIES

*Bayedieres*

*Crepons* (*new effects*)

*Broches*

*Braid Effects*

*Wool* <sup>and</sup> *Mohair Figures*

*Wool Figures, etc., etc.*

Rolled on "Varnished Board"—name stamped every  
five yards on selvedge.

---

# S. GREENSHIELDS, SON & CO.

Sole Agents

Montreal, and Vancouver, B.C.

To Lady Cyclists (and others)

"Indispensable for the open-air girl," says

*Illustrated Sporting and Dramatic News.*

# A "PIRLE" Costume

Always looks Fresh.

It is unharmed by dirt or rain, it does not "mark" or "shrink," and when dried and brushed

Looks as good as new.

MADGE, in "Truth," April 7, 1898, says:

"When you are choosing materials for dresses be sure to ask for those with the 'PIRLE' finish. Don't forget the word, which is an unusual one. It means a finish which not only enables the fabrics to which it is applied to retain their gloss for ever so long, but preserves them from the ill effects of a shower of rain."

From the Leading Warehousemen or full particulars from

**E. RIPLEY & SON**  
Bowling Dye Works  
Bradford - England

See what "THE QUEEN" calls the magic words  
**PIRLE FINISH**  
on the selvage.

## THE CELEBRATED OXFORD FLANNELETTE AND FLANNEL UNDERCLOTHING AND BABY LINEN

Factories:

LONDON BANBURY  
OXFORD CASTLEFIN



(1187)



NEW PRICE LISTS! UPON APPLICATION.

**W. F. Lucas & Co.**

129 London Wall  
London, England.



"Oxford" Underclothing. (599) (539)

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, MONTREAL.

World Wide Popularity

The Delicious Perfume.



### Crab Apple Blossoms

EXTRA CONCENTRATED

Put up in 1, 2, 3, 4, 6, 8, and 16 ounce bottles.

And the Celebrated

### Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



Medals taken at all Exhibitions.

TRADE MARK

THOS. HEMMING & SON, Ltd.

Manufacturers of

## NEEDLES FISH HOOKS and FISHING TACKLE.

WINDSOR MILLS - REDDITOH, ENGLAND.

Write for Samples, which will be mailed to you free on receipt of Trade Card.

# Brice, Palmer & Co.

MANUFACTURERS OF

THE CELEBRATED

## "EMINENT" Showerproof Cloaks

Largest selection in the trade.

Agents in **J. E. SNIDER & CO.** Canada  
5 King St. West  
TORONTO

Who have a range of samples for winter, as well as of Tailor-made Jackets and Capes, Children's Reefers, etc.

Wholesale and Export, 90, 92, 94 and 96 City Road  
Warehouse, 14 Cannon Street

Telegram, "Eminent," London

LONDON, ENGLAND

# S. W. WHITHAM

Begs to draw the attention of the Canadian Trade to the following lines of

## Woollens.

Fancy Coatings	Fancy Trouserings
Worsted Coatings	Serges, Vicunas
Wool Cloths	Union Cloths
Presidents	Beavers
Meltons	Naps
Italians	Waterproofs

## DRESS GOODS

Soliels	Henriettas
Mohairs and Lustres	Lenos
Estamenes	Velveteens
Silk Seals	Astrachans
Cloakings	Flannels
	Linings and Trimmings

SAMPLES of these goods, with quotations, ..... will be mailed upon application.

THE BEST POSSIBLE VALUE GUARANTEED

Every variety of pattern is shown in the latest and most popular shades.

# S. W. Whitham

(Successor to Thos. Whitham & Sons)

Colonial Merchant.

10 York Place, LEEDS, ENG.

CANADIAN AGENT:

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

## Woollens and Clothing.

BRITISH TWEEDS BEING USED FOR CLOTHING.

**E**XTENSIVE orders for British tweeds by the large manufacturers of men's and boys' clothing and ladies' mantles and jackets—now a most important trade—have been among the novel and important features of the trade in the last couple of months. Very few woollens have been imported for this purpose during the past ten or twelve years. Our own mills have been supplying the demand. The quality and appearance of their products have steadily improved, and they are now generally most satisfactory, indeed. The new Customs tariff, which came into full effect this month, reduces the duty on British tweeds 25 per cent., hence the recent purchases.

This tariff is decidedly hard on, and unfair to, the Canadian woollen mills, in which large sums have been invested, as well as to Canadian farmers, who grow a large portion of the wool. It is not in accordance with the spirit of true protection, which has for its object the development of industries which use the raw material—wool in this case—produced in the country. The action of the Government in increasing the duty on cottons—the raw material in which is not grown in Canada—suggests the words of the song, "I Wonder Why?"

For the manufacturer and the dealer, it is true, there are advantages in buying in the British market. It affords the manufacturer a very much greater range of samples to choose from. This is what he and this is what the dealer want—something that none of their competitors have. When the same cloths are being shown by two or more houses, the buyer compares prices and demands concessions before placing his order. This is the base of all cutting and unprofitable business.

THE LONDON FASHIONS NOW EVOLVING.

Minister's London Gazette of Fashion, for June, says that the next few weeks will show what changes in cut and style the season is destined to bring forth. In men's garments there is, so far, nothing worth recording, and we do not think that anything will turn up. In times like these, when a feeling of political uneasiness is in the air, men's minds are not given to thoughts of fashion in clothes. Rough coatings are, of course, on the wane, as we foreshadowed for some time past, and smooth-faced cashmeres, showing next to no texture, are most generally cut now for both frock and morning coats. There is also a good feeling for cheviot and angola trouserings in clear colorings and but little defined check and broad stripe effects. But there is no really new departure in any line.

With the ladies' trade it is, of course, different. Smooth-faced venetians, beavers and meltons went very strong at the beginning of the season, but the change to checked fancy materials, which we predicted in these columns two months ago, is getting more apparent every day now. There is also a demand for mixed diagonal worsteds which, when properly made, look very stylish and are suitable for the warmer months. Some very pretty novel mixtures in these have lately been put on the market, at prices which must delight the heart of the tailor. The drawback of these light-weight worsteds is, of course, their liability to cockle up under the iron, but this can now be entirely got rid of by having such goods "pirlé" finished. The merits of this treatment, which is far superior to ordinary shrinking, are becoming more and more

recognized, and tailors—in their own interest—should insist upon having it. It will save them many an unpleasantness, and it adds nothing to the cost of materials.

A peep at manufacturer's samples for next year's spring and summer trade discloses their belief in large but distinct checks of the Glen Urquhart family. Novelty is more sought after in colorings than in design. Grey, stone, and olive-grounds show admixtures of rather vivid combinations of yellow and blue, green and brown, and such like. The general tone is one of greenish hues. Similar styles—we are speaking exclusively of Scotch suitings—which are in the market now, can, therefore, be safely recommended.

A NEW FABRIC IN READY-MADES.

"Clare Serge" is a new fabric which is being extensively used for medium priced goods by the ready-to-wear clothing trade. It is a fabric that will do the trader good to sell to his customer, as it is unsurpassed for wear. It is made of all pure worsted stock, yarn dyed, and perfectly fast in color.

A CAPITAL LITTLE DEVICE.

THE REVIEW has been shown a very neat little advertising device by a clothier in Montreal. It consists of a folding coat-hanger, which folds up into a compass as small as a pocketbook, and can readily be carried in the pocket. It is a well known fact that a coat hung up by a coat-hanger retains its shape very much longer than a garment suspended by the tape at the back of the neck. This device is controlled for Canada by H. Shorey & Co., Montreal.

SOMETHING IN WATERPROOF COATS.

Every garment made by the Beaver Rubber Clothing Co. bears this trade mark, which may be taken as a guarantee from the makers that it is absolutely waterproof and will not harden. They are showing a double-breasted, box covert coat, with velvet collar, to retail at \$6. The fit and finish are spoken of as being excellent, and dealers who are anxious to go further into the matter may obtain a sample by writing them at 1490 Notre Dame street, and mentioning THE DRY GOODS REVIEW.



THE OUTLOOK IN WOOLLENS.

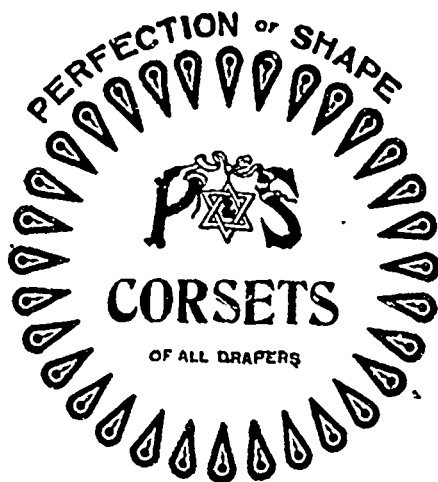
In looking over the woollen department of John Macdonald & Co.'s a good idea of present and future trade in woollens was obtained. The fall orders to date are larger than for some years. Some very special lines in blue and black serges, clay twilled worsteds, fancy worsted suitings, Scotch, English and Irish tweeds, etc., are offered this year. Canadian tweed and worsted suitings, in three and six-quarter goods, are to the fore. So are Canadian whipcords, both in three and six-quarter, for which considerable demand exists. Imported worsted trouserings and black worsted trouserings are good value this season. As to overcoatings, while meltons and beavers are still selling, there is quite a feeling for vicuna makes and fancy curls.

The mantle cloths trade is wonderfully active this season, notwithstanding the popularity of ready-made mantles, and orders placed for mantle cloths are the largest in years. The range includes beavers, boxcloths, fancy curls, black curls, sealettes, curled serges and a nice range of Canadian six-quarter friezes, which sell well. In tailors' trimmings the stock of black and colored



# CORSETS.

Did you read our advt. last month?



## CORSET TALK.

A lot said now-a-days about Extension of Frontiers, Spheres of Influence, and so forth. You may think what you like about political frontiers—that is not our business. We want to extend your Corset department. Why should you not constantly be enlarging your Corset trade and annexing new customers? Make it your aim and business ambition that **your** Corsets should encircle the largest possible number of fair wearers. To begin with

**Scrutinize Severely** your present stock. Clear off all makes that cease to interest your customers. Substitute those that are up-to-date in shape, make, and value. Weed out odds and ends, and give prominence to standard makes like the P. & S. These P. & S. Corsets will not rusticate in store fixtures—always on the move. They are quick sellers. No need to waste many words about them. Show them, summarize their points briefly: they call forth the decisive word at once. And then be a little ahead of your slower neighbours. Having got the P. & S. Corsets, then proclaim their arrival to the local world. You see, if

**A Thousand Women** know you stock P. & S. Corsets, you will do a certain amount of business. If 5,000 women know it, you will naturally do more. If 10,000 women hear the interesting news, the greeting will become general—"Good morning! have you tried P. & S. Corsets?" There will be a rush to your Corset department, with the happiest results all round. You can have 1,000, 5,000, or 10,000 circulars about these goods on generous terms. Ask your Wholesale Corset House for the P. & S., or write for prices and particulars to the manufacturers.

**W. PRETTY & SON, Ipswich, Eng., (Wholesale only.)**

**WOOLLENS AND CLOTHING—Continued.**

Italians is extensive, and several new makes that sell well have been added. Plain and fancy silsesias, haircloths, pocketings, moleskins and corduroys are all in demand.

**THE BELWAP SERGE TRADE.**

No more complaints are heard of cloths being sold in this market to represent the Belwarp English serges, which are controlled in Canada by two large wholesale houses. This season's business in these serges is large, a number of new makes having been added to the range, which is thus extensive. John Macdonald & Co. have got up a neat book of samples of 33 different makes with the names and prices. These can be conveniently sent by post to any merchant who asks for a set.

**CANADIAN DESIGNS FOLLOWING ENGLISH.**

Finley, Smith & Co. call special attention to a large line of Canadian fancy worsted suitings for the fall trade. These goods are all in their own exclusive designs copied from high-class English worsteds. The coloring and finish are perfectly reproduced in cloths at half the price of the originals. In fall and winter overcoatings, all the latest novelties in weave and tone are shown.

There is now in stock a large assortment of Irish homespuns, and light-weight Scotch and Canadian tweeds for the hot weather. The sale of their standard brands of serge, "Britannia," "Trafalgar" and "Royal Navy" is more than double that of last spring. These well-known goods are steadily growing in popularity, being absolutely fast, thoroughly shrunk, and made from specially selected yarns. A quantity of each make in the different weights is always kept on hand.

**TAILORS' LININGS.**

Six special numbers in black Italians are to be seen in the W. R. Brock & Co.'s warehouse, namely: H6, H500, H505, H510, H515 and H520—all permanent finish, bright, silky and strong; also special values in canvases and sleeve linings.

**NEW TWEED AGENCY.**

Stoner, Crowther & Co., of Huddersfield, Eng., tweed manufacturers, have appointed Williams & Bell, of Montreal, as their agents for the Dominion of Canada.

**SUITS FOR BOYS AND CHILDREN.**

In selling children's clothing much depends on the application of up-to-date ideas and good finish. These attract trade by pleasing the eye. The firm of Clayton & Sons, of Halifax, N.S., have gone in for special lines in boys' and children's suits this season, and intend to send samples to any merchant who drops them a card. They have a finely equipped clothing factory, and are going into the business on a large scale.

**POLITICS AND CLOTHING SUPPLIES.**

Further complaints are being made of the policy of the Ottawa Government is cancelling contracts for clothing and woollens which had been in existence for several years under the late Government. THE REVIEW hears that a five years' contract which was held by The Oxford Manufacturing Co., Limited, of Oxford, N.S., was abruptly cancelled, leaving on the hands of the manufacturer some \$3,000 worth of goods which were kept ready for public convenience. It is said that the company will sue the Government for the alleged breach of contract, being determined to test their rights in the courts. THE REVIEW regrets greatly to hear stories of this sort, because they indicate the invasion of business matters by politics. A declaration of some kind concerning the principle on which the Government intends to act in these matters should be made. The public interest and the lowest tender should, in all possible cases, be

the ruling conditions, since, if the fact of a man's being a Grit or Tory is going to decide these questions, we might as well admit the application of the spoils system at once.

**NOVELTIES IN SMALLWARES.**

In the handkerchief trade Jno. Macdonald & Co. promise a beautiful line of imported goods to retail at from 10 to 50c., samples of which are just being shown the trade. In hem stitched linens and lawns the range is as large as usual, while the cheap line in children's picture handkerchiefs contains many novelties.

The handy pin is a novelty of the season. It is said to be taking the place of safety pins and can be more easily adjusted.

Exceptionally low quotations on fingering yarns and Berlin wools are being made this season. As to trimmings, quilt sequins are selling, and military braids, wide widths, are popular. There is the usual range of jets.

**AMERICAN ART DRAPERIES.**

Among the many novelties in this class of goods for fall trade, the double printed denims are in great demand. These are used largely for small portieres and lounge coverings, and are serviceable and cheap, and can be retailed from 20c. The new designs in silkolines, sateens, and crepes are very elegant, and color combinations entirely new. Boulter & Stewart are showing over 500 patterns in this class of goods.

**KNITTED WOOL GOODS.**

This is a line of goods that many houses fight shy of. Not so with the W. R. Brock Co., Limited. They show at all times of the fall season an immense range of shawls, fascinators, hoods, caps, toques, tams, jackets, polkas, gaiters, mitts, bootees, infantees, clouds, mufflers, and knitted goods of all kinds from Germany, England, and Canada.

**THE SILK SEASON.**

John Macdonald & Co. write: "Being the acknowledged leading silk house of the Dominion, we have spared no effort to sustain that reputation for the coming season, our values in black, peau de soie, black mervs, black satins, black taffatas, etc., are better than ever. In fancy blouse and trimming silks our line is large and comprises the last productions of the French and Swiss markets."

**CASHMERE HOSIERY.**

Last February, the hosiery buyer of the W. R. Brock Co., Limited, got a quiet tip that there was going to be a heavy advance in cashmere hosiery, and he contracted for large quantities. Consequently, Brock's customers will get their fall requirements at and below former prices. There have been several advances since the order was placed.

**WOOL CASHMERES AT OLD PRICES.**

The Gault Bros. Co., Limited, have anticipated the advance in cashmeres, and are prepared to execute orders at old prices for their special lines.

**THE TRADE IN LACES.**

Jas. Johnston & Co. are showing a very fine range of plain and spot veilings, ladies' and gent's bows and scarfs, also a fine range of valenciennes and other laces, embroideries, lace curtains and nets, etc.

**THE VELVETEEN TRADE.**

The Gault Bros. Co., Limited, report that velvets and velveteens are to be popular fabrics for fall, and have a full range of all the new leading shades now in stock.

Beech Hill Mills, Halifax

58 & 59, ALDERMANBURY, LONDON, E.C.

Messrs. **WALSH & BRIENERLEY, LIMITED.**

MANUFACTURERS

BRACES, BRACE WEBS, BELTS

UMBRELLAS & SUNSHADES

Geo. & Fred BUCKLEY, Directors.

Geo. CALLOW, Sole Manager.

# A GOLDEN OPPORTUNITY

For more than **60** Years **OUR SUSPENDERS**

have been first **ON THE MARKET.**

PATENTEES of the "LION," "SAMSON," "PIONEER,"  
"LICTORONA" and "TRY IT" BRACES.

MEN'S DIGGER and KLONDIKE BELTS.

MEN'S CRICKET BELTS.

LADIES' FANCY BELTS.

--- WEAVERS OF ---  
ELASTIC BRACE WEBS, GIRTH WEBS, BELT WEBS.

**UMBRELLA and SUNSHADE MANUFACTURERS.**

WHOLESALE TRADE ONLY.

---

CONTRACTORS TO H.I.M. GOVERNMENT.

*The Kind We Manufacture!*

Fine Kid and Mocha,  
Napa and Ind. Tan Buck,  
Horse Hide,  
Special for Brakemen  
and MINERS.



Is not QUALITY re-  
membered long after  
PRICE is forgotten?

Creditable Domestic lines

Highest price for Raw Deer and Sheep Skins.

W. J. CHAPMAN

Glove Manufacturer

WINGHAM

SOMETHING NEW

MADE IN ENGLAND  
No connection with any American Corset House.



MADE IN ENGLAND  
No connection with any American Corset House.

Thomson's NEW "GLOVE-FITTING" Corsets.

Transformed, re-modelled, and brought up to date, and a delight to all who wear them.

Mrs. W. writes,—"I find your New 'GLOVE-FITTING' Corset perfect, most comfortable to wear and beautifully finished. I can think of no words that would describe its perfection."

Mrs. M. writes,—"I have really never had such a perfect fit before."

Mrs. G. writes,—"I have much pleasure in stating that I have never worn a more perfect fitting Corset than your New 'GLOVE-FITTING,' I shall recommend them to all my friends as being simply perfect."

To be had of all Dealers Throughout the World.

ASK FOR THOMSON'S NEW "GLOVE-FITTING" AND TAKE NO OTHER.

A large stock of these Corsets always on hand at JOHN MACDONALD & CO.'S, Toronto.

Novelties in the Following Goods:

**SHIRTS.** "The Shirt is a garment which has crept into our lives for ever"—Lady's Realm. "Messrs Tidswell's Shirt Shapes could not possibly be excelled."—Drapers' Record.

**BLOUSES.** "The Blouse is a most fascinating little garment, which continues to hold its own with conscious superiority."—"MADON" of Truth.

**COLLARS.** "Nothing is neater about the throat, or more thoroughly English in style, than Linen Collars and Cuffs."—Queen.

**VEIL NETS.** "For a woman who wants to look well, a large and varied assortment of Veils is essential."—Windsor Magazine.

**LACE GOODS.** (INCLUDING FICHES, RUFFLES, COLLAHNETTES, SCARFS, BOWS, FRONTS, ETC.) "It is impossible to do justice in print to the lovely articles with which Messrs. Tidswell are successfully tempting their clients."—Drapery World.

**APRONS.** "The Apron is an item of dress that can be made to tell of much good taste."—Daily Mail.

**CRAVATS.** "The Cravat should not be considered a mere ornament—it is a criterion by which the rank of the wearer may be at once distinguished, and is of itself a 'letter of Introduction.'"—Old Author.

**PETERSHAMS.** "The Petersham Band is in great favour still; it is very smart-looking when used with Shirts or Blouses."—Fashion Paper.

**FANS.** "The Fan is the most adorable ornament of woman, that which sets in relief her refined manners, her native elegance, her esprit, and her enchanting grace."—Uzanne.

**FRILLINGS.** "Frillings have quite returned to public favour after having spent some years in retirement."—Fashion Paper.

**FANCY GOODS.** (INCLUDING PEN-FUMES, BUCKLES, CLASPS, BELTS, ETC.) "Messrs. Tidswell have a large assortment of Fancy Goods."—Warehouseman and Draper.

E. & H. TIDSWELL & CO.

Manufacturers & Warehousemen

LONDON.

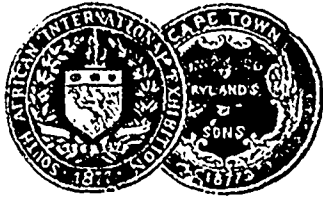


# Messrs. Rylands & Sons

... Limited

Manchester, England.

CAPE TOWN



BRUSSELS



THE ONLY GRAND PRIZE FOR COTTON FABRICS, PARIS, 1889.

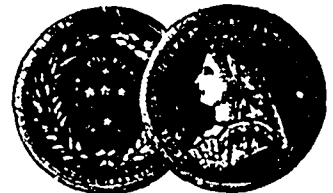


WAS AWARDED TO RYLANDS & SONS, Limited.

ADELAIDE



MELBOURNE



Cotton Spinners, Manufacturers, Merchants, Bleachers and Dyers.

Makers of the celebrated Dacca Calicoes and Sheetings.

... WORKS: ...

Manchester  
Heapey

Gorton  
Swinton

Wigan  
Crewe

Chorley  
Bolton

Capital, \$14,500,000

Employees, 12,000

LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign  
Fancy Dress Goods, British and Foreign  
Silks and Velvets  
Velveteens  
Irish and Scotch Linens  
Table Damasks, Towels and Tray Linens  
Muslins, Curtains and Handkerchiefs  
Prints and Cretonnes  
Bleached Calicoes and Sheetings  
Flannelettes  
Oxfords, Harvards and Galateas

Hosiery  
Dyed Linings  
Flannels and Blankets  
Quilts  
Floor Oilcloths  
Umbrellas  
Gloves  
Ribbons  
Laces  
Haberdashery and Trimmings  
Smallwares

## The Hat and Cap Trade.

### THE PROSPECTS FOR LINEN HATS NEXT SEASON.

A CANADIAN hatter was asked by THE REVIEW, a day or two ago, what he thought about the trade in linens. There has, beyond doubt, been considerable trade done this season in inexpensive linen hats. There is probably no more money in them than in straws, which they have, to some extent, displaced. "Will the linen hat last over next year?" he was asked. The reply was: "One cannot tell how long such a taste will survive. This year's lines have been cheap lines, and if, next season, finer goods in linens were produced, to retail, say, at \$1 or \$1.50, really nice goods, there might be quite a good business done in a better grade. There have been many of them sold in the United States during the past two years, though this season saw the first extensive run on them in Canada."

### WINTER CAPS.

For a cheap winter cap, made of beavers, meltons and other cloths, the Falkirk shape promises to be in favor again. The manufacturers are showing these in all kinds of tweeds and cloths, a slip band for drawing down over the ears in very cold weather being the usual feature. They will retail from 50c. to \$1.

### THE COMING SHAPES.

In soft and stiff felt hats no particular change in shape is reported. There is no extreme about the hat of the season, which is practically a staple, and safe goods for the average retailer to buy. The tendency towards stiff hats continues, and the trade done in fedoras is mostly in the best goods. July is the off season for the jobbers, who report fall orders coming in well, but with no striking feature about the trade.

### AN ENGLISH HAT "EPISODE."

What may be called an "episode" in English hats occurred last month. There are some English firms, not hat concerns especially, but dry goods houses generally, who have a poor opinion of Canadian merchants, and call us thieves and robbers, because some losses have been made. An incident related to THE REVIEW a few days ago may account for some of the hard comments made concerning Canadian trade by British houses. An English hat manufacturer, well known and reputable, sent out to Canada last month a set of samples to a firm, requesting an order. The goods were laid down in Canada, freight and duty paid. To whom were they thus voluntarily consigned? To a firm which first went into insolvency, and have been out of business a long time! Now, there are plenty of prosperous hat firms in Canada, and, surely, the English shipper should have taken care to consign to one of these, instead of opening communication with a firm of which he could have known nothing. There is good business for English hats in Canada, but not along this line.

### CANADIAN MADE HATS.

THE REVIEW referred not long ago to the fact that a Canadian might be wearing a Canadian made hat without knowing it was made here. Last week proof of this assertion was right to hand. Two hats of the same shape and shade, both with United States tips were shown THE REVIEW, and so far as one's judgment went equal in all respects as to value and appearance. Yet one was Canadian and worth \$3 more to the dealer than the other. But there was

nothing to indicate Canadian origin, showing that some one either, manufacturer or merchant, did not care to acknowledge a native make.

### THE IMPORTING HAT TRADE.

Canada's official year ends June 30, and we now have the figures of eleven months regarding the import trade. It appears that from July 1897 to May 1898 the imports of hats, compared with the corresponding period of the previous year, were:

	11 months of 1897-8.	11 months of 1896-7.
Hats, caps and bonnets of beaver, silk or felt ..	\$819,519	\$673,975
All other hats.....	544,338	466,957
	\$1,363,857	\$1,140,932

### COMPETITION IN FURS.

A big Toronto department store has gone into the making of furs on its own account, and some retailers are apprehensive that prices may be cut during the coming autumn. The regular Canadian fur manufacturers, however, express no uneasiness, believing that the fur business requires close buying of the raw material in European markets, and the successful Montreal, Toronto and Quebec concerns that have been engaged in the industry for many years cannot be undersold. Their buyers are men of long experience and great skill, and the regular Canadian houses are sure that in all case where values are demanded it will be impossible for any department stores, not trained in the industry, to do as well for the dealer as they can do.

### THE YUKON TRADE.

For the moment, the eastern firms that did so large a trade on Yukon account a few months in caps, furs and garments of various sorts, report no fresh business. The outfitting concerns in Vancouver and Victoria seem to be well supplied for the present, and further shipments are dependent on another rush into the gold regions when reports of the spring "wash-up" come down from the north. One eastern house shipped eighty cases of stuff by sea, via St. Michael's, to make the 1,800 mile journey up the Yukon river to Dawson City in Canadian territory.

### PUSHING AN ENGLISH HAT IN CANADA.

The "Tress" hat has for many years been known as the acme of good taste, both on this side of the water and in England, the 25 per cent. reduction off duty, which takes effect this month, makes it possible to offer these high-class hats at popular prices. Wreyford & Co., of McKinnon Building, Toronto, the Dominion agents of Tress & Co., will be pleased to submit the fall samples in any city where their hats are not yet sold.

Mr. A. A. Allan, of Toronto, is now in London on his usual business trip. His son, Mr. Arthur A. Allan, who has been traveling in Europe for some months, will meet him in England.

### CURIOUS POSITION OF THE FUR MARKET.

The high prices now quoted for furs in the European markets are ascribed to a variety of causes. Future conditions are still dependent on the Nijini Fair in Russia, which begins this month and lasts till the end of August. Meantime, the June sales in London gave distinctly higher prices for furs which interest the Canadian trade. Usually, June offerings are poorer skins and show decline of prices. This year, the conditions are different. Advices to Mr. J. D. Allan, of A. A. Allan & Co., reveal some interesting facts. The sales of racoon, for instance, were, in June 1897, 92 133

# ADVERTISING BALLOON CO. INDIA-RUBBER MANUFACTURERS

Works: BROADHEATH, ALTRINCHAM, ENGLAND.

Largest ADVERTISING BALLOON MANUFACTURERS in the World. Hundreds of Various Trade Designs.

Illustrated Chromo Catalogue with Trade Discounts sent on application.

Manufacturers of AIR BALLS, SQUEAKERS, SERPENTS with SQUEAKERS, YANKEE BABIES, PIBROCHS, and FINE CUT SHEET RUBBER GOODS, ETC.

Patentees of the NEW FORTUNE-TELLING ADVERTISING NOVELTY, (Qwls, Angels, Teapots, etc.)



Alabaster Coon.



Bagpipes.



Dying Devil.



Crying Baby.



Squeaker.



Squeaker.



BY ROYAL LETTERS PATENT.

Pneumatic SELF-CLOSING BALLOON, requires no tying

Balloon Squeakers from 3/- gross, 10 gross lots with Advertisements.  
Advertising Balloons from 12/- gross, printed both sides.

Sample Rooms: Newton St., PICCADILLY, MANCHESTER.

Samples sent on receipt of 1/- to 5/- crossed P.O.

INDENTS ONLY THROUGH BRITISH MERCHANTS.

ILLUSTRATED CHROMO CATALOGUES FREE ON APPLICATION.

## SPECIAL CUTS FOR JULY

... IN ————

Felt Hats      Linen Hats  
Straw Hats      Cloth Caps

Write for Samples.

# JAMES CORISTINE & Co.

469 to 475 ST. PAUL ST.

————— MONTREAL

skins; in June, 1898, 50,858 skins. The commonest skins went up 10 per cent in price. Thirds and fourths sold 15 per cent. higher. Red fox sold 10 and 20 per cent, cheaper, but it is not a fur that interests this market. Beaverskins sold at about March prices. The Australian skins that interest Canada have advanced. Swamp wallaby shows a considerable advance; wombats were up to the March level; martens sold higher than for some time. Thibet lambs were about 10 per cent. higher, and skunk is again selling well at good prices.

Gray lamb shows a surprising advance, especially as they were never known before to advance at the full of the harvest for them. It is supposed by some to be due to increased Russian consumption. Gray lamb has been selling very low for a long time. The advance will take effect at once in Canada.

As to Persian lambs, a scarcity of sheep and mutton needed for food has taken place, and there has been a marked advance in price. The Shah, it is reported, has determined to check the export of skins and the indiscriminate slaughter, and has issued instructions to the Persian Customs Houses to levy an export duty of \$1 per skin, and, after a certain date, export is absolutely forbidden. Penalties are imposed on all persons, whether foreign or native, in whose hands skins for export are found after a certain date. If this arbitrary policy were carried out it would have a great effect on the future of Persian lamb as a fur. For this season it will stiffen prices in Canada without causing much advance.

#### NEW GOODS IN CARPETS AND CURTAINS.

The carpet departments will be complete this month, as all new goods are to be in stock early in July. The buyer for Jno. Macdonald & Co. mentions a big drive in five numbers of lace curtains to retail at \$1 and \$1.25. Repeats in Swiss muslin curtains, filled muslins, are reported. A line that should be specially noted is three special numbers in American white quilts.

As a result of a recent drop of the American makers the buyer has an eye opener for everyone concerned in the covering trade, consisting of 150 pieces to retail at 50 and 75c., which prices are really about wholesale rates. Two popular selling lines during last season, satin russe and cotton tapestry, are now in stock and reported equal to goods at three times the price. He has also a line, three sizes, in moquette mats, which have been scarce, to retail at \$1, \$2 and \$5. A fine line of Saxony Axminster squares ranging from 7 feet 6 inches by 10 feet 4 inches, to 9 feet 10 inches by 13 feet 1 inch, to retail at from \$15 to \$40 is reported. Photographs of these goods with the sizes can be had on application.

#### NOTED LINES.

In Department "B" The W. R. Brock Co. always have a number of special lines, which it is hardly possible for any live retailer to be without. For fall or immediate delivery they draw attention to the following, which are their "noted lines" for the present: 205 flannelette (the original cloth), C 29-30 flannelette (confined to them), 039 and 040 pink twilled shaker (English make), coronado prints (clearing line), pelton percales (zephyr patterns), printed toques (clearing line), C linnette (their own special make), Australian flannels (exclusive designs).

#### LADIES' HOUSE GARMENTS.

Wrappers ready-made have come to stay, and nearly every up-to-date retailer has found them in good demand. The first and most important thing about a wrapper is the cut; second, the style; thirdly, the cloth design. On these particular points the American goods are always noteworthy. Boulter & Stewart, the American wrapper house, have had an exceptionally large season, showing a very large range of the latest designs. To retail \$1 to \$5.

#### MOVED INTO THEIR NEW QUARTERS.

THE new warehouse of F. C. Daniels & Co., wholesale fancy dry goods manufacturers and dealers, 3 Wellington street west, formerly 43 Scott street, Toronto, is eminently suited for the business to which it is to be put. The private office has been fitted up on the ground floor. Here, too, and on the first floor, the showrooms of the company are to be arranged. These floors will be ideal showrooms, they are not too large and are very well lighted.

On the second floor some of the manufacturing staff are already engaged making babies' bonnets, of all shapes and colors, and made of all materials. Some of the samples of these goods, shown to a representative of THE DRY GOODS REVIEW, were exceedingly beautiful in both design and color. The third floor will also be used in the manufacture of the various fancy dry goods and novelties which are handled by the firm. At present a staff is engaged in the manufacture of edge ties. When the company are fully settled down in their new warehouse, they will employ from 75 to 80 during the busy seasons.

#### A NEW WINDOW SHADE FACTORY.

Montreal has recently had added to its large number of manufacturing establishments a factory for the making of window shade cloths of all widths, colors, and varieties. The Hugman Window Shade Co.'s premises at Nos. 120 and 122 William street are fully equipped for the manufacture of hand-made opaque shade cloths, and the company are prepared to fill orders for shade cloths, window shades, spring rollers, fringes, laces, shade pulls, shade cords, etc. The management of the concern is in the hands of Mr. A. W. Hugman, late of the firm of Hugman Bros., and, as he is a practical man and has had over ten years' experience in the business, there is little doubt but that he will make it the thorough success the new venture deserves. Neat price lists and color books have been prepared, and all interested can secure copies by applying at the company's office.

#### FAVORABLE OUTLOOK FOR GINGHAMS.

There is every indication that 1899 will be a great gingham year. This season there has been an enormous demand for prints and they will probably continue to keep their end up; but the fashionables are not satisfied to wear them for another season. Generally speaking, gingham is more expensive than prints, and this is an advantage to fastidious women who desire something that is beyond the reach of everyone. A jobber told THE REVIEW that a Scotch house, who make a specialty of gingham, have sold thousands of dollars worth of goods in this country, for next season. The Canadian mills are putting their best foot foremost, so that it is likely the fair sex will have an edifying assortment to choose from.

#### THE QUESTION OF LIGHTING THE STORE.

A neat pamphlet on the comparative cost of lighting the store by coal oil, coal gas, electric light or acetylene gas has been issued by the Safety Light and Heat Co., of Dundas, Ont. The writer goes very carefully into the figures, and also gives a price list of acetylene machines, with a general description of what this system of lighting is. The merchant who is collecting information on lighting, or thinks of making a change, would do well to get a copy of the pamphlet.

#### WHO HAS GOT THE MITTEN?

Inquisitive people can soon discover who has got the mitten that leads the trade this season by inspecting the samples of wool mitts in the hands of the travelers of The W. R. Brock Co., Limited; both in double and single, heavy and light weights, Brocks are showing some extra good value.

THERE IS

# Style, Fit and Fashion

in our garments. You cannot get them anywhere but here, and it is safe to say no other kind will bring you as many customers.

## DON'T JUDGE

by what we say alone—we're honest in our statements, but let that pass. . . . .

Do your business the justice of looking at our range of Ladies' Jackets and Capes, Children's Reefers and Ulsters, and see what ground we have for our talk.



# JOHN NORTHWAY & SON

## Cloak Makers

32 Wellington St. West

 TORONTO

## NOTES ON FALL FASHIONS.

Specially written for the Fall Number of THE DRY GOODS REVIEW.

**T**HE three most important questions regarding what is to be worn are: 1st. What style of skirt; 2nd. What sleeve; 3rd. What color? As to skirts, they will be slightly wider than those worn in spring and now sent out for summer wear.

The tablier will be, it is certain, the prevailing fashion, the formed flounces falling from it in graceful lines. This style has taken remarkably well, and the spring gowns were made in it; modistes can safely continue making them. They suit admirably both young and old, stout and slight, and adapt themselves to all sorts of trimming. As the winter draws in, the very heaviest gowns, however, will be cut plain, as every ounce of weight is of consideration. Flounces will also be worn, and when plain goods are made up they will be extensively trimmed with ribbon, passamenterie, fur, etc.

The tablier of the present day is much the same as that which prevailed some years ago, with this improvement, that it is stitched to the lining, and the under-skirt or flounce falls from it. It is usually cut 15 inches from the hem in front and runs up to 15 inches or less at the back. Ruched ribbon and chiffon will be used to trim with, revers on bodices will be covered with three ting ruffles, of a contrasting color. Sometimes ribbon will be interspersed with alternate rows of chiffon ruches, in fact, these materials will be used in endless variety.

Skirts will, for ordinary purposes, be worn just touching the ground, from this length all the way to a four yards' train can be worn. These last will be only for bridal and court costumes. Elderly ladies will wear average trains, and for dancing the all round length will be the favorite.

Sleeves will be made tight all the way up, long over the wrist and with only a slight fullness at the top. Epaulettes, frills and caps will be worn for all bodices. Tucks for sleeves and bodices will still be much worn, also cordings. A smart imported gown lately worn was of soft, black wool material lined with deep pink silk. The jacket had a flat basque, was cut fairly short, and the fronts, revers and collar were faced with white silk finely corded and laid on lengthwise. This suit was worn with a black hat,

trimmed with white silk. black lace, white wing and pink roses. A pink parasol and white gloves completed a very smart toilette.

As to the colors to be worn, we can safely predict that there will be a reaction shortly from the amount of green worn all spring. Word comes from Paris that mauve is to be the favorite, but fashion is capricious, and this "refuge for the destitute," as mauve has been called, may not prove to be the prevailing color. Blue, in all its lovely shapes, from the palest turquoise to the darkest navy, will be worn a great deal, and many shades of grey are named as to be worn, particularly that named "platinum," a fine medium grey; fawns and browns will also be fashionable. In

Paris the gowns are all of neutral shades, the colors being left to the hat or bonnet, which can take on as many varieties as fancy may suggest.

Bodices and skirts of quite different materials will be worn as much as ever, particularly for evening wear. They can be made as totally different as possible. This will be a satisfactory piece of news, as great varieties and changes can be made. The style will stretch over the winter season.

As the cool weather advances and thicker materials are worn the Princess robe will be prominent. It is already seen, but does not lend itself to thin textures.

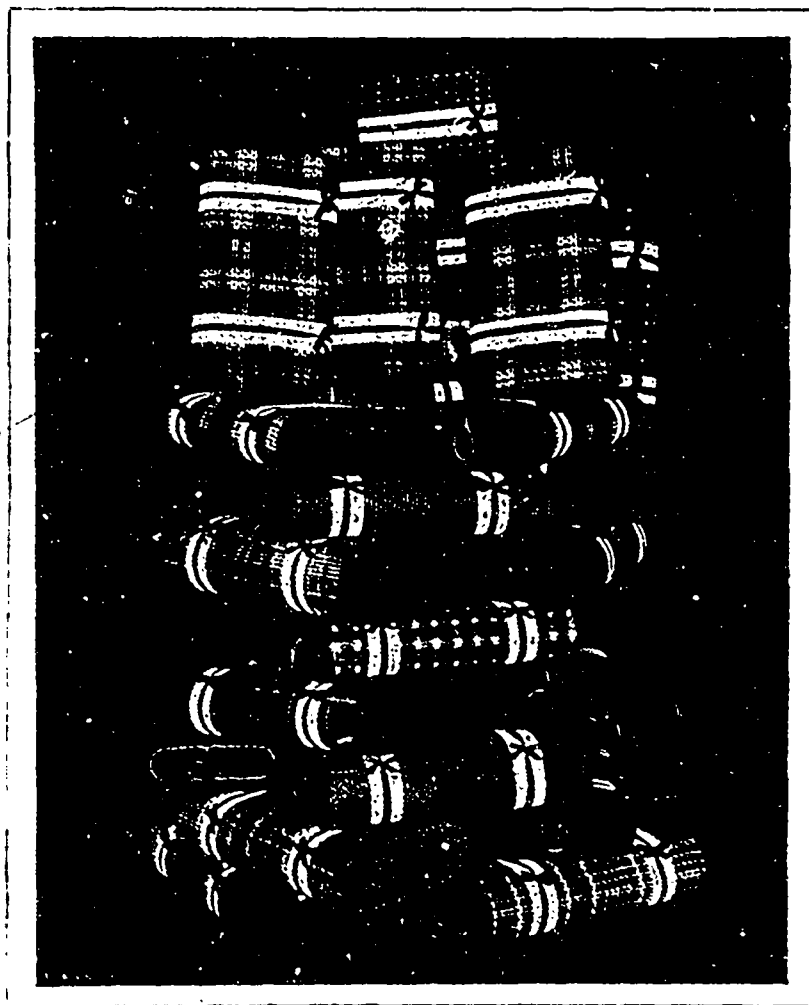
Taking the fashions altogether there never was so much scope of freedom in color, style and cut as now. Gowns can fit a good figure closely or can suggest one in fullness, "That half reveals and half conceals the 'form' within." Any color or combination can be used, but the details of a gown were never more attended to than now. A well made costume loses all its effect if every little

minutiae connected with it has not been carefully carried out, and to dress was never so much as now an art and a science.

A. J.

### A HANDSOME WEDDING PRESENT.

A pleasant event took place at S. Greenshields, Son & Co's warehouse on June 27th, when Mr. G. B. Fraser, on behalf of the house staff, presented Mr. George Diverall, a salesman in the smallwares dept., with a handsome drawing room suite. Mr. Diverall was married on June 28th.



SPECIMENS OF NEW GOODS IN THE MARKET.

The W. R. Brock Co., Limited, advertised through the dailies the purchase of a manufacturer's stock of fancy check dress goods. These goods, which are illustrated in the accompanying cut, are to hand now, and are a most satisfactory lot. Orders for them increase every day, and there is hardly a merchant who buys that does not repeat. They are offering the line at about 50 per cent. less than regular prices.

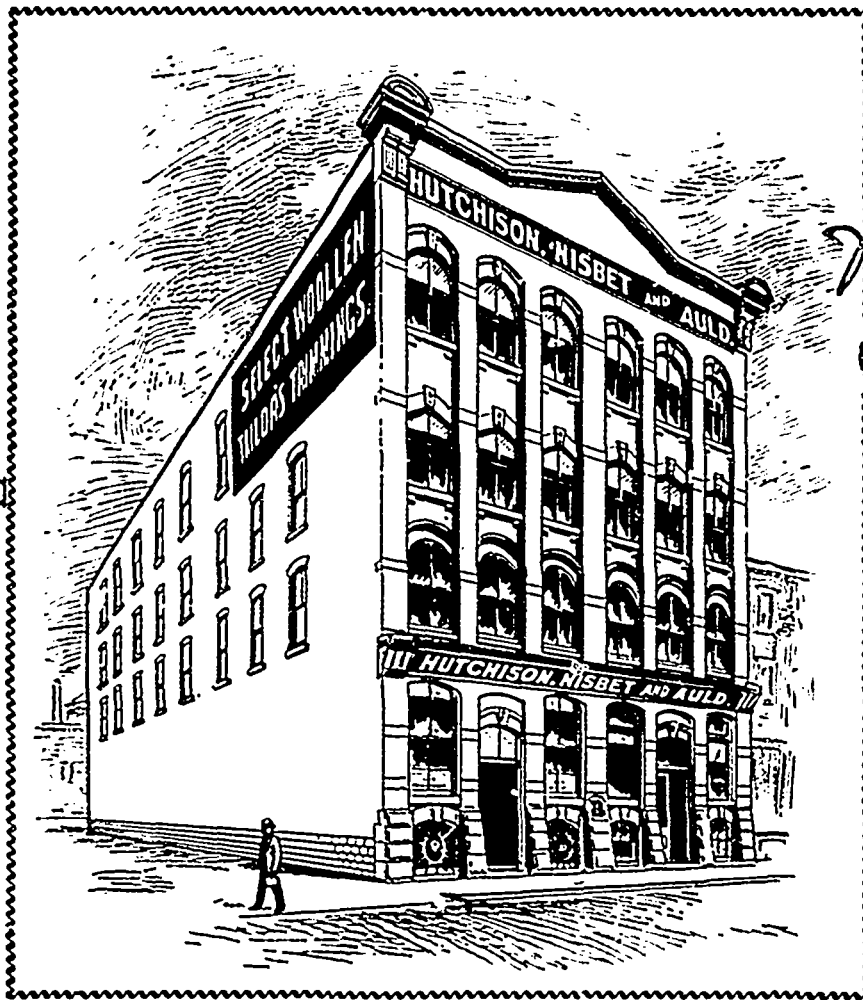
FALL \* 1898 \* SEASON

Special Designs



Fine Woollens  
AND  
Tailors' Trimmings

Exclusive Designs



*Red  
Aug. 98*

A new feature in our business is Ladies' Dress and Mantle Fabrics in Scotch Tweeds, Broads, Box Cloths, Serges, etc., suitable for Tailor-Made Costumes, exclusive in design and confined to ourselves for Canada.

SAMPLES FURNISHED TO THE TRADE ONLY.

**Hutchison, Nisbet & Auld**

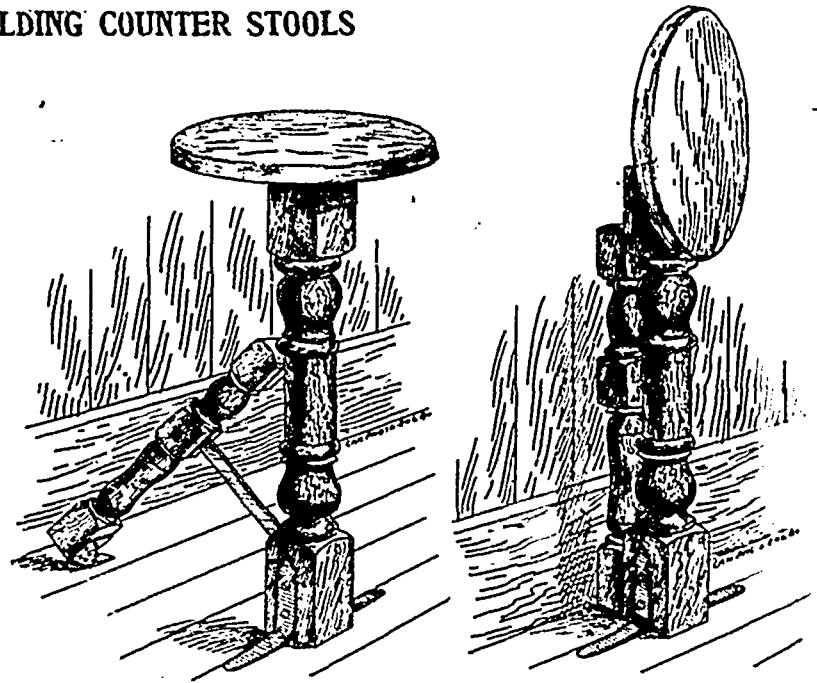
34 Wellington Street West

TORONTO.

# THREE OF A KIND

ALL FOLDING COUNTER STOOLS

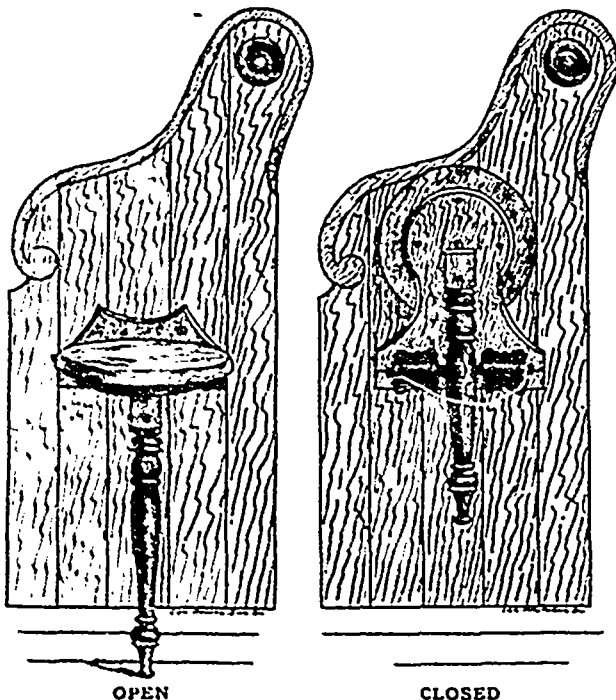
## The Automatic Folding Church and Counter Stool



OPEN  
THE ECLIPSE COUNTER STOOL  
Patent Applied For.

Fastens close up to counter, and when folded takes up but four inches of space. Made of ash; seat of maple or birch, light or stained mahogany; castings of malleable and steel.

Patented June 14, 1898



OPEN.  
THE GEM COUNTER STOOLS  
CLOSED.

Patented Nov. 21, 1897.

A handsome stool, strong and durable. When folded takes up no room, is out of the way when sweeping, and gives you the entire floor space on busy days.

It is fastened to the counter and is entirely out of the way.

It is a most desirable stool for all places where economy of room and comfort of patrons are considered, particularly adapted for steamboats, dry goods, hat, boot and shoe, drug and all retail stores, soda fountain and ice cream counters, restaurants, barber shops, billiard rooms, halls, club-rooms, passenger elevators and bath-rooms.

A trial order will prove these assertions.

Prices on application. Stool complete costs no more than a good counter stool and has all the advantages claimed for it. All communications will receive prompt attention by addressing

This stool is pronounced by those who have them in use to be one of the best of the three, and can't be excelled for church use as well as for counters.

Rights to manufacturers for any one or all of the above Patents, for any part of the Dominion, or the whole, for sale.

E. W. LOW

Sole Agent for Manitoba and British Columbia  
Room N, Ryan Block, WINNIPEG.

G. A. COULSON, Patentee

Brockville, Ont.



Quoth the Raven:—  
"Here's a pretty  
thing  
It's blacker than  
A YAVEN'S  
wing."



The Public are  
looking for . .

# BLACK HOSIERY

Authentically  
Stamped . .

*Louis Hermsdorf*  
*Dyer*

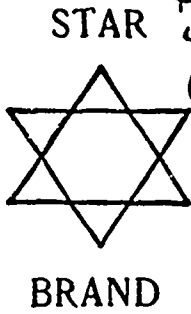
Can you supply them? No HOSIERY DEPARTMENT is complete without a full range of Hermsdorf's Fast Black Goods.

## American Bureau of Louis Hermsdorf.

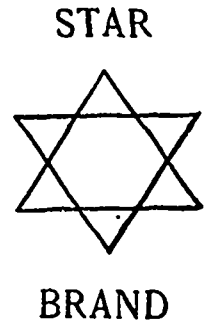
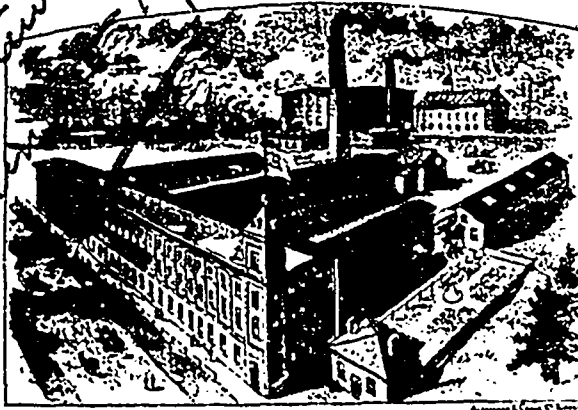
78-80 WALKER STREET, NEW YORK.

# Hamilton Cotton Co'y

## Hamilton



*Case to  
Mr Stewart  
Jan 29*



*Manufacturers of Boot and Gaiter Webs, Girth Webs,  
Tapes, Bindings, Lamp and Stove Wick,  
Twines, Cordage, Yarns, Etc. \* \* \* \**

In addition to the above we are now  
manufacturing .....

# CHENILLE CURTAINS

## and TABLE COVERS

and are showing a full range of new and attractive designs and colorings.  
For sale by all the Leading Wholesale Houses.

SELLING AGENT

W. B. Stewart, 20 Front Street East, Toronto

ESTABLISHED 1855

Wm. Croft & Sons' { Best Gold Eyed NEEDLES  
and  
TAILORS' BETWEEN.

45 YEARS in use in CANADA without a single complaint.  
See the name WM. CROFT & SONS is on EACH paper.

A COMPLETE  
STOCK OF

**MACHINE NEEDLES**

—always on hand, guaranteed to fit.—

“Buy the best” and avoid trouble—Mail Orders for these will be very carefully filled.

Buy CROFT'S 5c. paper genuine English Brass Pins graduated on papers, any color, and with merchant's name on.

**JUST TO HAND**—A large stock of Ladies' and Men's Garters and Hose Supporters, ask our travellers to show you these goods or write for samples, they are big sellers.

We carry the largest stock of **COMBS** in Dressing, Fine, Pocket, Circular, Back and Side.

Our travellers are now starting on their Fall Trips with the finest and most complete line we have ever sent out.

OVER 300 SAMPLES OF PURSES

OVER 300 SAMPLES OF PIPES

OVER 250 SAMPLES OF TOOTH BRUSHES

Hair Brushes and Shaving Brushes, amongst which will be found the best English and French makes, including Loonen's goods.

A large and well assorted line of Pocket Cutlery; all the best sellers in Playing Cards, and everything in Collar and Cuff Buttons, Blouse Setts, Jewelled Leather, Leather and Metal Belts with Belt Holders to match, with a line of Smallwares necessary to complete an up-to-date dry goods man's notion counter.

SEE OUR TRAVELLERS OR WRITE US FOR SAMPLES.

**WM. CROFT & SONS**

53 Bay Street

TORONTO

# Men's Furnishings.

PARISIAN NOVELTIES IN NECKWEAR.

HERE are a few Parisian novelties in neckwear. The goods are entirely new on this side of the Atlantic, and probably no Canadian retailer has ever seen them before. They are the creation of one of the greatest neckwear artists in the world, and the fashionable dressers of Great Britain and the Continent have gone wild over them. Figures 1 and 2 illustrate the "Boulevard,"



Fig. 5.—New Parisian Neckwear.



Fig. 2.—New Parisian Neckwear.



Fig. 3.—New Parisian Neckwear.



Fig. 4.—New Parisian Neckwear.

a very full satin puff, that was described in last month's REVIEW. The "Ideale" was also referred to last month. Figures 3, 4, and 5 show a few of the different shapes in which it may be arranged, while figure 6 shows the method of tying. The puff inclines to fullness, and the neckband is unusually wide. Figure 7 shows the "Dubasgy," a black satin tie, to be worn with a frock or morning

pending is one of price. No agreement on this question has yet been reached, but it is believed one will be."

### LATE LONDON IDEAS.

While grey has come in again with cloths (it is fashionable now to have



Fig. 1.—New Parisian Neckwear.



Fig. 6.—New Parisian Neckwear.



Fig. 7.—New Parisian Neckwear.

coat. It completely covers the shirt front, and the band is so full that it almost hides the collar behind it. These, of course, are all expensive goods, and could hardly be retailed below \$2 each.

your business suit of dark grey), it is not at all the thing as a shade for the frock coat glove. The tan gazelle is the glove of the day—and I hope it will be the glove of many more days. The grey suede is solely the accompaniment of the frock coat. The tan gazelle, while being dressy enough for the frock coat, is suitable for wearing with the business suit, the morning suit, the lounge suit, and even the sporting suit.—London, Eng., correspondent Haberdasher

### A PROPOSED UNITED STATES COMBINATION.

The negotiations contemplating a consolidation of collar, cuff, and shirt factories in Troy, N.Y., are still in progress, but are

# COOKSON, LOUSON & CO.

16 Lemoine St., MONTREAL.

## Men's Furnishings Wholesale

Neckwear

Hosiery

Underwear

Bicycle Hose

Waterproofs

Umbrellas

Handkerchiefs

Braces

Belts

Shirts, Collars and Cuffs, etc.

OUR SPECIALTY IS . . . .

# NECKWEAR

This we show in a large variety of styles and at lowest prices. We have also excellent values in all lines, especially Waterproof Coats. . . . .

See our samples, or write to us before buying.

## Cookson, Louson & Co.

## MEN'S FURNISHINGS—Continued.

## A LONG CAREER IN MEN'S FURNISHINGS.

Elsewhere in this issue will be found photos of the gentlemen who represent Messrs. Glover & Brais in different parts of Canada. No doubt REVIEW readers will recognize one or more of them as an old friend, but perhaps they do not know Mr. Brais, the sole proprietor of the business, and his manager, Mr. Senez, so well.

Mr. Louis A. Brais is one of the few Canadians who have been all their lives in the men's furnishing business, learning every branch, both wholesale and retail. He served his apprenticeship with Kemp & Co., of Montreal, at one time the largest haberdashery store in Canada. After an extended experience with this and other firms, he formed a partnership in 1877 with a Mr. Thomas Glover to carry on a wholesale men's furnishing business. In four years Mr. Glover retired, and the entire business came under Mr. Brais' control.

Mr. Brais is a recognized authority on neckwear and silk, in fact there are few who understand the different qualities and makes as thoroughly as he does. He is frequently appealed to by the Customs authorities to settle disputes that arise over the value of haberdashery and silks. He spends a large portion of his time in Europe, and is thus able to keep pace with the latest ideas in English and foreign neckwear, which is the firm's specialty.

Mr. Senez, who manages the office and warehouse, a young man, hardly 28, but his past experience and business ability well fit him for the position. He is a thoroughly practical accountant, and, under his guidance, a new system of bookkeeping has been introduced and is being used with great success. The business has been enlarged considerably within the past year, and it is not too much to say that his efforts have had a great deal to do with it. Both gentlemen are French Canadians and natives of Montreal.

## WATERPROOF CLOTHING.

The demand for these goods seems to be reviving, so say The W. R. Brock Co., Limited. They are showing this season a much larger range than usual, and have had orders for as many as 200 coats of one line from one customer. This is a man's coat to retail at a popular price.

## THE NECKWEAR INDUSTRY.

The Caulfeild, Henderson & Burns neckwear is a growing industry. Mr. Burns, of Caulfeild, Henderson & Burns, who lately returned from the foreign markets, has completed the purchase of a choice lot of designs which are sure to please the most fastidious.

The correct style in shirts for the coming season is a pleated front with sateen or starched collarband, and the trade are

invited to inspect the C. H. & B. brand in a variety of patterns. This season has been a marvelous one for the C. H. & B. white duck and crash clothing, and the firm intend doubling the capacity for next season in the hope of supplying the demand, and would ask their customers to place orders early to avoid the rush when the season is on.

The firm have added a few specialties to their line of suspenders, viz., "The Samson" and "The Holdfast," which they recommend as being very popular.

## HOW TO TIE A BOW, ETC.

There are plenty of men, some even in the business, who do not know even the correct ways of tying bows and scarfs. A tasteful sheet printed in five or six colors has been issued by John Macdonald & Co., illustrating the modes by which you tie a derby, a bow or an ascot. It is both useful and ornamental, and a copy will be sent to any furnisher who applies for one.

## A NEW IDEA.

For the man who plays golf or rides a horse, or a wheel, a new idea in shirts and drawers has been introduced by a swell concern in New York. The shirt is a negligé made of a striped Madras. The cuffs are round cornered links, and are attached. They are about 2½ inches deep. The shirts are made without collars, and

are open all the way down the front like a coat-shirt. The under-drawers are made of the same material as the shirt, and are cut like the drawers worn by track athletes. They are very loose and come to the knee. A buckle and strap is in the back, and the front closes like a pair of trousers. Now, when one has on knickers or breeches, these short underdrawers are most comfortable.

In negligé shirts that have a small breast pocket the monogram of the wearer, or the device of the golf club to which the wearer belongs, may be embroidered thereon in white or blue silk. These monograms are also embroidered upon the pockets of the pajamas and night robes, as well as bath robes.—Haberdasher.

## CYCLING GOODS.

Hosiery manufacturers are doing considerable in the line of making cyclists' novelties for next season.

The trend appears to be in the direction of odd and novel effects. Not exactly flashy colors, but combinations of soft colors so arranged in a harmonious design as to produce an attractive effect. The figures are evidently drawn with a view of getting as

much as possible out of the pattern mechanisms of the knitting machine, and some of them would not have been possible a few years since, except at great expense for the hand labor which would be required in making the changes of colors in knitting plan.



MONS. LOUIS A. BRAIS



C. A. SENEZ.

# ALWAYS AHEAD.



**THE MORSE & KALEY GOODS  
ARE ALWAYS AHEAD OF  
SIMILAR GOODS.**

**Be Sure You Ask For MORSE & KALEY.**

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

**Taylor's Union Belts  
Taylor's O. K. Hose Supporters  
Taylor's Marlboro, Redfern and  
Rainbow Dress Stays  
Dunbar's Linen Thread  
A, B, XX, and X Waddings**

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

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

***Nothing..  
Deceptive***

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

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

**ROBERT HENDERSON & CO.,**

Dry Goods  
Commission Merchants

181 and 183  
McGill Street,

**Montreal**

## MEN'S FURNISHINGS—Continued.

## WHITE NECKWEAR.

It is probable that during the last few years no style of neckwear has been so popular as white piques, white lawns and white pongees are at present. In New York, everyone is wearing them, and a gentleman who has just returned from there told THE REVIEW that every haberdasher in the city has them on display in his windows.

Here is a line Tooke Bros. are showing for immediate delivery.

## THE JEDDAH PUFF.

Here is a new puff, called the "Jeddah," manufactured by Tooke Bros., in their new neckwear factory. The shape is quite unique, and is taking well with those who have seen it. In blacks, the trade can buy it for \$3.50, and in fancies for \$4.

## MAKE A SPECIALTY OF SHIRTS.

Tooke Bros., Montreal, have a great variety of low-priced shirts and collars of good quality. Their make of goods is well known through-

out the Dominion, and the brand "T.B." is recognized as a guarantee of quality. They are showing bicycle shirts in all qualities, to retail from 50c. to \$5. Travelers are now showing samples.

Great attention is given to the fit of all goods leaving their factory, for they realize that a half-and-half sort of fit in shirts or blouses never gives satisfaction.

## A VISIT TO A DEPARTMENT.

Like other lines of trade, men's furnishings are brisk, and all the big jobbing houses are showing much larger ranges than before. The club tie, so John Macdonald & Co. told THE REVIEW, is going to have another big run, and the season's demand covers derbies, bows and flowing ends. The large plaids and checks are attractive goods, and have already gone well. In fleeced underwear, which is now selling largely, this firm has picked up some nice lines, and the new ideas include fancy stripes, fawns and blues. Special attention is directed to a line of fine natural wool underwear, known as K 63, and an excellent specimen of English make. In socks, this department controls a line from one of the large mills. This is pure wool, 3 lb. and 4 lb. goods, and retails at 20 and 25c., there being three shades in each of the two weights. A special line of rubber coats, black and navy, with a 27-in. cape,

will retail at \$3.50. This department is doing a big business in collar buttons, and captures a good deal of trade in these articles from wholesale jewelers who cannot quote the prices. A novelty in them is the "Zig Zag" collar button, which can be adjusted for a loose or a tight button.

## A NEW NECKWEAR FACTORY.

The new neckwear factory of The Gault Bros. Co. is now in full swing. Premises adjoining their shirt factory have been equipped with new machines, and a staff of about seventy-five hands are at work.

The silks, which include all the latest novelties, are selected in Europe by Mr. V. de V. Dowker, who has charge of the buying, and samples of the material are submitted to the trade, who select their patterns and decide on the shapes in which they will have the goods made. This is an advantage to a retailer, because he is able to choose the style of neckwear that is best adapted to his own particular trade.

An experienced staff of cutters prepare the silk for making up—not an easy task by any means. The goods are then handed over to the seamstress, who turns out the finished article. Great care is taken all through the process of manufacture that the workmanship should be of the best. The Gault Bros. Co. make all their neckwear under the "Crescent" brand.

Orders, already booked, are so numerous that it is likely the staff of the factory will have to be increased in the near future.

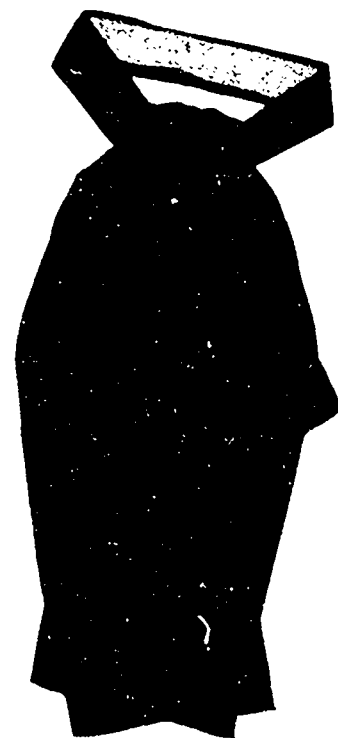
## A NEW WRINKLE.

The stylish and extensive range of men's neckwear—cashmere and silk mufflers, braces, collars and cuffs, all kinds of shirts and men's furnishings shown this season by The W. R. Brock Co., Limited, in their new warehouse, surpasses any of their previous efforts, and they report that it is being appreciated by the best trade of Canada.

Among other novelties the department is showing an unusually large range of leather and web shoulder braces for men's and boys' wear—a new wrinkle that takes well.

## ENGLISH GOODS REPLACING GERMAN.

Messrs. Wreyford & Co., who are the Dominion agents for Young & Rochester, shirt and collar manufacturers, of London and Londonderry, report largely increased orders for fall delivery. The 25 per cent. reduction from duty on all English goods after July has led to the placing of several orders in the Old Country that had previously gone to Germany. Young & Rochester make very extensive range of shirts from 19s. 6d. to 60s. per dozen, and collars from 2s. 6d. per dozen. Full ranges can be seen at their showrooms, McKinnon buildings, Toronto, or their representative will call on merchants by appointment.



Jeddah—Tooke Bros.



# THOMAS MEALEY & CO.

MANUFACTURERS OF

## Wadded Carpet Lining

MEALEY STAIR PAD.

AND

## STAIR PADS

HAMILTON, ONT.

OFFICE:—  
24 Catharine St. North.



Fac-Simile of label on our regular goods.



# J. Walshaw

Manufacturer of  
All Kinds of

White and Grey . . . **BLANKETS**

BOLTON - ONTARIO

## The Best Light at the Lowest Cost

In lighting your STORE this you require and must have.

### THE "SAFETY" ACETYLENE GAS MACHINE

gives you this cheaper than Electric Light, Coal Gas, Gasoline or Coal Oil.

#### ACETYLENE GAS

is the most brilliant of all known illuminants; by it you can match the most delicate shades. Having the same spectrum as daylight enables you to do this, and Photos can be as perfectly taken as by daylight.

The Underwriters' Association permit the installation of this machine without extra premiums.

This machine is non explosive and "foolproof." It has the following features that no other machine has. It generates the gas cool, twice washes it, shakes off the ashes automatically, and leaves the ashes dry at all times—never slushy and smelly.

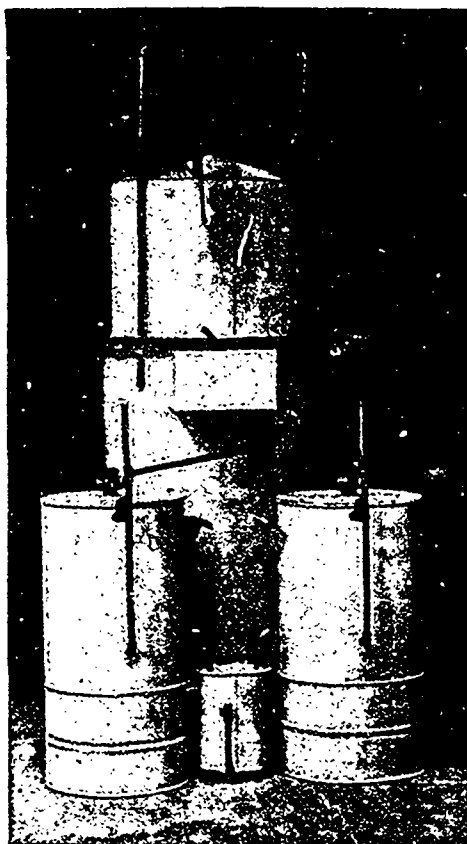
The machine is so simple in construction that a lad can manage it. There is not a valve or intricate mechanical contrivance on the machine, so that it is impossible for it to get out of order.

**No Smell! No Smoke! No Soot! No Dirt!**

MANUFACTURED BY THE

## Safety Light & Heat Co., Dundas, Ont.

Send for Circular and Price List.



*Red  
Sept 1906*

**MEN'S FURNISHINGS—Continued.**

**NIAGARA NECKWEAR.**

The Niagara Neckwear Co., Limited's, new autumn line is now being shown by their travelers in all parts of Canada. From all accounts they have excelled all their previous productions in style and patterns. In this issue is shown an illustration of their new shape in an Imperial No. 32, that can be used in an ascot and knot style. It is one of their nicest productions, an entirely new shape, and should take well among the high class trade.

**THE SUSPENDER TRADE.**

The Dominion Suspender Co.'s, Niagara Falls, new fall line of suspenders are in their travelers' hands, and the company claim with pride that for high class, well made, well finished goods their productions cannot be excelled in the world.

**BANK OF HAMILTON.**

The annual meeting of the shareholders of the Bank of Hamilton took place on the 20th. An excellent year's business was reported. The expansion of the bank's activities into the Province



NIAGARA NECKWEAR CO., LTD. No. 32—Untied.



Tied as Ascot.



Tied as Knot.

of Manitoba has proved successful, with still more brilliant prospects for the future. In Ontario, new agencies have been opened at Niagara Falls, Delhi, and Southampton. The following board was reelected: John Stuart, president; A. G. Ramsay, vice-president, John Proctor, Geo. Roach, A. G. Wood, M.P., A. B. Lee, and Wm. Gibson, M.P.

**BEGINNING A NEW DEPARTMENT.**

The W. R. Brock Co., Limited, are adding a carpet department to their already extensive business. The space to be devoted to the department is situated on the second floor, and is a large and well-lighted room. In connection with carpets, there will also be everything that pertains to housefurnishings, such as lace, muslin, Swiss and damask curtains and curtain materials, cretonnes, art satens, art muslins, silkalines, quilts, table and floor oilcloths, linoleums, etc.

The goods in this department will be all new, so that customers visiting the market in August and September may rely upon seeing fresh, clean and, in every respect, up-to-date stuff at right values.

**THE COST OF IMPORTED GOODS.**

Editor THE DRY GOODS REVIEW:

SIR.—I noticed a book being distributed in Canada by Messrs. Rylands & Sons, Manchester, headed as follows:

"Importers' tables for use in Canada, United States and Newfoundland.

"The following tables are based upon legal standard par of exchange, viz., \$4.86 3/4 to the sterling.

"Dry goods importers, for whose use this book has been compiled, usually add 5 per cent. to rate of duty, to cover freight, insurance, packing charges, and interest on money paid for duty, for example:

"Duty.....	30 per cent.
Charges.....	5 "
	—————
	35 per cent."

I think that importers will agree with me that goods cannot be laid down in different towns in this country for 5 per cent. charges, consequently, these tables are very misleading to country customers, to whom Messrs. Rylands & Sons sell, if they calculate at this rate.

Ordinary wholesale houses base their calculations on an average of 7 1/2 per cent. all round, and surely the class of business which

Messrs. Rylands & Sons do, which is largely in fancy goods, which are bulky for freight, and which are chiefly sold to retail houses in this country, will necessarily involve a larger expense than would be incurred by the wholesale trade. Indeed, I should not be surprised, if, in some towns, the expenses would amount to 10, 12 1/2 or even 15 per cent. to lay down, including interest on cash paid out, days and sometimes weeks, before the consignees see the goods.

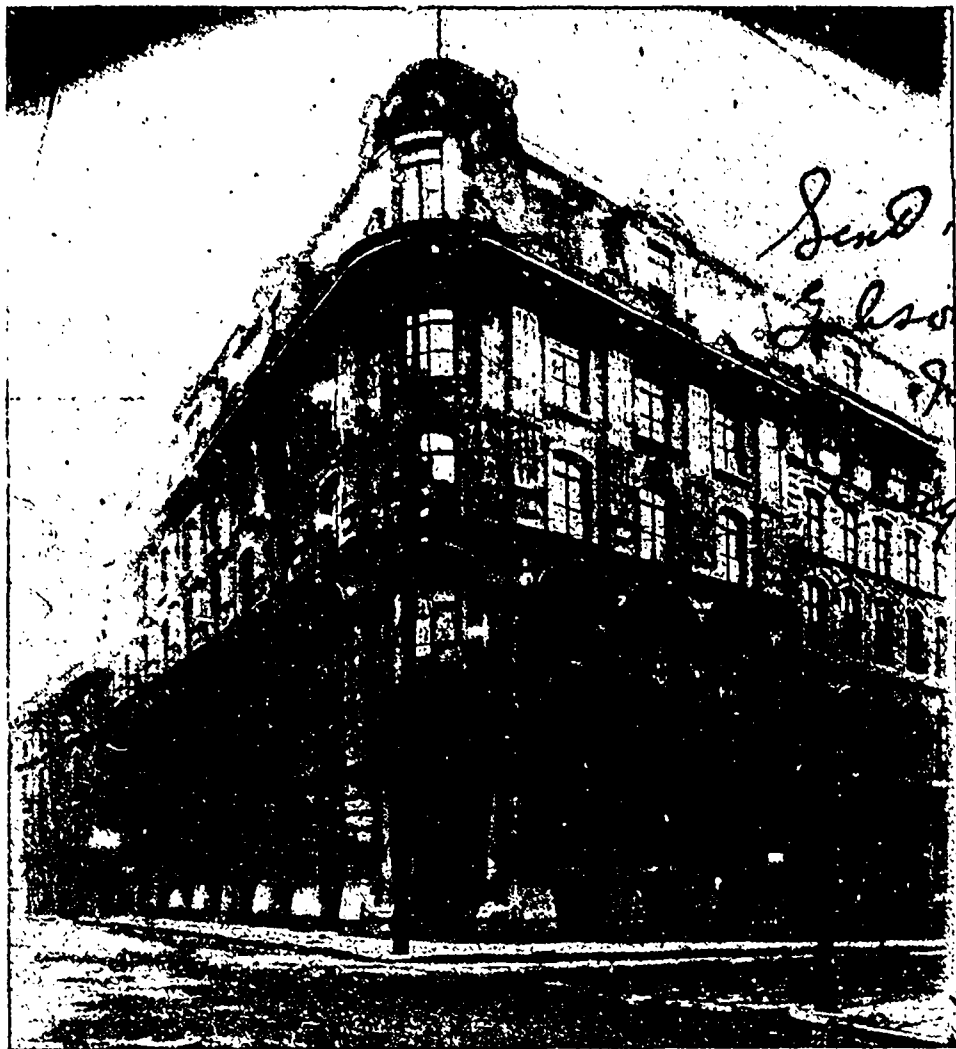
Yours truly,

Montreal, June 30, 1898.

R. R. STEVENSON

**ACETYLENE GAS PLANTS.**

The Hamilton Acetylene Gas Machine Co., whose advertisement appears on page 134, have recently placed several machines of large capacity in summer hotels, the largest of which is lighting the Algonquin House on Stanley Island, and carrying 150 lights. The company are constructing a machine of large capacity, particularly adapted for store and warehouses, and merchants intending to put in acetylene plant are invited to communicate with the company, when any information required will be furnished.



*Send  
Gibson Pub. Co.  
New York, N.Y.  
15/98*

The **GAULT BROS. CO., Limited**  
**MONTREAL**

✧ **Fall Season 1898** ✧

**DRESS GOODS DEPT.**

Silks, Velvets, Velveteens

**DRESS GOODS.** Special Lines in Blacks. An immense variety of Plains and Fancies from the leading British and Foreign makers.

**SILKS.** This department has become one of the LEADERS, and shows all the latest Novelties for the coming season—Shot Taffetas, Fancy Checks, Jacquards, Black Damas. Special values in Black and Colored Satins.

**VELVETS and VELVETEENS.**

We are receiving this month 1,000 pieces of Blacks and Colors. Special DRIVES at popular prices.

**PRINTS.** 200 Cases to be cleared out at Job Prices.

**LINENS.** Full Stock of all Lines. Extra values in Tablings, Napkins, Towellings and Dowls.

**R. FLAWS & SON** Dry Goods Commission Agents **TORONTO**  
Manchester Bldg., Melinda St.

**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
Toronto .....	Queen's Hotel
" " .....	Walker House
Winnipeg .....	Leland
" " .....	Winnipeg Hotel
Ottawa, Can .....	The Windsor Hotel

**BEAVER LINE** Royal Mail **STEAMSHIPS**

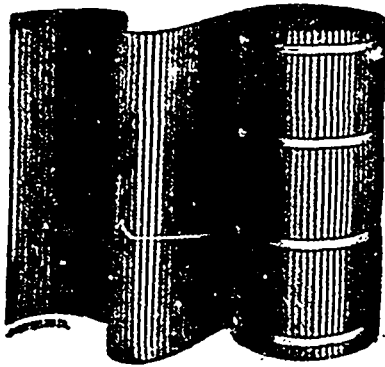
Sailing Weekly between Montreal and Liverpool.  
 CALLING AT RIMOUSKI, AND MOVILLE, IRELAND, EACH WAY  
 TO EMBAEK PASSENGERS AND MAILS.

From LIVERPOOL	STEAMERS.	From MONTREAL
Sat. July 16 .....	Lake Superior .....	Wed. Aug. 3
" " 23 .....	Gallia .....	" " 10
" " 30 .....	Lake Ontario .....	" " 17
" Aug. 6 .....	Lake Winnipeg .....	" " 24
" " 13 .....	Lake Huron .....	" " 31
" " 20 .....	Lake Superior .....	Sept. 7
" " 27 .....	Gallia .....	" " 14
" Sept. 3 .....	Lake Ontario .....	" " 21
" " 10 .....	Lake Winnipeg .....	" " 28

First Cabin, single, \$50 to \$65; return, \$100 to \$125.50. Second Cabin, single, \$34; prepaid, \$36.25; return, \$66.75. Steerage to Liverpool, London, Glasgow, Londonderry and Belfast, \$22.50, and all other points at lowest rates.

For further particulars apply to—  
**D. & O. MACIVER,** Tower Buildings, 22 Water St., Liverpool  
**D. W. CAMPBELL,** General Manager, 18 Hospital St. Montreal  
**G. M. WEBSTER & CO.,** Quebec.

**The Folded Paper Carpet Lining**



**ALL PAPER AND A YARD WIDE** **IT HAS NO EQUAL**

Sanitary, Vermin Proof, Warm, Durable, Deadens Sound, Saves the Wear of the Carpet, and makes it feel Richer and Chicker.

A house is completely furnished without this lining beneath the carpet.

**STAIR PADS**

In Three Sizes— $\frac{1}{2}$ ,  $\frac{3}{4}$ ,  $1\frac{1}{2}$ .

We are the sole manufacturers for Canada. Send for sample.

For sale by best Carpet Dealers. If your dealer will not supply you, it can be ordered direct from the factory.

**S. A. LAZIER & SONS, BELLEVILLE, ONT.**



**Celluloid**

**COLLARS CUFFS AND SHIRT BOSOMS**

Your customers "want" the best. You must "have" the best. OURS "are" the best.

ALL GENUINE GOODS are stamped with our Trade Mark

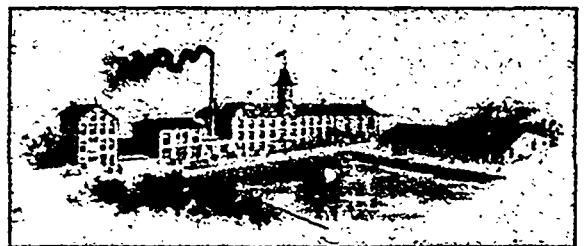


**MILLER BROS. & CO.**

30 DOWD STREET, MONTREAL

Toronto Agent

G. B. FRASER, 3 Wellington St. East



**UNDERWEAR**

**TIGER BRAND**



TRADE MARK

Made in sizes from 20 in. to 46 in.

Unexcelled for Durability, Style and Finish.

Dealers can assort their stocks at any season of the year.

**The Galt Knitting Co. Galt, Ont.** LIMITED

RETAIL ONLY.

TRADE MARK IN WOVEN LABEL

ON EACH GARMENT

# Empire Carpet Mills

SPLENDID NEW DESIGNS AND COLORINGS FOR FALL, 1898.

## It is Easy Enough

to call any line of Carpets "the best" — but hard to prove that it's anywhere near as good as the

## Empire Mills Ingrains

Our travellers will call on you with complete sample lines for fall season, 1898.

Imperial 3-ply  
 Empire XX Super, 14 pairs  
 Akola X Super, 13 "  
 Almo Super, 11½ "  
 Alpine CC, 13 "  
 Aral "  
 Alta "  
 and 3 grades in Unions.

Art Squares a Specialty, in 3 and 4 yards wide, any length in the above brands.

Empire Carpet Co. - St. Catharines, Ont.

Main Office and Mills, Welland Avenue and Catharine Street.

# The Celluloid Company

30, 32, 34, 36  
 Washington Place

NEW YORK

ORIGINAL and ONLY  
 Manufacturers of

"CELLULOID" Interlined Waterproof  
 Collars and Cuffs . . .

All goods made by us are stamped as follows :

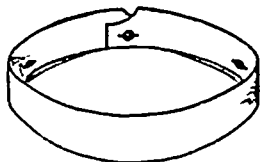
Absolutely No



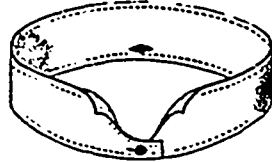
TRADE

CELLULOID  
 MARK.

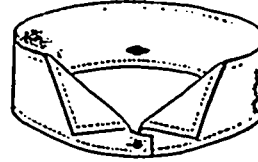
Others Genuine



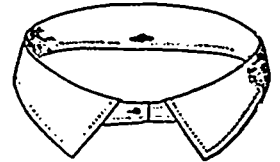
**ROMAN**  
 Sizes 15 to 17½ in.  
 Front 1½ in.  
 Back 1 in.



**VULCAN**  
 Sizes 13 to 18½ in.  
 Front 1¼ in.  
 Back 1½ in.



**TITAN.**  
 Sizes 13½ to 20 in.  
 Front 2½ in.  
 Back 2¼ in.

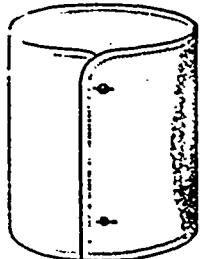


**ROYAL**  
 Sizes 12½ to 20 in.  
 Front 1¾ in.

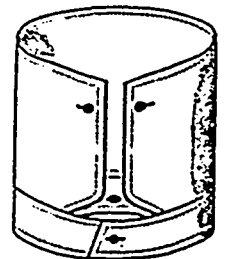
Roman, Cardinal and Bishop Collars may be had plain or with either three or five button-holes.

**CAUTION**

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



**EXCELSIOR.**  
 Sizes 8 to 11½ in.  
 WIDTH 3½ in.



**FIFTH AVE.**  
 Sizes 9½ to 11½ in.  
 WIDTH 3½ in.

The Celluloid Company

## Fall Dress Goods.

### THE UPWARD TENDENCY IN PRICE.

IN colored dress goods recent Canadian advices from Paris indicate an upward tendency in serges, cashmeres, epangelines, etc. One firm charge an advance of 10 per cent. This, with the extra duty after August 1, will make the price of French goods very firm for next season. As to colors, browns, greens and blacks will be the best selling shades. Black, however, will be more popular than ever.

"While in a foreign office which makes a specialty of mohairs," says The N. Y. Economist, "a cablegram was handed in announcing a material advance in mohairs, and advising agents to suggest prompt purchases for present use and for spring. 1899.

Mohairs have now obtained such a strong hold as staples that they are able to defy the mandates of fashion, and hold a place in every dress goods department. During the present season hundreds of pieces have been purchased by manufacturers for waists, and there has been no diminution in the quantity used for skirts and bathing suits.

"There has been a scarcity all the season of qualities for 28, 37½, 50 and 69c retailing. In view of the fact that prices are advancing in Bradford, buyers cannot make a mistake in fortifying themselves for immediate if not for future wants.

"Apropos of the advance in prices in Mohair yarns, as noted above, it is an opportune time to suggest to buyers that black crepons, having mohair for a component part of the material, would be a good purchase at present writing.

Crepons are strongly indicated for fall, and unless the shrewdest buyers are mistaken there will be a widespread demand for such materials when the season opens. It has been repeatedly pointed out that a figured black material is always salable, owing to the dull and lifeless appearance of a plain fabric."

### FEATURES OF THE SEASON.

One of the features for the coming season is the crepon and Bayadiere effects, say S. Greenshields, Son & Co. The firm are showing a large range in Priestley goods of this make in various prices from 57½c. to \$2.50 per yard.

In black satin, peau de soie, surahs and black broche silks they will have a large assortment. On account of change in tariff these goods will all be dearer after August. They advise that orders should be placed early. In Lister stripe silks, English make, as well as fancy goods from Lyons, such as colored surahs, colored pongees, colored satin, etc., their assortment is complete; and prices right.

### DECIDED DEMAND FOR BETTER GOODS.

The W. R. Brock Co., Limited, report good returns in the way of orders for fall dress goods from their travelers, and the season is opening up just about as prognosticated by them, there being a good demand for both plains and fancies.

A very noticeable feature is the increase in the sale of high-priced goods. This is in evidence with orders from all over, not only from cities and large towns, but also from smaller places with a purely country trade. This demand is more marked as regards fancies than plains, and particularly so in fancy blacks. The firm state that they have already been obliged to repeat a number of lines

to cover orders received, and, in every instance, it has been for the better class of goods.

They state that they have the largest and most comprehensive range ever shown by them, and the orders received from, and favorable comments made by, merchants, from one end of the country to the other, justify them, they consider, in claiming that their line is equal, if not superior, to any other shown in Canada for fall, 1898.

### A TALK ABOUT THE AUTUMN FABRICS.

Said John Macdonald & Co., when questioned about dress goods: "Our range of dress goods for the coming fall season is now complete and in the hands of the travelers. Orders up to date are considerably in excess of last year. Each season increases the tendency for better class stuff, that is to retail at 50c. and over. Our range of dress fabrics at popular prices this season surpasses anything we have ever shown, the demand for figured black dress goods shows signs of continuing through the fall season. We show an immense variety of all the latest novelties in mohair and wool, silk and wool, etc., etc., in the new travers or cross over effect, vandyke and braided effects, wool epangeline, venetian, etc., etc. In plain colored goods our range of amazons, venetian, epangelines, satin royals, repps, etc., etc., is A 1, and at right prices, being bought from the very best makers of these goods in the French and German markets. Our line of French and German fancies is also very large, and in stylish, rich, and effective designs."

### WHAT A RANGE INCLUDES.

In dress goods Jas. Johnston & Co. have a full range, including plain lustres, cashmeres, sateens, poplins, and Henriettas, crepons and figures, in latest styles. Silks in black Taffetas, satins, failles, grosgrains, Bengalines, satin de Lyon, duchess satin, surahs, moire velours and broches, as well as a big assortment of fancy silks, are to be found in their stock.

They have a wide range of dress trappings of all kinds. Their stock of underwear and hosiery for ladies, men, girls and boys, is complete.

### A SPECIAL IN COSTUME CLOTH.

For the fall, Kyle, Cheesbrough & Co. have a big assortment of plain and fancy dress goods. In the former are black goods, silk and mohair, with a special line of costume cloth, guaranteed all wool and 56 inches wide, that can be retailed profitably at 75c. per yard. The firm claim that this is one of the best bargains they have ever offered the trade. Every piece is stamped "all wool." In fancy dress goods, silk mixtures, amazons, black and colored poplins, colored and black cashmeres are specialties.

### PERMANENT FINISH ON DRESS GOODS.

Complaints are often made about certain classes of dress goods spotting with rain, etc., and the fault often is that the public want impossibilities, and are so carried away with appearances that they invite, as it were, being humbugged. No lustre can be really permanent unless it belongs largely to the raw material, but finishing can improve very much fabrics made of fairly or even non-lustrous materials. The Merchants Dyeing and Finishing Co. are bringing out a finish special for satin cloths and satin grounds, which is done by combining British and Continental methods of treatment, and which they claim stands the following test: Take the cloth, sponge and iron it, and the lustre will not be affected. THE REVIEW has seen the cloth thus treated, which was a satin ground and mohair figure, and their claim is true. As a product of Canadian industry it is something to be proud of, and is not surpassed anywhere.

- 1891 \_\_\_\_\_
- 1892 \_\_\_\_\_
- 1893 \_\_\_\_\_
- 1894 \_\_\_\_\_
- 1895 \_\_\_\_\_
- 1896 \_\_\_\_\_
- 1897 \_\_\_\_\_

This shows the progressive record of our output of Down Quilts. Why is this thus? Has the demand for down quilts increased? Possibly, and, besides, our share of it is so much larger than before. Importation has practically ceased, Canadian down having proved its superiority over even the famous Russian and Irish downs, and, then, our values have been better year after year, owing to closer buying of cloth and designs, and to improved methods of manufacture. The TOP NOTCH OF VALUE is reached this year by our D.S.S. Quilt. Ask our traveller to show you the D.S.S. It is made in FIVE CHOICE DESIGNS, of which you can have the first pick for your exclusive control by ordering early. A handsome, high grade, French finish, ventilated, down proof, satine quilt, with a silky gloss, which makes it a pleasure to the touch and a treat to the eye. Remember the name: Dee-Es-Es—D.S.S.

Down Quilts are our hobby and our specialty. Keep your order for us. One of our travellers is heading your way.

The Alaska Feather & Down Co., Limited  
 ----- 290 GUY STREET, MONTREAL



P. D. Sapho. A.

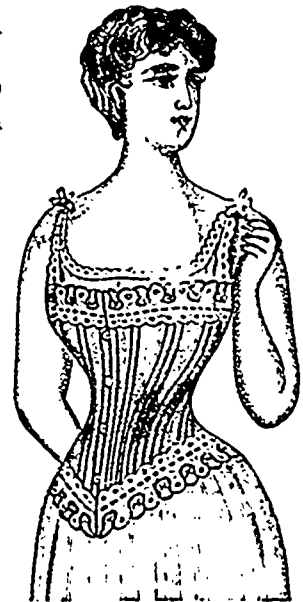
*Returned  
 Oct 2  
 1894*

**French P. D. Corsets**

**10 GOLD MEDALS**

**The only Perfect Corset ever produced.**

These celebrated corsets are sold in all civilized countries, and are considered everywhere as the standard of perfection. The numerous branches of the house in America, Europe, Asia, Australia, prove that P. D. Corsets have the largest sale in the world.



P. D. No. 769

There must be something in the corset if all the world agrees to their perfection. No corset department should be without them. Apply for quotations to

**KONIG & STUFFMANN,**

7, 9 and 11 Victoria Square  
**MONTREAL**

Received  
 1894  
 10/2  
 1894

# SAMPLES

FOR . . . .

**FALL 1898**

are now in the hands of our Travellers.

See our line before buying . . .

## WOOLLENS and TAILORS' TRIMMINGS

**John Fisher, Son & Co.**

442 and 444 St. James Street

**MONTREAL**

Send to St. James Street

# FALL and WINTER 1898

## A. A. Allan & Co.

LADIES' and GENTS' . . .

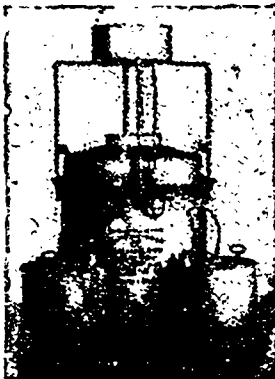
### Fine Furs

Respectfully request inspection of the most attractive line of

**FUR NOVELTIES**  
ever submitted to the trade.

Every Fur department that will give our productions a place in stock will secure the patronage of the most critical consumers. Latest Novelties always to be found with us.

**We manufacture all our goods.  
Assortment large; prices right.  
We lead in styles.**



IF YOU PURPOSE LIGHTING YOUR RESIDENCE, PLACE OF BUSINESS, CHURCH, WITH

## Acetylene Gas . . .

Buy only the best machine constructed for the purpose.

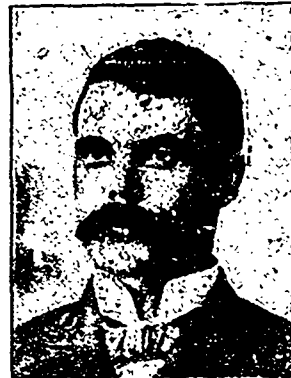
"THE HAMILTON" is manufactured under the approval of the Underwriters of Fire Insurance, and combines three features which are absolutely necessary to the satisfactory generation of Acetylene Gas, and are not embodied in any other one machine on the market.

- Our Water Sealed Generators—Safety.
- Our Automatic Water Feed—Economy.
- Our Water Traps—Pure, clear light without smoke or soot.

Complete detail and prices on application.

**BURNERS, PIPING and FITTINGS**  
always in stock.

The Hamilton Acetylene Gas Machine Co.  
HAMILTON, ONT. Limited



H. H. Burrows, Manager.

THE . . .  
**Canadian**  
BRAND

## THINK OF IT

A two-ply carpet made from pure fleece Canadian wool, three-ply and twisted yarn.

The same in quality throughout, on English worsted warp.

Nothing in the market to excel it for wear and fast colors.

A GUARANTEE WITH EACH ROLL.  
A TRIAL ORDER SOLICITED.

Royal Carpet Co., Guelph, Ont.



# MACNEE & MINNES

245-261 BAGOT STREET  
136-140 PRINCESS STREET

## KINGSTON, ONT.

Fall Season 1898

*3/17/00 - by mail below*

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53 YEARS IN BUSINESS.

### Our trade is steadily increasing. WHY ?

Special values in Underwear, Dress Goods, Linings and Staples. When buying for Fall come to Kingston and see us.

Particular attention given to MAIL ORDERS.

## THE SHIRT AND COLLAR INDUSTRY.

REDUCTION OF WAGES AS A RESULT OF THE PRESENT DUTIES—  
HAD FAITH CHARGED AGAINST THE GOVERNMENT—THE  
"DRY GOODS REVIEW" INTERVIEWS SIR WILFRID LAURIER.

**T**HE treatment meted out to the shirt industry by the Dominion Government is as clear an instance of political double-dealing and official incompetence as has occurred for years. The whole story is going to be told one of these days, and the merchants of the country will be forced to one of two conclusions: Either that the Government will not fulfil definite promises made to the promoters of an important industry, or that the Ministers are incapable of settling, on a just, business-like basis, an extremely simple tariff problem. The condition of affairs seems to be this: With July 1 a reduction of 10 per cent. in the wages of the employes goes into force; the staffs of various large factories may be reduced, and a number of skilled workmen will have to leave the country, or seek employment elsewhere. Not only this. Canadian goods are being crowded out by American slaughtered lots and European pauper-made goods. In fact, the situation has become serious for the Canadian manufacturer.

The facts of the case are now tolerably well known. The industry has been struggling against a great disadvantage ever since the Fielding tariff came into force. By it, the duties on shirts, collars, cuffs, etc., were reduced to 35 per cent., while the duties on white and grey cottons were increased to 25 per cent., and on colored goods to 35 per cent. This was an evident error, for it meant that the shirt, etc., makers were to be taxed as much on their raw material as the duty on the finished article—a precedent which surely no Government would care to assume the responsibility of establishing.

Representations were made to the Government, and the Minister of Finance, evidently recognizing that an injustice had been done, introduced clause 355a, providing that cottons imported for the manufacture of shirts, etc., should pay an ad valorem duty of 15 per cent., and should be made up under Government supervision. This met with opposition from the jobbing trade, who contended that it would interfere with many lines of staples, and from the cotton manufacturers, who claimed that it would open the door to enormous imports of British and American cottons. Their arguments prevailed and the clause was withdrawn. But Mr. Fielding admitted in Parliament that the position of the shirt industry was not satisfactory.

This is how matters have stood since, and, though the shirt industry have preferred to meet foreign competition, and run their mills at a loss rather than disband their workpeople or reduce wages, still the struggle cannot be maintained indefinitely.

The shirt manufacturers of Canada employ over 8,000 hands, 90 per cent. of whom are women. These are paid wages averaging \$1 a day, and are able to live in comfort. If the mills are closed, or a material reduction is made in wages, it will be a serious problem to know what is to be done for these people—many of them with families to support.

The cotton combine, which at one time was the particular bugaboo of the Liberal party, has been treated with every consideration in the framing of the tariff, while the shirt industry, in which no combine existed, and which is of equal importance as a wage-paying institution, was handled by the tariff revisers without mercy.

In view of these facts one cannot help wondering if length of purse has anything to do with the immunity from tariff overhauling which the cotton interest seems to possess. Evidently their "pull"

on this Government is greater than their influence with the late Conservative Administration.

There is another feature which makes it seem as though the shirt men had been specially singled out for ill usage by the Government. Prior to the election of 1896, one of the leading lights of the industry was approached by a prominent Liberal with a view to securing his support. The manufacturer had been a Conservative, but, like many others, disgusted with the men who were then at the head of affairs, was induced to go over to the Liberal camp. First, however, he demanded an assurance from the recognized leader of the party, Sir Wilfrid Laurier, that the manufacturing interests which had grown up and flourished under the National Policy should not be deprived of the protection which they required to permit of their competing with foreign goods. The assurance was given both before and after the election, and, later, when the tariff was down, and the shirtmen found themselves in the cold, this gentleman received repeated promises from Sir Wilfrid—provided they kept quiet, that the duties would be restored and all made right.

### THE PREMIER INTERVIEWED.

The Ottawa correspondent of THE DRY GOODS REVIEW had an interview with Sir Wilfrid Laurier on this question. The Premier denied having promised the shirt manufacturers to remedy their grievances last session. He said that there was an arrangement made between the cottonmen and shirtmen when he was in England last year. The cottonmen complain that the shirtmen have not lived up to it, and the shirtmen make the same complaint in regard to the cottonmen. He was, he declared, extremely anxious to reconcile the interests of both parties, and would shortly proceed to Montreal and have a conference with the cotton and shirtmen, and endeavor to come to some satisfactory arrangement. He sanctioned THE DRY GOODS REVIEW making this public. He added that he was anxious to do all that he could in the interests of the shirt people.

It is difficult to reconcile Sir W. Laurier's explanation with the positive statements that are made to THE REVIEW. He has made some promises and given some assurances, it is clear. Yet, nothing has been done. At one time Sir Wilfrid Laurier was held up as an example of a fair-minded politician, and THE REVIEW, in common with other independent papers and men, respected him; but the repeated refusals to fulfil promises made to the shirt industry, combined with some of his recent acts, are leading business men to believe that he is really nothing more than a time-serving ward politician.

The matter is one which should interest every retail merchant in Canada, for, if an important industry is to be tomahawked and thousands of breadwinners thrown out of employment through lack of business ability—or something worse—in a Government, it is time that the commercial interests bestirred themselves, and called to account those who are responsible.

But some merchant or other individual may say, after hearing the whole case: "But what on earth do I care about the grievance of the shirt industry, if my interests are to buy and sell as cheaply as I can?" The answer is easy. If you can afford to ignore the crippling of an important industry—which is doubtful—you cannot afford to overlook gross incapacity and bad faith in a Government's dealings with a business question. Your turn will come. Not to-day, perhaps, or to-morrow, or the day after. But it will come, and you will rend your clothing and become very angry over some other piece of Governmental folly which affects your business interests. Then you will want co-operation to have the wrong set right, and, if you have ignored the just grievances of others, the amount of sympathy you will get will be invisible.

# The Lace Warehouse of Canada

**To meet** the great demand for Valenciennes, and Silk Blonde and Chantilly Lace, we have just replenished their stock of these lines which can be delivered at once.

**Our Travellers** are now on their respective routes with our full line of Fall and Winter Novelties in

**Trimmings,** Silks, Velvets, Veilings, Chiffons, Braids, Curtains, Art Draperies, etc.

**Hosiery and Underwear.** Our offerings in these lines are very varied and attractive.

**Dress Goods** Comprise one of the most attractive features of our collection, and the steady increase in this branch of our business speaks for itself. See our special 56-inch all-wool Costume Cloth to retail at 75c. It is a revelation, and orders have already been booked for an unusual quantity of this line.

---

## KYLE, CHEESBROUGH & CO.

—❖ MONTREAL ❖—

NEWS OF THE TRADE.

THE REVIEW chronicles with regret the death of Mr. James C. Durick, of Carlin & Durick, Fort Steele, B.C., who died recently of pneumonia after a brief illness. Mr. Durick was in Toronto not many months ago and had a chat on trade with a REVIEW representative, duly recorded in these columns at the time. His demise was sincerely lamented by the community in which he lived. A widow and family survive Mr. Durick, who was a native of Pembroke, Ont.

Mr. Reid has been appointed Montreal agent of John Macdonald & Co., with quarters at 207 St. James street.

Mr. J. Willson, of John Macdonald & Co., who has been 25 years with the firm, is enjoying a well-earned three months' vacation.

One of the standing proofs that the Toronto department stores cannot wipe out all the good retail firms in the city is Walker, McBean & Co., whose large dry goods store on Spadina avenue, Toronto, near Knox College, does an extensive and thriving trade. In fact, the residents of the locality are all beginning to find out that they can do as well there as in the very centre of the city. Mr. McBean is now, with energy, pushing summer sales and doing a good trade, Mr. Walker having gone on a trip to Great Britain.

Mr. George L. Cains, of S. Greenshields, Son & Co., has gone to the Pacific Coast, for the purpose of inspecting the firm's Vancouver, B.C., branch.

A NEW GERMAN VELVETEEN.

The travelers of Kyle, Cheesbrough & Co. show a large variety of fancy velveteens, as well as plain and colored and black goods. In fancies, a new German patent called "Aluminum" is very pretty. This firm is the only one in Canada which will handle it.

Latest Parisian styles of veilings are in stock. A line with large chenille spot on gauze or net is worth seeing. Braid trimmings

and colored sequin trimmings, garnitures in colored and black beads, braids, both silk and mohair, are in endless variety.

The firm report an extensive line of blouse silks.

New French novelties, in back and side combs, are now being shown.

HOW TO GET A GOOD MAP.

Dry goods merchants desiring first-class maps of the world, of the West Indies or of Cuba, should secure one from the Gilbert Co., manufacturers of Standard dress linings, 380 Broadway, New York. This concern has issued an excellent four-color map of the world, with good maps of the West Indies and of Cuba on the reverse side. They can be had for the asking.

THE STANLEY VELVETEENS.

S. Greenshields, Son & Co.'s "Stanley" velveteens in black and colors are gaining in popularity every season. They report large orders in their books for delivery this month. Lister's silk velvets in black and colors are also selling well. Recent indications from Paris show that velvets are going to be largely used this autumn, both for millinery and trimming purposes.

IN STOCK.

John Macdonald & Co. report a good range of narrow and medium width valenciennes laces in white and butter; all widths black velvet ribbons 6 to 100; and black moire sash ribbons, so much in demand at present.

TUBULAR BRAIDS.

Jas. Johnston & Co. are showing a full range of tubular braids in black and colors, both plain and fancies. As braids will be in great demand this season the trade will find this house well prepared to supply their wants.



# IMPORTANT ANNOUNCEMENT to the Gents' Furnishing Trade

To our Customers and Patrons:—

We are receiving 10,000 dozen GERMAN COLLARS and CUFFS in the following shapes:

- |   |             |                                       |
|---|-------------|---------------------------------------|
| } | COLLARS     | "Wales"..... 2, 2½, 2¾, 2¾-inch.      |
|   |             | "Star"..... 2½, 2¾, 2¾-inch.          |
|   |             | "Britannia"..... Turned down.         |
|   |             | "St. Lawrence".... Turned down.       |
|   |             | "Excellence"..... 2, 2½, 2¾, 2¾-inch. |
|   | CUFFS . . . | "Morning," "Evening," "Perfect."      |

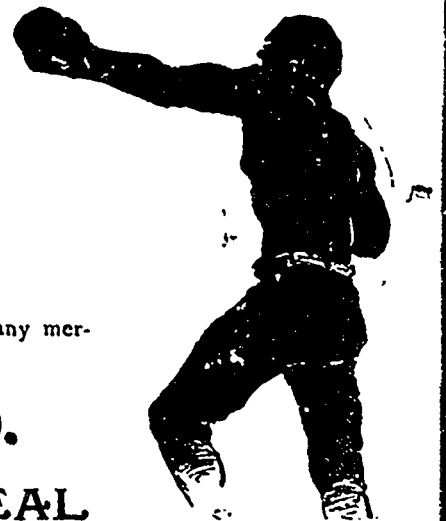
WE SACRIFICE NOTHING FOR MERE CHEAPNESS. Our goods are helping many merchants to that greater success which comes from selling GOODS OF QUALITY.

## The Canadian Underwear Co.

Manufacturers and Commission Merchants,

18 St. Helen Street, MONTREAL

Also Manchester, England



# Fall and Holiday Trade 1898-9

UP-TO-DATE

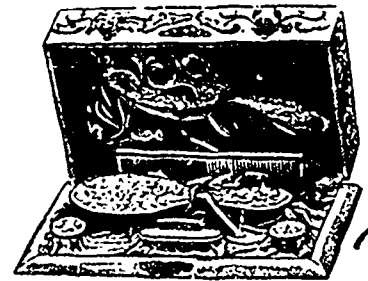
## Fancy Goods, Dolls Toys and Games

Our Travellers are now on the road with complete lines of Christmas Goods.



The line of **DOLLS** we are showing this season surpasses anything heretofore offered to the trade. We have already the reputation of being the Doll House of Canada, and we have this year given more attention than ever to this, our special line.

*Red*  
*Aug*  
*98* We have also a very fine line of Fancy Celluloid Boxes, Dressing Cases, Manicure Sets and Toilet articles that will interest you.



If our representative does not call on you, write us, as it will certainly be to your advantage to see our samples and catalogues.

# NERLICH & CO.

35 Front Street  
West . . .

TORONTO

## THE BANK OF HAMILTON.

THE annual general meeting of the shareholders of the Bank of Hamilton was held on Monday, June 20, in the board-room of the head office.

There was a large attendance.

On motion, Mr. John Stuart was called to the chair, and Mr. J. Turnbull was appointed secretary.

Mr. Stuart, the president, submitted the annual report, as follows:

The directors beg to submit their annual report to the shareholders for the year ended 31st May, 1898:

The balance at credit of profit and loss account 30th May, 1897, was.....	\$21,029.02
The profits for the year ended 31st May, 1898, after deducting charges of management and making provision for bad and doubtful debts, are .....	160,804.37
	<u>\$181,833.39</u>

From which have been declared.

Dividend 4 per cent. paid 1st December 1897.....	\$50,000.00
Dividend 4 per cent. payable 1st June, 1898.....	50,000.00
Carried to reserve fund.....	50,000.00
Written off bank premises account.....	5,000.00
	<u>\$155,000.00</u>

Balance of profit and loss carried forward..... \$26,833.39

The report for 1897 noted the beginning of the bank's operations in the Province of Manitoba. The experience of the past year's business has encouraged the directors to sanction a policy of gradual expansion and widening of the bank's influence and connections in that country.

Manitoba and the whole Northwest appear to be entering on an era of great development, and your directors consider the future prospects so inviting as to fully warrant the participation of this bank in the beneficial results that appear to be so promising.

One of the best and most prominent positions in Winnipeg for a banking office was secured, and the building is now being prepared for occupation. Three offices in the interior of Manitoba have been opened.

In Ontario agencies have been opened at Niagara Falls, Delhi and Southampton, whilst that at Alliston has been closed.

JOHN STUART, President.

Hamilton, June 9, 1898.

### GENERAL STATEMENT.

#### LIABILITIES.

##### To the Public.

Notes of the bank in circulation.....	\$1,187,573.00
Deposits bearing interest.....	\$5,664,568.31
Deposits not bearing interest.....	1,951,454.92
Amount reserved for interest due depositors.....	88,351.24
	<u>7,684,374.47</u>
Balance due to agents of the bank in Great Britain.	195,160.51
Dividend No. 51, payable June 1, 1898.....	50,000.00
Former dividends, unpaid.....	202.96
	<u>50,202.96</u>

\$9,117,310.94

##### To the Shareholders.

Capital stock paid up.....	\$1,250,000.00
Reserve fund.....	775,000.00
Amount reserved for rebate of interest on current bills discounted.....	30,000.00
Balance of profits carried forward.....	26,833.39
	<u>2,081,833.39</u>

\$11,199,144.33

#### ASSETS.

Gold and silver coin.....	\$184,481.33
Dominion Government notes.....	482,940.00
Deposit with the Dominion Government as security for note circulation.....	60,000.00
Notes of and cheques on other banks.....	233,058.44
Balances due from other banks in Canada and the United States.....	266,480.58
Canadian and British Government and other public securities.....	1,719,678.95
Loans at call on negotiable securities.....	754,236.31
	<u>\$3,742,875.61</u>
Notes discounted and advances current.....	7,006,255.43
Notes discounted, etc., overdue (estimated loss provided for).....	40,867.33
Bank premises, office furniture, safes, etc.....	350,433.74
Real estate (other than bank premises), mortgages, etc.....	16,018.79
Other assets, not included under foregoing heads.....	42,693.43

\$11,109,144.33

J. TURNBULL, Cashier.

Bank of Hamilton,  
Hamilton, May 31, 1898.

The adoption of the report was moved by the president, seconded by Mr. A. T. Wood, M.P., and carried.

Mr. William Hendrie and Mr. Samuel Baker moved the usual vote of thanks to the directors, and Mr. F. W. Gates, seconded by Mr. F. W. Fearman, the customary acknowledgments of the shareholders to the staff.

Messrs. F. H. Lamb and George E. Gates were appointed scrutineers, and reported the reelection of Messrs. John Stuart, A. G. Ramsay, John Proctor, George Roach, A. T. Wood, M.P., A. B. Lee, and Wm. Gibson, M.P., as directors.

At a subsequent meeting of the directors, Mr. John Stuart was reelected president, and Mr. A. G. Ramsay vice-president.

### VALUE—FIT—FINISH.

The above are three critical points in this competitive age in all lines of goods, particularly so in ladies' and childrens' ribbed underwear. The W. R. Brock Co., Limited, claim to have successfully overcome all three of these requisites, and ask keen merchants who want correct goods, at right values, to inspect the range they are showing this season. It is larger than ever before, still containing their well-known invincible lines "Startler," "Pearl," "I X L," "Ruby." The all wool "Devaney" is a record breaker. Sample dozens of leaders to retail at popular prices, 15, 20, 25, 50, 75c., and \$1, can be had upon request.

### TO MEASURE GOODS WITHOUT UNWINDING THEM.

Considerable use is being made by merchants of the patent device for measuring all goods in the piece. The device, which is known as Putnam's cloth chart, is made by A. E. Putnam, Milan, Mich., and a circular describing it will be sent to readers who have not yet got one. The chart measures all cloths, ribbons, etc., in the piece or roll.

### BED PILLOWS.

The Toronto Feather & Down Co., Limited, have struck a popular chord in placing on the market three special bed pillows. These are all filled with feathers, thoroughly renovated, and are covered with handsome art tickings.

### CANADIAN AGENTS FOR A PATENT KID GLOVE.

Jas. Johnston & Co. report having booked very large orders for the Cluze Patent Kid Glove, for which they are sole Canadian agents. The article appears to be gaining in popularity, and many in the trade are handling it.

### THE DEMAND FOR RIBBONS.

Wyld, Grasset & Darling are doing the ribbon trade remarkably well. Their range is very complete in double-faced satin, silk and moire, also velvet and baby ribbons.

### IMPERIAL VELVETEENS.

Imperial velveteens, a full range of prices in black and all shades in the two colored lines are now in stock at John Macdonald & Co.'s.

### SPOT MUSLINS.

The Gault Bros. Co., Limited, have still an assortment of their Swiss spot muslins, which are in great demand.

### GOING TO HAVE A PICNIC.

The Montreal retail dry goods men will hold their annual picnic and outing at Highgate Springs, Que., on July 20.

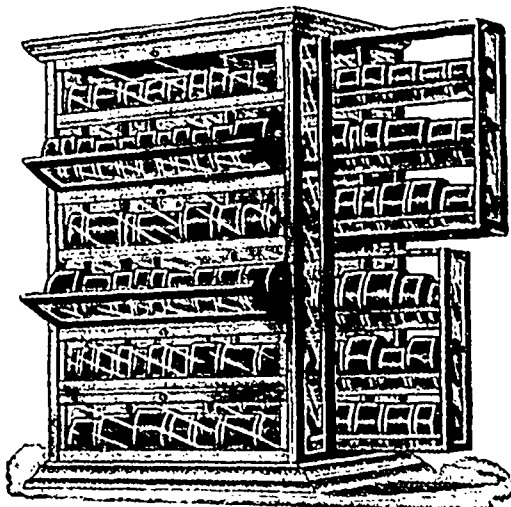
### COTTON VESTS.

John Macdonald & Co. announce a large purchase of ladies' American cotton vests much below regular prices.

**THE PRACTICAL RIBBON CABINET.**

Practical  
Revolving  
Counter  
Fixture.

The  
Practical  
Kid Glove  
Cabinet.



No. 3 Cabinet (opens from four sides.)

NATURAL OAK, NICELY FINISHED.

SIMPLY PULL THE KNOB FORWARD and the tray opens and remains so, giving sufficient room to replace the ribbons. EVERY DEALER, large or small, saves the price of a Cabinet by keeping bright and clean ribbons. YOUR RIBBONS look better, keep brighter, sell faster, if displayed in a PRACTICAL RIBBON CABINET.

PRICE LIST.

No. 0 size 28 x 7 x 27, 50 bolts, 8 00	No. 4 size 28 x 25 x 33, 325 bolts, 835 00
No. 1 size 28 x 15 x 27, 100 bolts, 10 00	No. 5 size 28 x 31 x 33, 400 bolts, 26 00
No. 2 size 28 x 15 x 33, 150 bolts, 13 50	No. 6 size 28 x 39 x 33, 475 bolts, 30 00
No. 3 size 28 x 20 x 33, 250 bolts, 18 50	No. 8 size 28 x 47 x 33, 625 bolts, 45 00

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

WE SELL THROUGH JOBBERS ONLY.

For Catalogues, Price Lists, Information, etc., write

JAS. JOHNSTON & CO. - - -

JOHN MACDONALD & CO. - - -

JOHN M. GARLAND - - -

Montreal

Toronto

Ottawa

EUGÈNE JAMMET'S

FRENCH

**Kid Gloves**

REFINED IDEAS IN  
STYLE AND CORRECT  
COLOR ASSORTMENTS  
FOR **FALL.**

Samples or Colored Illustrations mailed.

FITZGIBBON, SCHAFHEITLIN & CO.  
MONTREAL.



**Corsets Without Whalebone.**

Invented by a Doctor.

Our Corset, "Nature," fills a gap existing since the invention of the Corset. No more internal troubles, no more infirmities caused by the ordinary corset.

The numerous testimonials and orders which reach us from every side are an evident proof of its great value.

We have a special pattern of this Corset for ladies troubled by an excess of fat at the abdomen, and, moreover, this trouble is overcome by the usage of this Corset, which is for sale by the S. CARSLY CO.

This Corset is made and sold by the "PARISIAN CORSET CO.," already renowned through the celebrated P. C. Corset.



**Tailormaid**

The construction of a waist is under all conditions a difficult thing, but without a good fastener is an impossibility. If you want the edges to meet in a perfect line, without gaps or wrinkles, you must use



The eye is good as Tailormaid" is abroad in the land! Don't you believe it! There isn't a dress fastener made that's as good as Tailormaid. The principle of the continuous eye alone makes it far above all other dress-closing devices. It's going quickly in the stores that sell it.

There can be no parting or gaps the eyes are continuous

Have you ordered a sample?

**W. E. WALSH.**

13 St. John St.

TEL. 1180.

MONTREAL

Sole Selling Agent for Canada.



# The Ideal Summer Resort for Canadian Business Men.

**S**T. JOHN, New Brunswick, is well known as a winter port, but it is also becoming more popular each year as a summer resort. Business men of Western Canada, who think of taking a summer holiday, cannot do better than run down to St. John. Those who may be proud of the beauties of the St. Lawrence will find in the noble St. John river a rival in scenic beauty to the best the continent has to offer. Talmage described it as "the Rhine and the Hudson commingled in one panorama of beauty and grandeur."

St. John and the St. John river offer the summer tourist an unexcelled climate, charming and varied scenery, excellent hotel accommodation, and, in fact, everything which makes a business man's vacation the pleasant, healthful and restful holiday he so much needs. The air at St. John is delightful, cool and bracing, in July and August the temperature between 7 a.m. and 4 p.m. ranges from 60 to 75 degrees. There are no black flies or mosquitoes. The city has perfect drainage into the harbour, whose great tides prove most effective scavengers.

In the city proper, bright, attractive shops, wide clean streets, and modern buildings, will be of interest to the man of business, while the beautiful park, situated to the north east of the city, cannot fail to please and attract him. Of course, the visitor to St. John should not fail to see the famous "reversible falls."

There are excellent facilities for salt water bathing on the Bay of Fundy shore close to St. John. For boating and yachting, the lower waters of the St. John river are unsurpassed, while no portion of Canada offers a more tempting field to the canoeist than the inland river and lake systems of New Brunswick

stretching out from St. John. There are good roads in the Province, and, for wheelmen, there are charming routes, up the St. John valley, or up the gulf shore, or in many other directions. Consuls of the C.W.A. are found in all the important towns, and road books can be got in St. John giving full information.

Good trout fishing is found within easy reach of St. John, and the whole Province is famous for its fishing and hunting.

From St. John, it is but a two hours' voyage over the Bay in a palatial Clyde built steamer to Digby, the gateway of Evangeline's

Land, and from which all of Nova Scotia opens out on lines of railway. There are beautiful drives about St. John itself, and three lines of railway offer routes for short excursions in as many directions for pleasure or sport.

The city has an electric street railway, and is in all respects a modern city. To the visitor from inland places, its harbour and shipping and the terminal facilities provided at great cost to handle Canada's winter port trade are of great interest, and the variation of the tides of the famous Bay of Fundy is a never failing source of interest. The Atlantic terminus of the C.P.R. and one of the Atlantic termini of the I.C.R., St. John is in the direct line of development that must make it, year by year, a more potent factor in the commercial life of Canada. Apart from the winter port business, there is an all-the-year-round steamer service to the West Indies, to London, and to Boston, while numerous steamers and schooners ply between St. John and near-by ports. It is a great lumber shipping port, exporting annually over 300,000,000 superficial feet. The city is also an active centre of manufacturing interests in many important lines.

It should be borne in mind that St. John is the most central point from which to branch out in the Maritime Provinces. It is, from its location, within easy reach of more interesting and notable places than any other point of departure. Whether business, health, pleasure or sport, or all combined be the object of a journey to the lower Provinces, St. John, the largest and handsomest city and the natural centre, is still the first objective point for the well informed visitor. No tourist has seen or enjoyed the best the Provinces have to offer

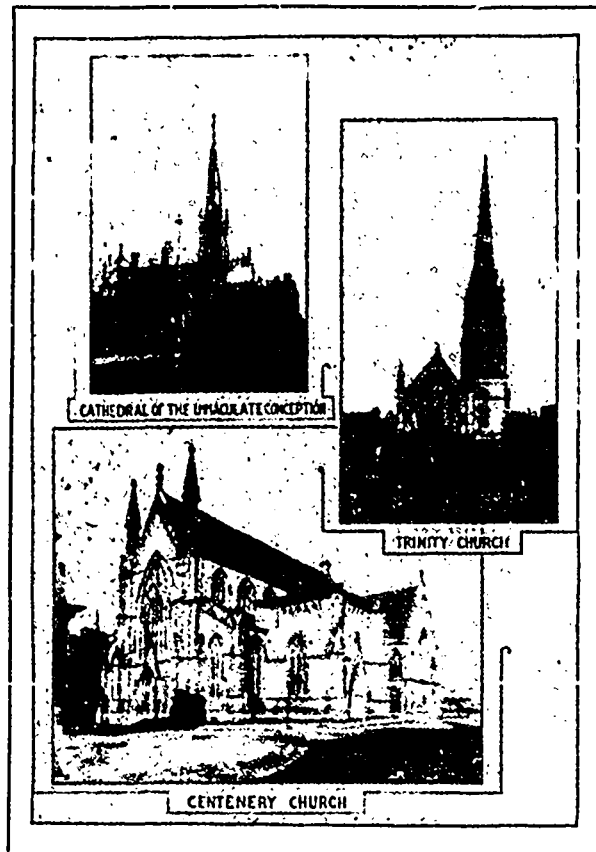
who has not visited St. John and made the famous trip by steamer on the St. John river, between the city named and Fredericton.

For illustrated booklet descriptive of St. John and vicinity, apply to

## CHARLES D. SHAW

Secretary N. B. Tourists Association.

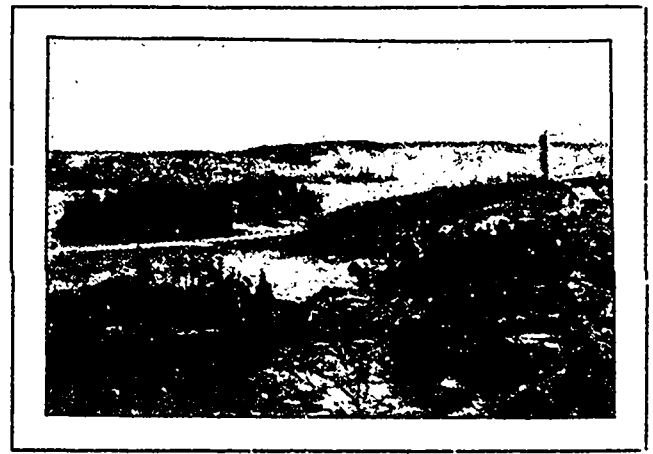
ST. JOHN



Three St. John Churches.



In the Park, St. John.



Above the Falls and Bridges, St. John.



**THE BRITISH CANADIAN LOAN AND INVESTMENT COMPANY, LIMITED**

Head Office, 25 Adelaide Street East, Toronto.

**SUBSCRIBED CAPITAL, \$2,000,000**

Lends money on all classes of Real Estate Securities.

Issues Debentures, Interest and Principal payable either in Canada or Great Britain.

A. H. CAMPBELL,  
President.

R. H. TOMLINSON,  
Manager.

**DRY GOODS**-- Dress Goods of all kinds, Wool, Cotton, or Unions RE-DYED in the piece, also Velveteens, Hosiery, Yarns, Gloves, Braids, etc.

**MILLINERY**-- Feathers, Silks, Velvets, Ribbons, Laces, Etc.

DYED, FINISHED AND PUT UP.

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons, etc., Dyed and finished from the Grey.

GARMENT WORK OF ALL KINDS.

**BRITISH AMERICAN DYEING CO.**

Technical, Chemical Dyers and Finishers.

JOSEPH ALLEN, Managing Partner.

Principal Offices--215 McGill St., Montreal.  
257 Yonge St., Toronto.

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

**Gloves**  
...AND **Mittens**

**BERLIN, ONT.**

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

You will not regret Buying  
**W. Cairnes & Co.'s**

**GLOVES AND MITTENS**

Everybody should have them.  
Right in quality and price.  
Let US fill your orders.  
Importers, stop and think!  
None should miss seeing our samples.

"THE MAPLE LEAF OUR EMBLEM DEAR," appears on each button.

**W. CAIRNES & CO.**

Manufacturers

**BERLIN, ONT.**

**ALWAYS RELIABLE.**

**"Perfection" Brand**

**Down and Wadded Bed Comforters,  
Cushions, Tea Cosies, Etc.**

In ordering the above brand you take no risk whatever, as all goods so labelled are fully guaranteed by us, and, if not correct in every detail, can be returned (without expense to the purchaser). **THIS IS A FAIR OFFER**, and we make it because we have full confidence in our goods. **IF YOU WANT THE BEST VALUE FOR YOUR MONEY** place your order with us and you will get it.

**GOOD QUALITY. HANDSOME DESIGNS. LOWEST PRICE.**

Mail Orders given our best attention.

**CANADA FIBRE CO., Limited**

Manufacturers of Down, Cotton and Wool Comforters; Cushions and Tea Cosies of every description.

OFFICE AND WORKS: 582 WILLIAM STREET, MONTREAL.

**MONTREAL IMPORTERS DISOISS**

THE NEW PREFERENTIAL TARIFF WITH THE MINISTER OF CUSTOMS  
—TRYING TO CONFINE THE PREFERENCE TO BRITISH GOODS.

HON. WM. PATERSON, Minister of Customs, visited Montreal, June 29 and 30, to confer with importers regarding tariff matters. A deputation of the Wholesale Dry Goods Association, consisting of Alphonse Racine, James Slessor, James Rodger, G. B. Fraser, Jonathan Hodgson, Geo. Sumier and Thomas Brophy, discussed the various phases of the preferential tariff with Mr. Paterson, devoting considerable time to the difficulty likely to be experienced in confining the preference to goods of British manufacture. German, Belgian, and other foreign goods, would, it was pointed out, be shipped to England, and, after being subjected to a process of manufacture, involving, in many cases, very little expense, be exported to Canada, trusting to receive the full benefit of the 25 per cent. reduction in duty, thus giving the British workman very little preference, indeed.

After a lengthy discussion it was agreed that a fair method of regulating this matter would be to permit goods that had changed their individuality in Great Britain no matter at what expense to come into Canada under the most preferred clause. And that in the case of goods imported into Great Britain from foreign countries and there being increased in value by additional manufacture without altering their individuality, that the limit of such added value to entitle the goods to rank under the preferential tariff should be 20 per cent.

The question of British and foreign manufacturers invoicing their products to their agents in Canada at the actual cost of production, on which invoice duty was collected, as against the duty which Canadian importers who purchased their goods direct had to pay, was brought to the Ministers' attention. The hope was expressed that something would immediately be done to protect the Canadian importer against this unfair competition.

The Minister pointed out that the law was very clear on this matter, goods requiring to be invoiced at the fair market value, and not at the loom price, that is, the cost of manufacture. He said that any clearly proven violation of this law would be fully dealt with, and that the importers themselves had, to a great extent, the prevention of such practices in their own hands.

Matters pertaining to more uniform appraisement and the reduction of the number of the ports of entry were also discussed.

**BUSINESS IN TORONTO.**

The wholesale houses in Toronto all report business very good this year. The reported embarrassment of Alexander & Anderson is an exceptional case, and does not reflect the general condition. While there are fewer houses than there were four or five years ago, those that remain do a larger trade. One house reports being \$250,000 ahead in sales over last year. Local retail buyers who visited other markets last month, told THE REVIEW they got all they wanted at home. East of Toronto, a good deal of the trade goes to Montreal, but the Toronto firms get a share which satisfies them. An eastern wholesaler visited Toronto lately for pointers regarding a new warehouse his firm are building.

**A NEW TORONTO WAREHOUSE.**

The W. R. Brock Co., Limited, are now in possession of their new premises, and the increased space relieves them from the feeling and appearance of being overcrowded, which they have suffered from for years. In each department the relief is most noticeable, but nowhere more so than in the linens. Hitherto it has been impossible to do justice to these goods in the house, as there has not been room enough to properly show bleached and cream

damask table linens, tablecloths, napkins, towels, and all classes of fancy linens. Now, with their range and values in this class of goods they anticipate that it will be a pleasure to show and be shown their linens.

**AUTUMN LINES OF VARIOUS KINDS.**

Jas. Johnston & Co. call attention to a special line of black and colored velveteens, 21 1/4 inches wide, at 25c., and also to their standard line of "Sunbeam." They have just received an assortment of plain and fancy chiffons in different widths, ladies' tassel end scarfs in great variety and a big range of ladies' leather and elastic belts. Their assortment of ladies' and gents' handkerchiefs of every description, plain, colored and embroidered is complete. They offer ladies' white hem-stitched handkerchiefs at 30c. per doz., and men's at 55c. per doz.

A full range of moreen skirting in black and colors, both plain, striped, checked and shot, will be shown by this house.

**CLEARING LINES IN STAPLES.**

In staple department, the sales of the clearing lines mentioned in the special advertisement of S. Greenshields, Son & Co. have been very large. These lines, which comprise silk striped grenadines, striped lawns, check gingham, dress goods, tartans, printed flannelettes, woven flannelettes, etc., etc., are all offered very much below regular prices. S. Greenshields, Son & Co. will send samples of any lines in case their travelers may not see you for some time.

**OPENING A NEW STORE.**

Mr. Geary has withdrawn from the firm of Spence & Geary, Niagara Falls, and intends going into the dry goods and general business for himself in Woolnough's store, next F. E. Dalton's. The store is being fitted up, and will be open for business with an entirely new stock about the first week in July. Mr. Geary, says a local paper, has proved himself an estimable citizen and thorough business man, and no doubt he will receive a fair share of patronage.

**LINENS MAY GO HIGHER.**

John Macdonald & Co. state that they have made larger contracts than usual for linen goods, believing that the linen market would be higher as the season advanced. They are showing special values in towellings, tablings, tea cloths, table napkins, tablecloths, d'oylies, embroidery linens and embroidery apron dowlas, that they cannot replace at the same price.

**JAPANESE SILKS.**

The Merchants Dyeing and Finishing Co. are now dyeing and finishing successfully Japanese silks imported in the natural color. As it usually takes three to four months to get colored goods from Japan after being ordered, the advantage of this concern carrying stock in the natural color and dyeing and finishing the goods as fashion may demand, is apparent.

**IMMEDIATE DELIVERY.**

For immediate delivery Kyle, Cheesebrough & Co. have some special drives in Valenciennes and silk laces. They will give special attention to letter orders for these goods and promise the trade some real bargains.

**DRY GOODS BUSINESS WANTED.**

STOCK MUST BE CLEAN AND WELL BOUGHT—AN OPENING FOR AT least a \$50,000 per annum business. Advertiser is prepared to pay cash. Address with full particulars, naming very lowest price, N. O. W., care MacLean Publishing Toronto. (7)



# The Fads of Fickle Fashion

make trouble for the dry goods man.

That stock of Dress Goods that was the pride of his heart is out of style before it's half sold.

There's no occasion, though, for losing a single penny on a single yard of it.

Send it to us to be dyed. No one will know it, except you and us.

The sharpest-eyed woman in your town will fail to detect the fact that those fresh, stylish, lustrous goods have been re-dyed.

It won't come out in the wear, either. Our dyes last until the fabric is worn out. They never crock.

We've saved lots of money for scores of the best merchants in Canada, and we haven't received a single complaint yet.

Can't we save money for you? Write us about it.

**R. PARKER & CO.**

787-791 Yonge Street, TORONTO.  
1958 Notre Dame Street, MONTREAL.

## F. C. DANIEL & CO. 3 Wellington St. West

We are now in larger and better premises, a bright and cheerful warehouse, and a convenient location for buyers.

Drop in and examine our FALL SAMPLES of

Children's Headwear,  
Boas, Muffs,  
Collarettes, Ruffs, etc.

A full assortment of

Veilings, Val. Laces,  
Dress Trimmings,  
Windsor Ties, etc.

Always on hand.

SPECIAL FOR THIS MONTH

**PUFF TIES**

in PIQUE, JAP SILK, and SATIN,  
to sell at 25c. and 50c.

Immediate Delivery.

Sample dozen sent on application.

**F. C. Daniel & Co. 3 Wellington Street West, Toronto.**

## FACTS AND FANCIES.

Specially Written for the Fall Number of THE DRY GOODS REVIEW.

**I**N spite of its vogue all last winter, the Russian blouse in various forms continues to be much worn to the satisfaction of the slight women, whose name is legion. The pouch fronts are certainly becoming, and may be made of different materials and contrasting colors. It is probable that on account of its popularity the blouse effect will be worn during the coming season.

For an everyday, common sense gown, foulard is being much used this summer. Pretty costumes are made of blue and white foulard, for instance, with a long skirt trimmed with fitted flounces, and a pretty round waist with a front of either white silk or lawn.

A gown lately brought from the other side is shown in an illustration. It is made of wavy blue silk, with a floral design in green, and is lined with green silk, having a valayouse ruffle of the same color. The skirt is the fashionable "apron," and is trimmed with ruchings of black ribbon. Lace, net or jet may be used instead of the ribbon, as long as the proper effect is produced. The body has a pretty pouch front of white spangled chiffon and a fret work of lace over the shoulders and down the front, continued around the peplum, which is trimmed with ribbon to match the ruching on the skirt. The sleeves are tight fitting, and composed of groups of small tucks. Although not elaborate in design, this costume is exceedingly rich and dainty in effect. It is of interest to note, that in spite of the New York authorities on the length of the new skirts, the skirt of this gown clears the ground.

It is sincerely to be hoped that the fashion of wearing very long skirts will not obtain a firm footing. There is nothing to be said in favor of this fashion and everything to be said against it. The sight of a well-dressed woman struggling to hold both sides of her gown from trailing in the mud is hardly a graceful one. It is a curious fact that women, in all other respects the essence of daintiness and cleanliness, should be blind to the want of both involved in the sweeping street gown. No matter how careful one may be, a certain amount of dirt must be gathered up, and this is swept from one place to another until, by the time the wearer reaches home, the bottom of her dress is a strange sight.

It is rather too soon to feel sure as to the colors which will be most in favor for the fall, but it is expected that black will form the foundation of many gowns, which will allow of brilliant combinations in the way of trimming.

As to the popular silk blouses, there appears to be some differ-

ence of opinion. One English authority states that their reign is entirely over among fashionable people, and that those which are worn are extremely plain and without trimming. It is such a convenient fashion, moreover, that it will probably be sometime before its death knell is sounded.

From New York comes the description of a very pretty mid-summer dress suitable for a garden party, for instance. It is made of pale blue and white lawn with a very much flounced skirt, the flounces coming to a point at the sides almost to the knees. The little bodice is made with a white tucked vest and wide white embroidered revers, which, it is mentioned, can be made of pocket-handkerchiefs. The collar is high, and has a lace ruffie at the back. The sleeves are plain with a puff at the top, and the wrists are trimmed with lace falling to the knuckles.

Guimpes and yokes are very much worn, but there is hardly as much fussiness in neck trimming. Straight high collars are being worn more than soft crash ones, and are rather a pleasant change.

The outing season now being in full swing, sailor effects are very fashionable. Wide sailor collars appear on many gowns. Some of these collars are edged with a plaiting of ribbon, and fastened to the front is a smart little tie in the form of a sailor knot. There is, of course, much variety in the trimming of these collars, some being trimmed with straight rows of narrow black velvet, the tie being the same color as the waist itself.

Ruffles and epaulettes are much used for the sleeves of all fashionable gowns, and this arrangement takes away from the straight plain effect of a simple tight sleeve.

Though it is full early to prophecy what the particular novelties will be which will take the fancy of the public, it is safe to say that the woman whose skirt is either flounced or made with an apron front, whose waist in some form or other shows the pouch effect, and whose sleeves are furnished at the top

with frills, cannot be entirely that bugbear of all womankind out of the fashion.

Montreal, June 28, 1898.

M. M.

## ENGLISH PRINTS IN THIS MARKET.

The trade are already aware that John Macdonald & Co. are the agents for Crum's prints. They have now in stock a complete range of these superior goods for the fall season. They have also in stock specialties in staple cotton goods and a full assortment of domestic staples.





# The Empire Cloak Co.

20 FRONT ST. EAST

Toronto, Ont.

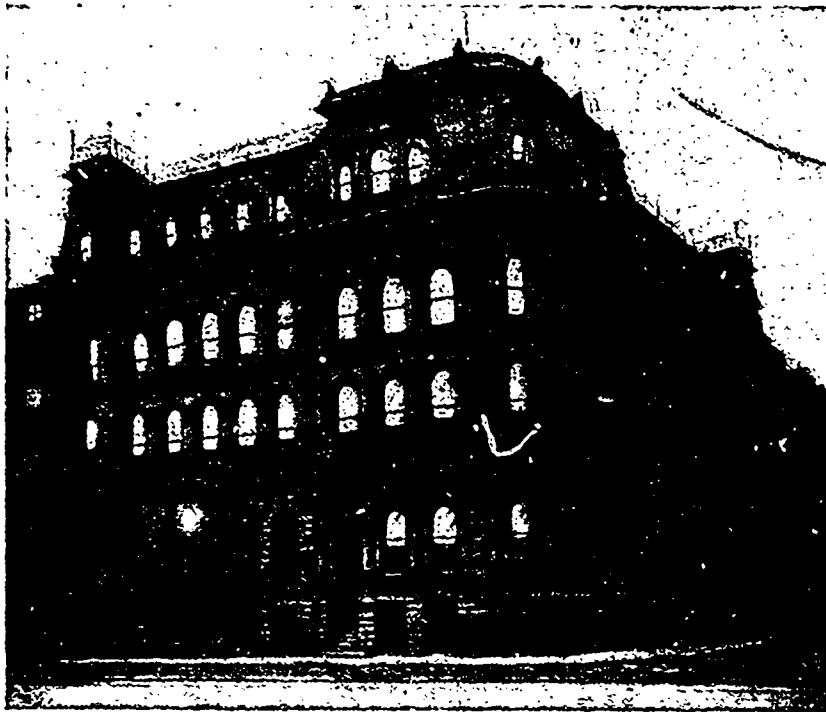
We enter the FALL of 1898 with the best, cheapest, most varied and unique line of

## Capes and Children's Reefers, Ladies' and Misses' Suits and Jackets

EVER BEFORE SHOWN IN CANADA.

We have purchased an additional large plant, which will materially increase our manufacturing facilities, and so secure our Customers against delays in deliveries. We hope to be favored with your patronage, and herewith extend a general invitation to inspect our sample line.

It is no exaggeration to say that our line for the Fall of 1898, has received wider attention than any other similar collection on the Market.



We want the patronage of every Honest Merchant!  
We want it free!  
Unsolicited!  
We have no con-jurers in our employ.

## The Largest Cloak House in the Dominion.

The latest styles, the most desirable fabrics in endless variety. A perfect-fitting garment—Correct Collars—and Good Workmanship are the predominating and characteristic features of our goods.

NOTE ADDRESS \_\_\_\_\_

**CORNER SCOTT AND FRONT STS.**

**THE ADVANCE IN SPOOL COTTON.**

**T**HE long-expected advance in spool cotton has come at last. New lists were issued on June 18 by the central agency, Clapperton's and Chadwick's, advising the trade of a change in prices on several lines. In 6-cord sewing cotton, there is a general advance, averaging about 10 per cent. In 3-cord, however, prices remain practically the same.

This fulfills THE REVIEW's prophecy, that the excellent understanding which exists between the Scotch and English combines would certainly mean higher prices. The two syndicates so completely control the market that further advances may be looked for. Belgian thread manufacturers have not advanced their prices, however, and this may be the means of keeping prices down to a reasonable figure.

**A SPECIAL ARRANGEMENT IN RIBBONS.**

On account of a special arrangement made with one of the leading manufacturers in St. Etienne, S. Greenshield, Son. & Co. carry a well assorted stock in staple ribbons, both blacks and colors, in all silk, silk and satin, and also cheaper quality.

In black moire ribbons for sashes, which are very scarce at present, the firm have just opened up a shipment in two widths.

**A BOOK ABOUT CORSETS.**

A somewhat interesting story of the making of corsets, with many illustrations of the female figure wearing corsets, has been issued by the Worcester Co., of Worcester, Mass. While the book is intended primarily to advertise the Royal Worcester corsets, it also contains a good deal of valuable information in a nice form. A copy may be had by any REVIEW reader on sending a card to Worcester.

**DRIVES IN CASHMERE HOSIERY.**

In cashmere hosiery, Wyld, Grasett & Darling are showing some special drives in seamless feet, to retail at 25, 35 and 50c. per pair. Their line of full-fashioned seamless feet, extra heavy weight, to retail at 50c., is extra special. In boys' ribbed double knee, they show three specials.

**A JOB IN PRINTS.**

The Gault Bros. Co., Limited, have 200 cases of job prints to clear out at low prices to make room for fall importations.

**BA, BA—KLONDYKE.**

There are two lines of men's arctic shirts and drawers that The W. R. Brock Co., Limited, are offering for fall—Klondyke is a

leader, to retail at 50c., and Ba, Ba, which is wool-fleeced, at 75c. Brocks also have several other lines of Ar value, conspicuous being "Mottle," made of fine yarn and wool-fleeced, to retail at \$1. The sale of these goods will be large, and Brocks' purchase is correspondingly so.

**A BIG SALE IN SARNIA.**

On visiting Walters Bros.' fine dry goods and smallware establishment, Sarnia, THE REVIEW found the large staff of salesmen busy with a crowd of customers, and the good dollars rolling in. This firm carries not only one of the largest, but also one of the best-kept stock of dress goods in the west. Mr. D. D. Walters, owing to ill-health, is retiring from the firm, and taking his family to California. Hence the present special sale.

**ADDED A MILLINERY DEPARTMENT.**

James Maylor & Son (Forest) have added millinery to their mammoth dry goods establishment, and report business in all lines away up.

**FLEECE COTTON HOSIERY.**

The demand is growing for this class of hosiery, as some people cannot stand the tickling sensation of wool. The W. R. Brock Co., Limited, have bought a full line for fall trade from 4 to 10 inches, in a variety of qualities, also stout women's.

**LADIES' WRAPPERS.**

Five or six lines of these goods, made out of stylish flannelettes, are shown by The W. R. Brock Co., Limited. The points to recommend them are, value, designs and glove-fitting qualities.

**MAKING EXTENSIVE ADDITIONS.**

The British American Dyeing Co. are making extensive additions to the out buildings at their Montreal works. A new stable and coach house, 70 x 30 feet in extent, has just been completed.

**OCYCLE, GOLF AND SPORTING REQUISITES.**

The W. R. Brock Co., Limited, show a most attractive range of the above goods. Ladies' hose, bloomers and jerseys, belts, neckwear, outing and negligé shirts, etc.

**JULY OUTLOOK FOR CHIFFONS.**

Chiffons are likely to be largely used as a trimming for July trade. S. F. McKinnon & Co. have in stock a fine range of colors of superior make.

# E. J. HENDERSON

Assignee in Trust, Receiver,  
Accountant, Auditor, Etc.

32 Front Street West, - - TORONTO

Telephone 1700.

## THE PRESS CLIPPING DEPARTMENT

Reads every newspaper in Canada and clips therefrom all articles of a business or personal nature of interest to subscribers in this department.

Politicians can obtain from it everything the papers say about themselves on any subject in which they are interested. Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms — \$5 per hundred clippings; \$40 per thousand, payable in advance; but a yearly contract will be found the most satisfactory.

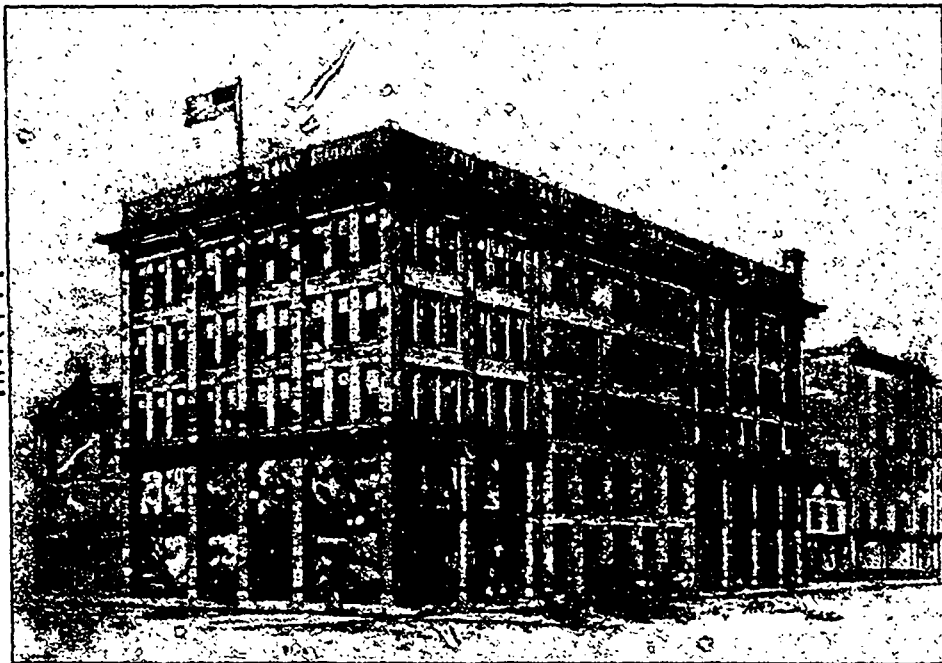
We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE PRESS CLIPPING DEPARTMENT

Board of Trade, MONTREAL

# Our New Premises.

We will occupy these premises in a short time, and, with all the latest machines at our disposal, it will be the only large **WHOLE-SALE TAILORING PLANT** under one Roof and one Management in Canada. \* \* \* \* \*



OUR NEW BUILDING, COR. YONGE AND TEMPERANCE STS.

We have found an increasing demand for **HIGH CLASS GOODS**, and with this plant at our disposal we can meet all demands.

*THIS Wholesale Tailor Label is the Registered Guarantee for Style, Fit and Durability.*



**E. Boisseau & Co.,** Wholesale Tailors **Toronto**

## A NEW VENTURE IN WHOLESALE CLOTHING.

E. BOISSEAU & CO.'S IMPORTANT ENTERPRISE IN TORONTO—WHOLESALE MERCHANT TAILORING ON THE LARGEST SCALE.

THE announcement made by E. Boisseau & Co., in another column, will be read with considerable interest by the Canadian trade. The announcement foreshadows the establishment in Toronto of a new venture in clothing on the largest scale, and on a basis not hitherto carried out to the same extent anywhere on this continent.

After spending a number of years in building up a wholesale clothing business, Mr. Boisseau has matured plans for adopting a system of wholesale merchant tailoring. This necessitates all the clothing being made in the one establishment, by the same staff, under the constant supervision of the firm, so that every garment shall conform in cut, fit and interior make-up to the requirements. In order to carry this out, the firm are now constructing an immense warehouse and manufactory on the corner of Yonge and Temperance streets, Toronto—the site of the old John Eaton business—and right in the centre of the city. No single establishment in Canada, with one exception, a departmental store, will have as many square feet of floor space. There will be five storeys, and a large, modern, well lighted basement with high ceilings. On each storey the floor space will be a few feet short of 15,000 square feet. In this large building, which is now fast approaching completion, and is a handsome structure of cut stone, iron and brick, all the various departments will carry on their work.

By having a permanent staff of skilled workers, making each garment under the foreman's eyes, Mr. Boisseau intends that the manufacture of clothing shall be an expert business from first to last; in fact, merchant tailoring on wholesale lines. By means of this perfectly organized plant, which is now in working order, pre-

paratory to removal to the new premises, it is possible both to produce superior clothing, perfect in every detail, and also to give a quick service and prompt delivery for all orders.

The best proof of the kind of work which the Boisseau establishment proposes to turn out is the adoption of a special label or brand, which has been duly registered, and which is used on all goods. Its use means that the appearance of the "Tiger" label on any garment guarantees that garment's appearance, size, fit and finish, and that the firm intend to do trade on the real merits of their clothing.

### VİYELLA IN THE CANADIAN MARKET.

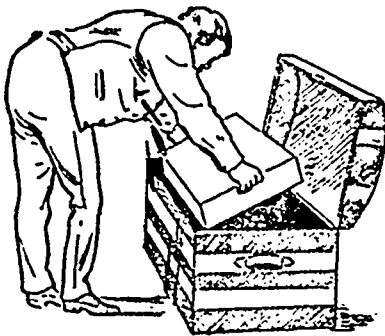
A soft, non-shrinkable material is now much in demand for boating and other outdoor costumes, nightwear, etc. This has brought Viyella to the fore. Its appearance and finish, together with its unshrinkable quality, have brought it into high favor as a material for negligee costumes of all sorts. Viyella is making its way in Canada, and the Canadian agent, Mr. J. A. Robertson, will send samples and price list to the Canadian merchants who write to his address in the Board of Trade Building, Montreal.

### THE CURTAIN TRADE.

In their carpet department S. Greenshields, Son & Co. are showing a nice range of curtains in various fancy weaves, brocatelle, silk jute, etc.

### FALL UNDERWEAR.

Wyld, Grasset & Darling report that, in ladies' underwear, their range is the largest and most attractive they have ever shown. Their orders for fall, booked to date, exceed all their previous records.



## TAILORS

be up-to-date  
and put the

## Moore Patent Pockets

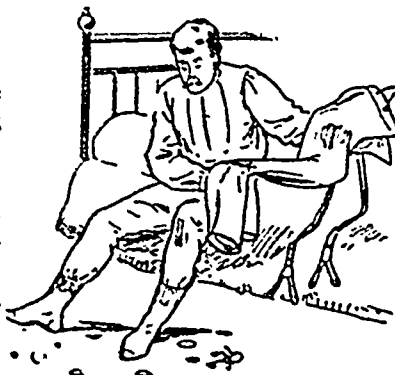
in all your suits.

What happens when you don't have the Moore Patent Pockets in your clothes.

Head Offices, 207 St. James St., Montreal

## Everyone

who has seen the Moore Patent Pocket is enthusiastic in its praise, and declares it will work a revolution in pocket making, and, they say, now that they have seen them, they would not have their clothes made without them at any price.



# Thibaudéau Bros. & CO.

Importers of

ENGLISH .  
FRENCH . .  
GERMAN &  
AMERICAN

# DRY GOODS

THIBAUDEAU FRERES & CIE.

Quebec.

THIBAUDEAU BROTHERS & CO.

London, Eng.

THIBAUDEAU BROS. & CO.

332 St. Paul St.

MONTREAL



# S. LENNARD & SONS

DUNDAS, ONT.

Manufacturers  
of . . .

THE CELEBRATED

THIS  
TRADE MARK  
STAMPED



ON  
EVERY GARMENT

## CRESCENT BRAND

HOSIERY AND UNDERWEAR for Ladies and Children

Acknowledged to be the BEST value in the trade.

Richard L. Baker & Co.,

Selling  
Agents,

24 Wellington Street West

TORONTO

THIS SPACE BELONGS TO ❁ ❁ ❁

### Ballingall, Copeman & Co.

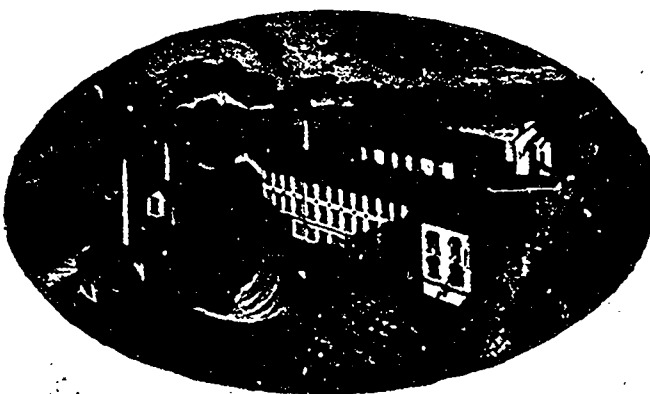
Paris, Ont.

Makers of a Special Brace that, for comfort and ease, cannot be surpassed. The price suits every pocket. No round shoulders or binding feeling when they are worn.

WRITE FOR PARTICULARS, PRICES, ETC.

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Confederation Life Association.	94	Lennard, S., & Sons.	151	Thibaudeau Bros. & Co.	150
Cookson, Louson & Co.	123	Lister's.	100	Thomson's Corsets.	110
Corlaine, James, & Co.	113	Lucas, W. F., & Co.	104	Tidswell, E. & H., & Co.	110
Corticeall Silk Mills.	87, 88	Luxfer Prism Co.	42	Tooke Bros.	Front Cover, 67, 68, 69
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Croft, Wm., & Sons	121	Macnee & Minnes.	135	Turnbull, The C., Co., Ltd.	27
Crompton Corset Co.	84	Maritime Wrapper Co.	5	<b>V</b>	
Crown Perfumery Co.	105	Markus, M.	49	Van Allen, E., & Co.	92
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Daniels, F. C., & Co.	145	Merchants Counter Check Book Co.	90	Walsh & Brierly	109
Desbarats Advertising Agency.	105	Merchants Dyeing & Finishing Co.	77	Walsh, W. E.	141
Dominion Oil Cloth Co.	96	Metallic Roofing Co.	89	Walshaw, J.	127
Dominion Suspenders Co.	41	Miller Bros.	130	Watson, Foster & Co.	6
<b>E</b>		Mitchell, The A. B., Co.	46	Western Assurance Co.	85
Empire Carpet Co.	131	Mitchell, Wm.	152	Whitham, S. W.	105
Empire Cloak Co.	147	Moore Patent Pocket Co.	150	Wilkins, Robert C.	Back Cover
Eveleigh, J., & Co.	85	Moulton & Co.	31	Williams & Bell.	3
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Flaws, R., & Son.	130	<b>P</b>		Zryd Gas Machine Co., Ltd.	31
Foster & Clay.	100	<b>Q</b>		<b>Y</b>	



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