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VOL. IX.

MONTREAL AND TORONTO, AUGUST, 1899.

No. 8.

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is that of the

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

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

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Factory:
Old St., London.

3 and 2 WOOD STREET,

Also at Glasgow,
Sydney and Melbourne.

LONDON, ENG.

A SPECIALTY

THE “EMINENT”

Imperial Waterproofs
“Cravenette” Proofed

Used in all parts of the world.
20th century patterns now ready.

DEPARTMENTS:

JACKETS, COSTUMES,
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Agencies in all countries.

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Telegrams:
“Eminent” London.

14 Cannon St., and 90 to 96 City Road
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PRIESTLEY'S

High-class

DRESS FABRICS

“For Gentlewomen.”
(Regd.)

Trade Mark:
The Varished Board on which
every piece is rolled at the mills.

S. GREENSHIELDS, SON & CO.

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Sole Agents for Canada.

LISTER & CO., "Limited"

MANNINGHAM
MILLS

BRADFORD, ENG.

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

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

PLACE ORDERS EARLY
 and save advanced prices.



"Rooster Brand" SHIRTS

"I GROW OVER ALL" FOR FALL AND WINTER.
 Navy, Grey and Fancy
 Flannel, Kersey, Tweed,
 Serge, Black Sateens, etc.

Pants Worsted, Serge, Frieze,
 Mackinaw Tweed, etc.

Reefers Smocks
 Frieze and Serge. Etoffe, Frieze and Duck.

Overalls and Jackets
 For every class of mechanics. *Special*
Garments for outdoor work.

Skirts . . .
 Perfect-fitting, Tailor-made. All the latest
 novelties for Fall and Winter.

ROBERT C. WILKINS
 Manufacturer.... MONTREAL.

FREDERICK WYLD, ANDREW DARLING, A. W. GRASSETT, R. D. MALCOLM,
 President, Vice-President, Director, Secretary.



Hosiery Department

Cashmere Hose. Stock complete in all
 lines of Ladies' and Children's Plain and
 Ribbed goods.

Wool Hose. Special values in Boys' Ribbed
 Wool, and Worsted Hose.

Underwear. The largest and best selected
 range we have ever shown.

Kid Gloves. "Gem" brand, 2 large domes,
 stitched backs, in assorted Tans, Brown,
 and Myrtle, also in Black.

Dress Goods Department

New Black Poplins and Blister Crepons.
 New Colored Poplins, Cloths, Serges, and Henri-
 ettas in all the leading shades for Fall.

New Under and Overskirts, the very latest styles
 and goods, prices the very lowest.

Curtains in Lace, Tapestry, and Chenille, full
 stock.



S. GREENSHIELDS, SON & CO.

MONTREAL AND VANCOUVER.

FALL 1899!

STOCKS

IN EVERY DEPARTMENT

COMPLETE.

STAPLES—FLANNELETTES, COTTONS, etc.,
COTTONADES, LININGS.

HOUSE FURNISHINGS, WOOLLENS,

LINENS, CARPETS,

DRESS GOODS—ENGLISH, FRENCH and GERMAN,

SMALLWARES, MEN'S FURNISHINGS,

NOTIONS and FANCY GOODS,

PEWNY'S GLOVES.

SEE OUR SAMPLES!

FAST BLACKS.

Everywhere Under
the Sun

Hermsdorf's

Fast Black



Has Made a
Reputation Unexcelled.

The value of black hosiery is threefold--there is the yarn value, the dye, and the finishing value.

The dye value depends entirely on the dyer, and the finishing value is mostly based on the dye.

These three factors go to make up the selling and wearing value of the goods.

As the dye and finish factors are quite equal to the yarn factor, it will be seen how vitally important to buyers, sellers and wearers it is to make sure that the stocking has the right dye--that is, **Hermsdorf Dye**.

AMERICAN BUREAU OF
LOUIS HERMSDORF,
78-80 Walker St., New York.

Louis Hermsdorf
Dyer

LOUIS HERMSDORF,
Chemnitz,
Saxony, Germany.

PREPARE FOR THE WET WEATHER.

Cravenette

SHOWERPROOF CLOAKS and MANTLES are rain
resisting yet porous, with a perfect
Natural Ventilation.

THEY NEVER SMELL OR BECOME HARD.

JAMES JOHNSTON & CO.

Importers

MONTREAL.

We are to the front, as usual, in all

DEPARTMENTS.

Specially so in all the latest designs in Black and Colored **DRESS GOODS**, Silks, Ribbons and Trimmings, Hosiery and Gloves, Smallwares and Notions, Laces, White Goods, etc., and a full line of Staples. Our Handkerchief Department is better than ever. It will pay you to see our line before buying.

We expect a good many buyers in the city this month. Call and see us whether you buy or not.

James Johnston & Co.

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THE TIDE OF COMMERCE RUSHES
AND

THE GAULT BROTHERS CO.

LIMITED

KEEP PACE WITH IT.

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Montreal

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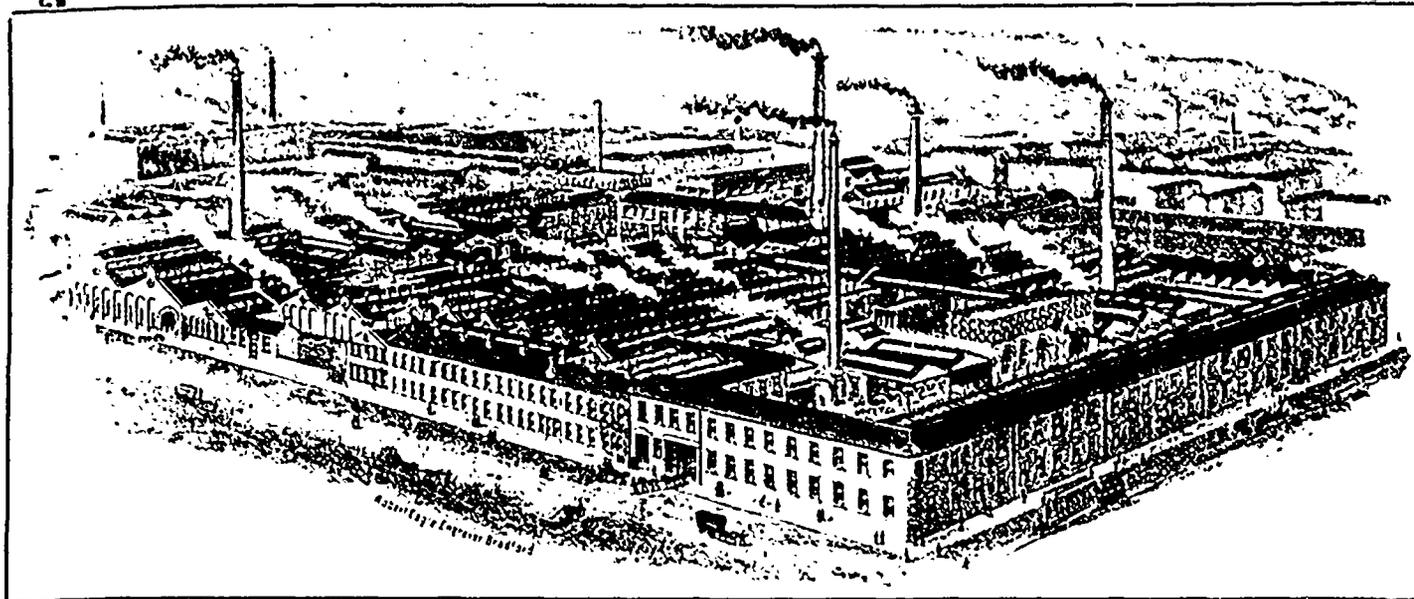
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Drapery and Napery

Woollens and Cottons

Smallwares and Haberdashery.

W. GRANDAGE & CO., LIMITED



LOW ROYD & BROWN ROYD DYEWORKS

Bradford, England.

DYERS, BLEACHERS, AND FINISHERS of all classes of PIECE GOODS AND COTTON YARNS.

THE ABOVE FIRM MAKE A SPECIALTY OF

Mercerised Cotton Sateens, Brocades, etc.

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





WATER LANE DYEWORKS, BRADFORD, ENGLAND.

The Patent Permanent Silk Finish

ON _____

Cotton Italians and Linings.

*By Her Majesty's Royal Letters Patent
Nos. 10,740 and 15,109.*

The Superiority of Goods finished by this method is in

- 1st.—Appearance and touch scarcely distinguishable from the finest Satins.
- 2nd.—A brilliance and silkiness never before attained on Cotton Italians and Linings.
- 3rd.—Altogether exceptional strength and durability.
- 4th.—No deterioration in appearance however long the Goods may be kept in Stock, thus making them peculiarly adapted for shipment to far distant places.
- 5th.—The fastness, depth, and richness of colour in the Ailine Blacks, which is guaranteed unalterable.
- 6th.—The fastness of the finish, which will not go off under the Tailor's iron.
- 7th.—Its peculiar adaptability for all Lining purposes, Waistcoat Backs, Skirts, Corsets, etc., whilst the strength, brilliance, and permanence of the finish makes it of special value for Dress Foundations and Linings.

Goods finished by this process are absolutely cheaper than in ordinary finish, as the extra cost of finishing is far more than met by the improved value and appearance and greatly increased wearing qualities of the cloth.

CAUTION.—In order to secure the genuine finish, see that every piece is stamped with the above Patent Nos., as many worthless imitations are already being offered.

PATTERNS WILL BE SENT ON APPLICATION.

Dyed and Finished
only by

GEORGE ARMITAGE, Limited

To whom the Canadian
rights of the above patents
have been assigned.

WATER LANE DYEWORKS,
BRADFORD, ENGLAND.

**PATON'S
ALLOA
KNITTING
WOOLS**

of Genuine SCOTCH Manufacture.
Uniform in quality and finish, and

CAN BE RELIED ON

to give maximum satisfaction
in Knitting and Wear.

MAKERS—

John Paton, Son & Co., Alloa, Scotland

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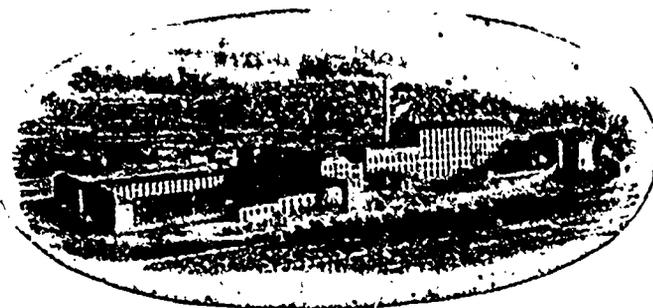
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Petticoat, Vest and
Shawl Wools.

Cable Cord and Soft
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**WOOLS MADE SPECIALLY FOR
HOSIERY AND GLOVE MANUFACTURERS.**



HOLLINGS MILLS, SOWERBY BRIDGE, ENGLAND.

Agent for Canada:

Wholesale Trade only supplied.

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GLOVE MANUFACTURERS

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Skin Dressing Yard: OTTIGNIES, Belgium.

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MONTREAL

Mantles, Costumes, Skirts, etc.

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

SKIRTS, BLOUSES, JACKETS,
MACKINTOSHES, CAPES, etc., etc.

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

CORBY, PALMER & STEWART

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

Fac-Simile of label on our regular goods.



WREYFORD & CO.

Wholesale Men's Furnishings
and Underwear

DOMINION AGENTS FOR ENGLISH MANUFACTURERS.

Young & Rochester's
Shirts, Collars, Neckwear, Dressing Gowns.

Tress & Co's
High-Class Hats and Caps.

Dr. Jaeger's
Sanitary Woolen Underwear, etc.

Garstin & Co's
Leather Bags, Dressing Cases, etc.

Removing on Aug. 15th

to more convenient premises at

Romaine Building

Over 85 King Street West, TORONTO.

Pewny's Kid Gloves.



Latest Styles,
Latest Shades,
Best Qualities,
Fresh Stock,

Combine to make these gloves the best
in the market. Stock of leading lines
always on hand.

All orders will receive prompt and careful attention.

S. Greenshields, Son & Co.

Agents for EMIL PEWNY & CO.,
GRENOBLE, FRANCE.

SYDNEY and MELBOURNE,
AUSTRALIA.

Kaye Fielding & Co.

Moore Street,
SYDNEY.

Manufacturers' Agents and Indent Merchants.
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We are prepared to handle with advantage:

Galateas,	Flannelettes,
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CORRESPONDENCE INVITED.

The Penman Manufacturing Co.

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Manufacturers of

KNITTED GOODS

of all descriptions

INCLUDING . . .

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

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SELLING AGENTS :

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

The W.R. Brock Company, (Limited)

Cor. Bay and Wellington Sts.

TORONTO

Adapting Stock

...TO...

IMPROVING
TRADE

We have secured control of the
popular line of



DRESS GOODS

Cashmeres
Serges
Velours
Coatings
Poplins
Sedans
Venetians

--in--

Estamines
Satin Cloths
Cheviots
Box Cloths
Soliels
Vigoureux
Mohairs, etc.

EVERY PIECE IS "BANDED" AND "TICKETED" WITH THE ABOVE
TRADE MARK, WHICH IS A GUARANTEE OF VALUE, COLOR, FINISH
AND DURABILITY.

MILLINERY buyers will find in our stock many
desirable lines at **STAPLE PRICES**

THE CANADIAN DRY GOODS REVIEW

VOL. IX.

MONTREAL AND TORONTO, AUGUST, 1899.

No. 8.

PROGRESSIVE STOREKEEPING

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

Specially written for THE DRY GOODS REVIEW.

By Charles F. Jones, New York.

System in Delivery of Goods.

The stores that make any pretence of delivering parcels can make friends daily by prompt and regular deliveries of all purchases, or they can become ridiculous in the eyes of patrons by having a lot of "ifs and ands" connected therewith and making promises only to be broken.

If delivery of merchandise is attempted at all, it should be done in a free and open manner and with a system which will not prove an annoyance to all concerned—salespeople and patrons.

Appoint some place in the store for a bundle or parcel counter, and place a competent boy or girl in charge, one who is capable of taking the address and forwarding it promptly and properly.

If parcels are to be sent at a specified time to depots for out-of-town customers, it is asking a great deal of salespeople, especially if it be in a busy season, to see that the purchasers are not disappointed. This is generally the result where things are allowed to care for themselves.

If the merchant keeps a delivery horse and wagon let him not be afraid to keep it moving in accommodating patrons, because every effort to please counts, in these days of close competition. He should not act as if his heart's strings were about to be severed every time there is a parcel to deliver, or make apologies to customers in the frantic effort to excuse his shortcomings.

The merchant of to-day must not be afraid to make some concessions to his trade, and mask, as far as possible, any naturally selfish traits which are prone to creep out in his commercial intercourse with his fellows.

The day of take all and grant nothing has passed, so, whatever is done, is done as pleasantly as possible and the little sacrifice made for patrons' convenience will amply repay.

If a merchant does not approve of parcel delivery let him say so like a man, then, those who insist upon having their goods delivered can go elsewhere, but, if he makes any pretensions in this direction, let it be in an obliging and business-like manner.

Taste in Buying.

It is a great thing for a buyer to have good taste in selecting goods and in judging colors, and it is one of the accomplishments which, I am sorry to say, is very rare in some places. But, not long ago, I came across a dress goods buyer who had such good taste that he

really lost money every year for the firm with which he was connected. He was a first-class judge of styles, fabrics and colors. He knew to a dot which were the best goods, which were the novelties, and he had the reputation among the jobbers of buying the most tasteful line of goods that was sold throughout that section of the country in which he lived.

This buyer, however, had a taste which was far above the tastes and desires of the class of trade which patronized his store. You could go into his stock any day and pick out the loveliest goods and the handsomest colors which were to be found anywhere, and yet every year that he conducted the dress goods department he lost money for his employers.

The simple fact that a man has good taste in buying what would be suitable for the ladies with whom he associated in daily life does not always avail him in his business. In this case it was not the kind of taste that would render his business successful. He bought the best and prettiest that was going, but that was not what the patrons of his store wanted. They were of a class of people who could not appreciate the novelties which he bought, and, consequently, the goods were slow of sale and could only be moved at all by selling them at prices lower than they cost.

This kind of good taste is to be avoided in all dry goods stores. Do not buy goods which would please yourself or your wife; but buy goods which you know will please your customers; cultivate a taste for such things as will sell well, rather than for such things as look beautiful to your own artistic eye.

Unsalable Stock.

The greatest evil that exists in the dry goods business of to-day is probably the accumulation of unsalable stock. This is caused by a great many different things, and it is only by watching all the points that it can be avoided to any great extent.

In the first place, one way which old stocks accumulate is because the buyer very frequently has a short memory, and, on top of that, a disinclination towards very much investigation as to the condition of his stock. Buyers very frequently invest in a line of goods, say, early in the season, and if the article sells reasonably well, a little later on they are tempted to buy another line of the same goods, or to reorder their first bill without looking into the

PROGRESSIVE STOREKEEPING—Continued.

condition of the stock on hand to see whether they are duplicating some of the goods which still remain or not.

The only way in the world to reorder goods successfully is to go through the stock which the buyer has at the present time to see just what pieces are sold out entirely and just what ones have only sold to a limited extent. In reordering, order the ones that have sold well, but leave out the ones that have been slow to sell.

Again, a buyer who has charge of a stock which runs in sizes will very often reorder goods without investigating what sizes he still has on hand, and this is why there is so frequently such an accumulation of unsalable sizes in many departments.

After the goods are purchased or are in the house they have to be sold some way, and the more bad sizes one has on hand the greater the loss will be.

The buyers of dry goods department stores are, as a rule, entirely too careless in the way which they purchase goods. The buyer should know his stock better than any clerk that he has. He ought to know every piece of goods that is on the shelves. There is no excuse for the man who buys for a stock not knowing just what goods are needed. It is as much a part of his business to see that he does not reorder goods which he already has as it is for him to see that he gets the proper price on the goods purchased.

Another very serious mistake which some department stores make is having too many buyers for one line of goods. For instance, in a store which has come under my notice, the proprietor of the store seems to think it is his duty, as well as the buyer's, to purchase goods for the different departments. The buyer goes to market and buys his stock, and comes home very well satisfied that he had purchased everything that he wanted without overloading himself. The proprietor would then go to market and buy a stock of goods for the same departments without consulting the buyer, and the natural result was that nine times out of ten both purchased a great many things just alike. This necessarily caused an accumulation of goods which it was not possible to sell during any one season.

There is only one way possible for two people to buy for one stock, and that is for them both to go together and to stay together all the time that either is buying.

This, however, is a practice which is not an advantageous one, as it is much better to place the business in charge of a competent person and hold him strictly responsible for any mistakes which may be made.

Handling Men's Furnishings. In former years a dry goods store did not handle anything except ladies' goods. Now they are becoming more department stores than they are dry goods stores, and they handle in addition to ladies' goods a great many lines of goods which are used exclusively by men.

A large part of their trade in these men's goods is, of course, through the ladies who purchase them for their husbands or brothers, or someone else. How to reach the men's trade with the gentlemen themselves is a question which is puzzling many of our dry goods merchants. They probably have a first-class trade among the ladies and among a few of the men who are in the habit of buying at dry goods stores; but the majority of men prefer to buy at a store where men's goods are kept exclusively.

The first point to be observed in connection with a men's furnishing department, is to have only salesmen show these goods. Ladies can make their purchases of men's wear from men much more easily than a man can purchase his own goods from a saleswoman.

In the next place, in buying men's furnishings, buy a considerable line of novelties and up-to-date stuffs.

When the ladies purchase men's wear they usually buy staples and goods which are only intended for real service and where, usually, style is an entirely secondary matter. The majority of men when they buy their own goods, are usually looking for something which is new, or has some element of style about it, as a great many of them leave the staple goods to their wives or their sisters to purchase.

Therefore, to catch the men's trade and to get them to deal at the store in person, one must always have a fresh stock of novelties, that are colloquially called "tony" goods, to select from.

The great leader in men's furnishing stock is neckwear. It is about the only thing in the men's stock with which the dry goods merchant can at all times draw a crowd of customers. For instance, he might place in his window a line of shirts that were really worth \$1.50 each and mark them 75c. This would draw a number of customers, but it would only draw such persons as were actually in need of shirts. A man who already had as many shirts as he could wear would probably not stop to buy them no matter how cheap they were; because he would think that when he needed shirts he could find something else just as cheap, and a half dozen shirts at 75c. each would probably be more than he would care to invest in, simply because he had found a bargain.

In neckwear, however, it is entirely different. A man always finds room for another necktie if he likes it, no matter how many he already has on hand; and therefore a line of neckties which were really worth 75c. marked at 35c., would draw a great crowd of people.

What the merchant should have in his men's furnishing department is a crowd of men. He wishes to get them into the habit of coming to his store to buy men's goods. When he once gets them into the habit they will naturally come when they need something else. Therefore, it is sometimes a good plan to use a neckwear stock strictly as a leader.

A great success could be made at a new men's furnishing department by scaling the neckwear at actual cost for the first year, or even for a longer time. It is an experiment which has been tried and found to work very successfully, to place in the window a line of neckties at cost. This draws the men into the store, and when once they are in buying the neckties, and when they see the line of other goods displayed, they are apt to purchase anything else which they may desire.

Another great inducement which can be held out to men to buy in a men's furnishing department, is the fact that the department is close to the door. It is well to announce this in all advertisements and also to have a card in the window stating the fact, whenever a window display of men's goods is made.

MAKES THE GOODS LOOK LIKE SATIN.

The Patent Permanent Silk Finish for cotton italians and linings, protected by Royal letters patent, Nos. 16746 and 15169, has been extensively advertised in Canada, as well as in England and the United States. The process imparts to goods a great brilliance and silkiness, and gives them an appearance which is hardly distinguishable from that of fine satin. The aniline blacks are guaranteed unalterable, and exhibit great richness of color. The finish does not go off under the tailor's iron, and no deterioration takes place, however long the goods are kept in stock. The finish has been appreciated by the trade, and the demand for it has been very marked. Arrangements have just been made in Bradford whereby, in future, all goods with this finish for the Canadian market will be dyed and finished by The George Armitage, Limited, Water Lane Dye Works, Bradford. This firm enjoy a world-wide reputation as dyers and finishers of linings, and Canadian users of this finish may depend upon having the very best which the dyers' and finishers' art can afford.

The desire to excel is natural and commendable.

The trade say we excel in Handsome Dress Goods and Silks.

We believe we do.

Come and see.

Handsome, Fashionable Goods will stimulate and make trade for you.

Come to us for the goods that will do this.

We have made a specialty of Plain Black and Fancy Black Goods for the past twelve years, and continue to do so.

See our present stock in proof of this.

It will pay you to carry Good Silks, Satins, Velvets, and Velveteens.

We have almost everything in these lines that you require.

Our range of Costume, Box and Covert Cloths is very large, and comprises all the new colours.

You can rely upon getting the newest and most saleable Dress Trimmings from us.

There is a steadily increasing demand for better goods in Men's, Women's, and Children's Underwear.

We can supply that demand.

This season's Flannelettes comprise hundreds of new patterns, very many of which are confined to us for the season. If you want exclusive designs which will pay a good profit, send in your orders.

We have sold more Blankets this season than ever before.

Having the right goods in every department is increasing our trade monthly.

There is an open door and welcome for you, with the certainty of increasing your business at once.

BROPHY, CAINS & CO.

23 St. Helan Street, MONTREAL.

PLANS FOR BUILDING A NEW STORE.

Hints and Suggestions which Merchants May Copy or Adapt.

Written for THE DRY GOODS REVIEW, with Specially Drawn Plans, by J. C. A. Hertel, of Messrs. Macvillar & Hertel, Architects, Montreal.

It is presumed that unless a merchant's business is a small one, or that he confines himself exclusively to one line of trade, he will require more space than can, under ordinary circumstances, be contained on two floors. In the smaller stores, such as those found in villages, two floors, the basement and ground floor, may be sufficient for all purposes, but when the towns and cities are reached we find that many of the large stores occupy several floors. In cases where one or two floors above the ground floor are used for various departments that cannot be accommodated lower down for want of space, a staircase might answer, but, as a rule, the public are very adverse to climbing stairs in these days of elevators. The elevator is necessarily an expensive feature, but when one has to climb to a height of more than two storeys it becomes an absolute necessity.

In the tenement and flat houses in large cities there are never, except in rare cases, more than two flights of stairs, for the reason that anything in excess of that number would almost preclude the possibility of their being rented. The same argument applies equally in regard to commercial structures, and it will not be wise for any merchant to attempt more than two floors without an elevator.

The staircase should be near the centre of the store, or in the centre

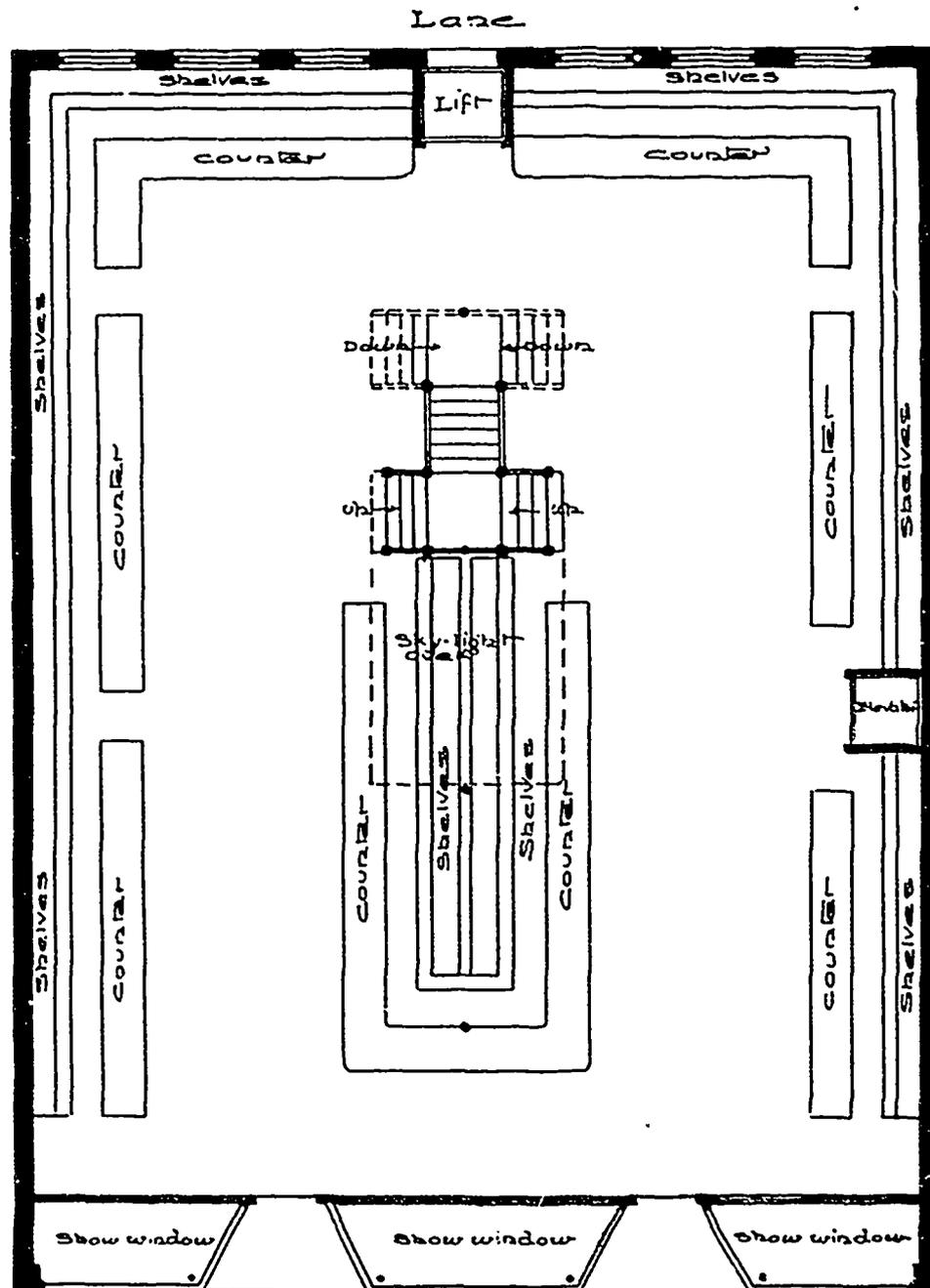
against the back or side wall. As a rule it should be placed against the side of the wall which is parallel to the long axis of the building. By placing the staircase in the position suggested it is always about equally distant from the four corners of the building and convenient of access from the entrances.

The staircase should always be well lighted, either by windows in the wall at the landings or by skylights so placed that the light will be thrown down the stair-well.

The stairs should be constructed in flights of not more than 12 steps, with landings to break the run. The long straight staircase is very tiresome to ascend, and in no case should the flights contain a greater number of steps than 12.

Another point to be guarded against is, that winders are never found in a good staircase. It will be found, as a general rule, that three flights of steps are necessary to get from one floor to another, which would make two landings, one between the first and second flights and one between the second and third flights.

The landings should always be the width of the staircase and about square in plan. The staircase itself should be as broad as possible, and never less than four feet in width, as it is not comfortable or convenient for people to pass each other with less than that width. The risers should not be more than seven inches high



Plan of Store on 50 ft. Lot. Scale, $\frac{1}{4}$ in. = 1 ft.

and the treads about $10\frac{1}{2}$ in. in width. This rule should be strictly adhered to in all staircases, as a variation of a quarter of an inch will make the greatest difference in the ease of ascent and descent.

In most cases where two or more floors are occupied a lift is necessary as a means of raising and lowering heavy merchandise. The lift should be placed against the rear wall, or the wall that is on a lane or driveway, so that it will be convenient for the proper handling of goods that are being received or shipped. The lift, and for that matter the elevator as well, should always be placed in a different position to that occupied by the staircase, so that the danger resulting from the two being close together in case of fire may be averted. There is always more or less draught up the elevator shaft, which makes it dangerous during a fire, as the flames are quickly drawn up what becomes a huge flue. For this reason the stairs, which are often the only means of escape, should not be built in connection with an elevator, although there are too many cases where this rule is not adhered to. The elevator shaft should always be covered with a skylight, so that in case of fire the flames will be drawn up rather than diverted through the building. It would also be advisable to have iron doors on every floor which could be closed in case of fire.

To come back to the floor plan again. To what purpose can the upper floors be devoted? The answer, of course, depends largely upon the requirements and the amount of space to be had. The ground floor should in all cases be devoted to those lines of goods that the public are most frequently in need of. Such lines as a merchant must keep more or less in stock, and for which there is only a limited or occasional demand, may be placed on the upper floors, such as carpets and other accessories for the furnishing of the household; a certain amount of ready-made clothing, hats, caps, etc., and in all probability several other articles; but, of course, these suggestions are all subject to modification as the

merchant himself will, in the majority of cases, decide such matters for himself. The references to the staircase and elevators at the beginning of this article are to be considered in connection with the two plans which accompanied a former article. In the next the store plan with light at front and rear only will be taken up, with some suggestions on heating and lighting.

MONTREAL COTTON MILLS EXTENSION.

The extensive additions now being made to the plant of The Montreal Cotton Mills Co., at Valleyfield, are progressing rapidly, and soon the output of this concern will be increased by about 60 per cent. A large number of the new looms are now in position and are doing excellent work. The balance are being placed as rapidly as possible. These are what are known as the Draper loom, made by The Northrup Loom Co. of Canada, and, while requiring more skilled labor to operate than do the ordinary loom, they are so much superior for all plain or striped goods that they are destined to replace the usual English or American loom. The new mill is running on an extensive line of sateens, ducks, drills, percalines, etc.

IMPROVING THEIR PLANT.

Not to be overdone by their competitors, The Canadian Colored Cotton Mills Company are making extensive changes and improvements in their plant. The St. Croix mill is being thoroughly overhauled and new, up-to-date machinery installed preparatory to the manufacture of fancy woven cotton goods, which will include some patterns and fancy effects never heretofore made in Canada.

An extension is also being made to the Cornwall mill in order to accommodate some of the coarser grades, which will be crowded out of the St. Croix mill upon the newer goods being made the leading lines there.

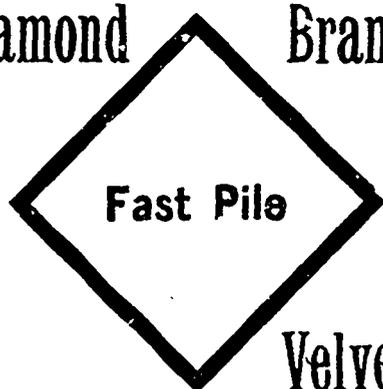
KNOX, MORGAN & CO.

... **W** HOLESAL
DRY GOODS

Hamilton, Ont.

**V
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S**

THE
Diamond Brand



EXCLUSIVELY OUR OWN.

The following popular numbers always kept in stock :

BLACK

Premier, 18 in., $15\frac{1}{2}$ c.
Rose, 19 in., $19\frac{1}{2}$ c.
Empress, 22 in., 25c.
Belle, 22 in., $28\frac{1}{2}$ c.
Imperial, 24 in., $37\frac{1}{2}$ c.
Kaiser, 24 in., twilled back, $47\frac{1}{2}$ c.

COLORED

X, 18 in., $19\frac{1}{2}$ c. All the leading shades.
Super, 24 in., $37\frac{1}{2}$ c. All the leading shades.

We contracted for Fall stock prior to the advance in prices, and are prepared to fill orders at above quotations, while stock lasts.

Letter Orders receive careful attention.

WINDOW AND STORE DECORATING

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

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

PRICE TICKETS IN THE WINDOW.

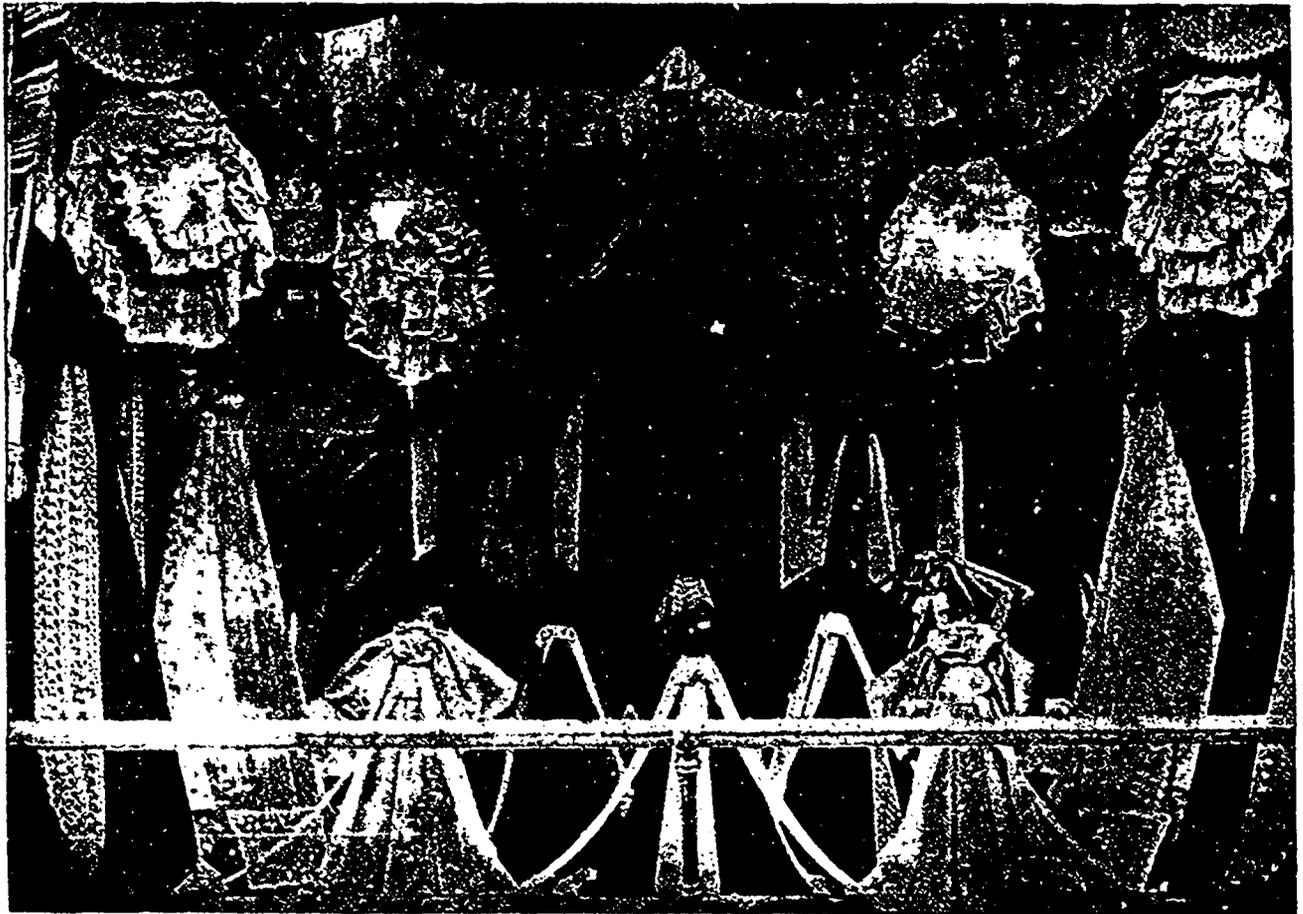
A GREAT many merchants differ in opinion on the subject of price tickets in window displays. There was a time when some merchants, especially those patronized by the best and most fashionable trade, considered it poor policy to make use of this

The show window without price cards is like a broken clock—it does not give the information required.

Shoppers of to-day, when out buying goods, generally look more to windows that contain price cards. A window display well ticketed with good descriptive cards is worth three others not ticketed. I have experimented with the matter several times, and in every case the ticketed window gave the better results. Goods displayed in a window well ticketed always appear good value. The up-to-date show cards are most successful salespeople, and will, in many cases, persuade the purchaser into buying.

A few cleverly worded and well executed price cards have often moved large stocks in a comparatively short time.

This branch of advertising should not be overlooked, but given every attention, and if those merchants who think that well



The illustration is a pretty showing of dress goods and accessories—mirrors form a background.

powerful advertisement, and who thought that price tickets would only appeal to the poorer class of customers. Now-a-days all the wide-awake merchants make it a rule to ticket everything, and have found out that a good window display well ticketed is always a good trade-drawer.

In these days of keen competition and scheming, every method possible to make customers has been tried, and to-day the most progressive merchants ascribe their success, or a large portion of it, to their window and price tickets.

ticketed displays do not draw trade would just experiment with two displays of same kind, one ticketed and the other not ticketed, I'll guarantee in every case the results on the ticketed window will exceed by far the other.

WINDOW DRESSING OF THE PAST TEN YEARS.

It is only in the past 10 years that the art of window trimming has advanced, and it is only now in its infancy. With the great change that has come over business with the advent of the department

S·H·&M· Skirt Binding Exhibit

Toronto Exposition, Sept., 1899.



MR. MERCHANT—

The illustration above is a photograph of the exhibit we will have at Toronto Exposition this year

We are going to demonstrate S.H.&M. Skirt Bindings and give samples to over 500,000 of your customers

Your clerks will be asked for S.H.&M. Skirt Bindings.

It will be a good thing for you to have S.H.&M. Skirt Bindings in your stock for the Fall trade.

Put a memo in your want book to call, or have your buyer call on the S.H.&M. Co. when in Toronto at the Millinery Openings or at the "Fair." We will be glad to see you either at our exhibit or at our salesrooms.

MAKE OUR OFFICE YOUR HEADQUARTERS WHEN IN THE CITY.

THE STEWART, HOWE & MAY CO.

Originators and Manufacturers of Bias Velveteen and other Skirt Bindings.

24 West Front Street

TORONTO.

Also—Manchester, Eng.
New York, N.Y.

Cleveland, Ohio.
San Francisco, Cal.

Chicago, Ill.
St. Louis, Mo.

Boston, Mass.

WINDOW DECORATION--Continued.

store, the capital and energy necessary to make a success of it, comes the idea that the most important part of the store, that which is nearer the public, proclaims the character of the place and the standing of the business within, viz., the show windows.

During the recent holiday displays the progress of the art has been demonstrated in many instances. Every little town has made marked advances.

Newspapers have commented on the beautiful work done by this firm and that in their respective towns and villages. Window dressing is fast being recognized as the best advertisement the merchant has.

It has been ludicrous to note the wails of some of the "back numbers" who don't know how or wont try to get up a decent window display. One advertisement in a paper reads: "Pay no attention to the expensive show windows; but come to our store where you will find the goods without the expense of show windows tacked to our prices." Another reads: "We don't need any show windows; the people know we carry the best line of goods in town." A third says: "Other concerns carry all their stock in their windows. We carry it inside."

These "old timers" think these arguments are effective with the people, but it is easily guessed that their wails are caused by the people flocking to the stores where good window and interior displays are made. Otherwise it would never have occurred to them to decry the show windows in order to attract custom to their stores. Merchants are profiting by former experiences, and are being convinced every day that there is money to be made through well trimmed windows.

As this and next month are both clearing sales' months, the windows can be made great sales' helpers before inventory. There are lots of "left overs" from the different stocks that should not be carried another year, and the house prefers to make a reduction in price to clear them out promptly. Now is the trimmer's time to get in his useful hand. Price cards play the prominent part in these displays. Care should be taken to get everything shown in the most appealing way to the customer. The window-trimmer is now catering, not to a purchasing public in search of goods, but to a public that has to be "jollied" and coaxed into buying, perhaps, what he or she don't need, and that too at a time when pocket-books are greatly shrunken and when customers are not in a buying mood. Therefore, the trimmer who can induce customers into the store through his window displays during these "dog-days" is certainly doing effective and conscientious work, and is making himself extra valuable to his employer.

WINDOW TRIMMING IN FOREIGN COUNTRIES.

The best window trimming to be seen anywhere in the world is undoubtedly in the United States. Nothing can come anywhere near Chicago, New York, Washington and other cities. During Christmas time there are some very good trims in London, Liverpool, Manchester and other British towns. The clothing, gents' furnishings, grocers and the markets are far ahead of the dry goods displays. This, no doubt, is accounted for by the methods of the merchants who call upon the clerks, who in turn treat window trimming as laborious, and hurry through the work, crowding and mixing as many goods as possible, using no taste or judgment whatever, and following the same lines as their competitors, giving all the windows the same appearance. There are exceptions. Some firms employ window-trimmers, but the displays are not to be compared with those seen in New York, Chicago, Boston, Philadelphia, Washington, etc., whose beautiful window displays are becoming world renowned. In Paris the windows are small compared with those in America, and the much talked of

Parisian window displays are disappointing to the up-to-date American. In the swell shopping districts the window displays look grand in one way, that is, they contain beautiful, rich, expensive costumes, which never fail to attract the feminine eye, but they are not due to the artistic showing of the goods or trade-drawing features. The two leading department stores, the Bon-Marche and the Louvre, have small windows which are generally *very poorly trimmed, but the interiors are always made very attractive.* In Germany, Austria and Italy there exists the same lack of taste and skill as in Paris. The merchants still adhere to the old styles, and do not understand the trade-drawing qualities of modern window displays which characterize the go-ahead Canadian or American merchant.

If some of our modern window displays in Canada and the United States could only be transported to Europe, the European merchant would more than open his eyes in astonishment.

SOME DAINTY NOVELTIES.

This season has brought out many pretty novelties in metal goods for the dry goods trade. The Parisian purchases of Flett, Lowndes & Co., Limited, particularly demonstrate this fact. This firm have such a large and varied range of this class of goods that it will tend to increase the reputation which they have acquired



as the leading Canadian house for fancy dry goods and trimming novelties.

Two ornaments, particularly, ought to be mentioned which will interest the trade. The one is a fan chatelaine, as shown in the accompanying illustration, and the other a boa clasp, a very pretty decoration indeed, which clasps the boa a few inches below the neck. Both of the above articles and many belt clasps, buckles, etc., are shown in gold, old silver and enameled designs.

CANADA'S GREATEST FAIR.

This year will mark the coming of age of Canada's Great Fair and Industrial Exposition, which will be held in Toronto from August 28 to September 9. It is just 21 years since Toronto Exhibition was established as an annual institution under the present management. During that time it has increased five fold in every direction, and to-day can fairly lay claim to have assumed a national character. Last year upwards of 300,000 people attended, and this year such arrangements are being made as will warrant the expectation of a still larger attendance. Many entirely new features will be presented, while the exhibits, with an increased amount given in prizes (totaling \$35,000), will undoubtedly crowd the 600,000 dollars' worth of buildings to their utmost. The usual brilliant military spectacles will be given, illustrating recent famous feats of arms on land and sea by both England and America, and arrangements have been made for an illustration of wireless telegraphy, wireless telephoning and the improved X rays. In short, the Exhibition will be more than ever up-to-date.

NOVELTIES FOR DRYGOODSMEN.

The H. A. Nelson & Sons Co., Limited, of Montreal, are showing a very select line of hair, side and back combs, and hair ornaments, beauty pins, etc.; also a very fine line of ladies' and gent's purses, wallets, shopping bags, fans, hammocks, and a great many other lines that are usually carried in dry goods stores. The trade should try to see their samples in the hands of their travelers. They can make money on such goods.

The Morse & Kaley Mfg. Co.'s

GOODS HAVE NO SUPERIOR.

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

Morse & Kaley Silcoton

Morse & Kaley Silcoton Embroidery

Morse & Kaley Turkey-Red Embroidery

Morse & Kaley Knitting Cotton

Victoria Crochet Thread, etc., etc.

Robert Henderson & Co.

DRY GOODS COMMISSION MERCHANTS

181 and 183 McGill Street

MONTREAL.

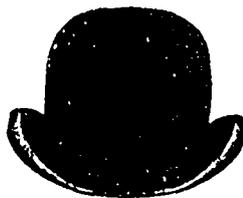
THE LACE WAREHOUSE of CANADA

are showing the **largest and most superb sett of Laces** for Spring 1900 ever exhibited on this continent. This is strong talk, but, if after seeing our collection you do not agree with us, we shall be grateful for proof to the contrary if it can be furnished.

We are busy shipping and our many friends will shortly receive their Fall purchases made from us, but just now we are crowded to the roof with goods and orders, and are working hard.

Kyle, Cheesbrough & Co., 16 St. Helen Street, Montreal.

Hat, Cap and



Fur Trade.

The Tight-Hat Malady

The latest disease of civilization is the tight-hat malady, which, it is declared, is playing havoc with the men, particularly the young men, of this country, says New Orleans Times-Democrat. Tight shoes have already done harm and called into existence a new profession, that of pedacure or chiropodist, to treat pedal maladies. But, after all, they represent only discomfort, pain and lameness, whereas tight hats, we are informed, produce not only physical, but mental, decay.

Take Off.

Wife: "The price of the clock was £2, but I got a discount, so it only cost me £1 16s."

Husband: "Yes, but you could have got the same thing at Beezle's for £1 10s."

Wife: "That may be; but, then, Beezle wouldn't have taken off anything."—Tit-Bits.

This seems like a joke, but human nature, as we see it in large buying of hats, presents the same feature—devotion for a hat at \$12, less 15 per cent., in preference to the same hat at \$10, no discount. It is not a funny joke.—Hat Trade Review

The Automobile Cap.

In an article on the style of clothing worn by automobile riders in Great Britain, Ministers Gazette of Fashion has this to say regarding the cap: "The cap, one of the old sort, with ear-flaps which can be tied down under the chin, is perhaps practical, but we can hardly consider it is elegant. A cloth hat, with the brim straight in front, to permit free vision, and well-turned-down behind to protect the neck against rain and sun, would, perhaps, be equally or more appropriate. This, anyhow, is a matter for hatters. The whole matter is in embryo and, although something special will no doubt be evolved in course of time, there is at present no saying what it will be. At any rate, if our subscribers are now asked for a suggestion (and to our knowledge this is frequently the case) they will have something to put forward."

James Coristine & Co., Limited.

The old established business of James Coristine & Co., will hereafter be known as James Coristine & Co., Limited, Montreal. This company has been recently organized under letters patent of the Dominion, with the following directorate: James Constine, president; Charles Coristine, vice president; B. W. Grigg, secretary.

With their splendid factory and warehouse facilities they stand unrivaled in the hat, cap and fur trades, and their already large business will, doubtless, still further expand under the new regime.

THE REVIEW wishes the new firm the success it undoubtedly merits.

Hat Gear in Boston.

"When I was new to Boston," said the man from New York, "I used to make lots of funny mistakes. When I walked out in the afternoon I carried a cane and wore a silk hat, and everybody looked at me so hard and curiously that I asked the clerk at the

hotel when I got back what it meant. 'Is there anything unusual in my appearance?' I said to the clerk. He looked at me and smiled. Then he said, 'Very, for Boston.' 'Will you tell me what it is?' I said, delicately sarcastic. 'Certainly,' he said, 'that cane and that hat.' It wasn't long before I found out that he was right. Nobody carries a cane in Boston, and nobody wears a silk hat. I am generalizing now, of course, and I won't note the exceptions. But, as a rule, it is very rare, indeed, to see a Boston business man wearing a silk hat or carrying a cane to his office. He wears a soft hat or a derby, and he walks downtown with his arms swinging or his hands in his pockets. Perhaps that's the most sensible thing to do, but it's a kind of Spartan simplicity with which we New Yorkers are not familiar."—Boston Globe.

"HATS" IN PARLIAMENT.

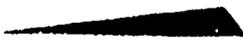
An Instructive Chat on the Headgear of the Members at Ottawa.

There are said to be two reasons why Canadian M.P.'s wear hats in Parliament—one because the choice of them shows character, allows for the full play of eccentricity of genius—the other reason being that the majority of the loyal Commons are, to use an euphemism, almost destitute of hair. This may be calumny, but truth compels one to state that nearly all those who disdain headgear have none of the natural kind, and it is safe to presume that the hatted individuals are in a like state. They are in the minority.

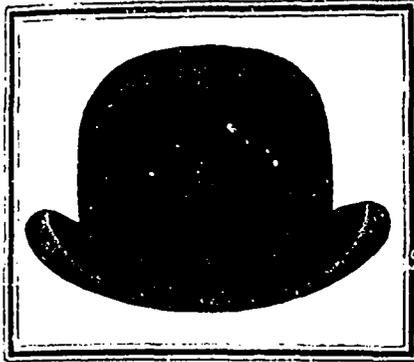
There may be unparliamentary language, but there is no unparliamentary hat at Ottawa. Everything goes, from the little black silk skull cap of Dr. Christie, to the hat made by his famous namesake, worn by the Minister of the Interior. This freedom of choice and laxity may be against all law and precedent of older countries, but, so far, there has arisen no "Todd on Hats," and the House is, therefore, not open to the charge of unconstitutional procedure.

A negligent nonchalance is the prevailing style, in harmony with the scattered bits of paper littering the floor, the careless ease and grace of the members' attitudes. Uniformity of headgear would deal the deathblow to individuality, for by their hats ye shall know them.

The vogue of the soft grey felt is, this year, very pronounced, and the customary Summer white sailor is quite conspicuous by reason of its rarity. The Speaker wears his three-cornered black hat only when speaking "on behalf of" the Commons, and not "to" them. He hangs it against the green velvet of his imposing chair, and only dons it when he leaves the house. When he stands before the representative of his Sovereign at the opening of Parliament the wearing of his hat (doffed only in his elaborate

Just Received 
Fall Importation of

BUCKLEY & SONS'



Stiffs and Fedoras

in Blacks and Browns.

Write for Samples.

WALDRON, DROUIN & CO.
MONTREAL.

James Coristine & Co., Limited

Importers and Manufacturers of

**HATS, CAPS,
AND FURS**

469 to 475
St. Paul Street,

 **Montreal.**

HATS AND CAPS—Continued.

bows), is symbolical of the equality of the Sovereign, the Senate, and the Commons—the Parliamentary Trinity.

It is not the custom of Premiers and such distinguished folk to hide their heads before anyone. It would be manifestly impossible to do justice to the hair in impassioned oratory if there were danger of an undignified descent of the hat.

Before Sir Wilfrid went to England he was content with a modest "Christy," but though he is a "Democrat to the hilt," no one would expect that to extend to the head. Outside the House, since the great day of the Jubilee, he seldom appears in anything but a high silk hat. Laurier is always dressed with the greatest taste, and displays much fastidiousness in his apparel.

The Bard of Regina for the last few years has worn one of the few high hats to be seen. It gives him a dignified and impressive appearance.

Hon. Mr. Sifton invariably wears his hat in the House; a black "Christy" in Winter, a grey fedora in Summer, always tipped well back, or else equally well in front, he goes to extremes in angles. Hon. Dr. Borden and the Minister of Agriculture might easily walk away with each other's hard black hat, with its high round crown and narrow brim. Dr. Borden, however, strives unsuccessfully, to combine with this a frock coat and a bright red tie, which perpetration is only surpassed by a legal light of Ottawa (not an M.P.), who wears a high silk hat and tweed suit. Sifton is about the only hatted Minister while in the House. Hewitt Bos-tock scorns a head-covering. Rufus Pope sits sleepily back, with grey hat, either slouched over the face, or aloft on three hairs at an impossible angle. His hat is a barometer of his feelings. If on square and firm, he is not on good terms with the world. When he makes a speech, to emphasize the fact that he is not "talking through his hat," he flings it aside, sticks his hands in his pockets, and launches forth. The young editor of The Winnipeg Tribune wears a soft grey, pushed jauntily back from his shaggy locks.

Sir Richard Cartwright, since he has returned to power, has laid aside his pugnacious hard hat. The history of the head-covering worn outside the precincts of the buildings is lost in the mists of ages past. The oldest inhabitant says it was bought of an English hatter by one Kelly, of Kingston, dead 25 years ago. The doughty knight was, also, at one time, wont to bury himself in a fur cap, but, now that the "Winter of his discontent" is over, he bares his noble brow to the wandering draughts without a shiver. It is not so cold on that side of the House, anyway.

Sir Richard's mantle, or, rather, hat, has fallen upon Sir Charles Hibbert Tupper, who expresses his feelings by it in exactly the same "tone of voice." It is the hat of the fighter, cocked at the back of his head at an aggressive angle. He is rather careless in his dress, and his necktie often looks as if about to escape from its moorings.

Edward Blake, when in the Canadian House, used his soft felt as both a head-covering and bed canopy, while the harangues of the Opposition lulled him into the arms of Morpheus. McInnes, of Nanaimo, the boy member, has copied him to the life, (except in his somnolence) and wears just the same low, soft, broad-brimmed felt in just the same way.

"Plug" hats are worn principally by the French M.P.'s, led by the Hon. Mr. Tarte. True to their descent, they believe in being well dressed. Mr. Morin's farmer's straw is one of the few exceptions to this rule.

Only when Mr. Foster rises to launch his shafts of keen sarcasm does he lay aside the black "Christy" so characteristic of him. He is usually leaning back in his seat, apparently looking idly on, but in a moment ready to dash into the fray. He is not at all particular

as to make or style, and only strives to get a comfortable hat which he wears with the customary Parliamentary tilt.

Sutherland, the Liberal whip, wears a dark "Christy." John Haggart's white hair is only occasionally crowned while in the House by the soft black felt he wears outside. Earle, of Victoria, is picked out by his high, straight steeple crown.

No doubt John Charlton's is a "Knox," for that is of American manufacture. However, this, as a matter of conjecture solely, may be arbitrated by an International Commission.

Cargill, with his benevolent face shaded by a soft grey, and further hidden by a newspaper, takes, as may be inferred, but little interest in politics, except when they get mixed up with agriculture.

In ordinary gatherings, clergymen are easily distinguished, but in the House few would know Rev. Dr. Douglas in his soft black hat, or Rev. Mr. Maxwell in his much crumpled tile, as ministers of the Gospel. John Ross Robertson wears a plug hat in the House very frequently, and A. T. Wood, a low, square, half-crown affair like a half-storey plug.

Sir Charles Tupper, who dresses very like an Englishman, reserves his hat for outdoors, and seldom wears it in the House. McMillan's is noticeable for its unmistakable air of the fields; it looks as if faded by the sun of many Summers spent out of Ottawa.

Hats are thrown about very carelessly in the House of Commons, the rights of meum and tuum in regard to the desks on which they lie being regarded not in the least. There are two ways of placing high hats on the floor, but he who puts one with the brim down brings upon himself a chiel with a notebook.

In the Red Chamber, all is changed. The Senators have the right to remain covered while in the Senate, but it is an unwritten rule that this shall not be done. Of course, they must speak uncovered and from their seats. The Speaker alone brings his three-cornered black hat into the Chamber, where it rests on the arm of his chair. In a room without, each under the owner's name, hang those belonging to the Senators. The connoisseur will at once see that the glossiest and shiniest—the aristocratic—in top hats belongs to the Hon. George A. Cox, while Senator Scott's takes the palm for democracy. He delights to wear a yellowed sailor or a cricket cap, which look oddly enough on his silver locks. The two leaders, Mills and Rowell, wear head-coverings much alike—a dark hard hat or a soft black one. Casgrain's is a grey, hard, high crowned one.

There are two Senators who cannot get hats in Ottawa, and this not because of any dearth of good hatters, but a head that calls for a 7/8 hat is naturally hard to fit. Senator W. Templeman and Senator Ogilvie are the men of mighty brain.

To the student of hats, the Senate Chamber is, however, but a barren field, and he who would study them must leave the dull and dignified retreat for the noisy arena of the House of Commons, where, if bees swarm under the bonnets of some, at least they keep things lively.

F.H.R.

MARRIAGE OF A DRYGOODSMAN.

There was a quiet little wedding at Hastings, Ont., on Wednesday, August 9. The contracting parties were Mr. Edward Pitt Cuffe, a prominent and successful dry goods merchant, of Norwood, Ont., and Miss Jessie K. Morrison, of Hastings. The ceremony was performed by Rev. D. Thompson.

Mr. and Mrs. Cuffe are spending their honeymoon on the St. Lawrence route, taking in such points of interest as Quebec and the Saguenay.

The Review tenders congratulations.

THE BEST THAT CAN BE HAD

... ARE THE ...

Wear
and
Color
Guaranteed



Perfect
in
Weave
and
Finish

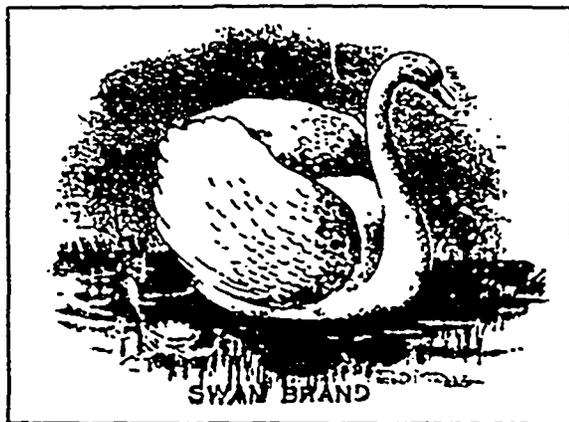
Compare "Gold Medal" with any other well-known make of Black Dress Goods, and you will find "Gold Medal" is very superior.

Levison Bros. & Co., 10 Front St. West,
TORONTO.

SWAN BRAND DOWN COMFORTERS, COTTON COMFORTERS BED PILLOWS

BE SURE AND SEE OUR SAMPLES.

White Cushions,
White Cosies,
etc., etc.



Covered Cushions,
Cosies and
Head Rests,
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We will be pleased to have Exhibition visitors call at our warehouse while they are in town, as we have a large and excellent range of goods to show them.

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Our stock for the **Fall trade** is the **most complete, newest, and best selected** one we have ever had.

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LIMITED

42 Front Street West, TORONTO.



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:

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CANADIAN BUYERS IN GREAT BRITAIN.

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

MONTREAL and TORONTO, AUGUST, 1899.

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

A YEAR OF DRY GOODS IMPORTS.

THE importation of dry goods into Canada during the fiscal year ending June 30, 1899, was of a satisfactory nature, reflecting, as it does, the general prosperity of the country.

The details of these imports THE REVIEW is unable to give. They cannot be obtained until the Trade and Navigation Returns are issued, and that will not be for six or eight months hence. But, from a compilation of figures issued in the monthly returns, we are able to ascertain the grand total of the imports, and also secure an interesting summary.

Compared with those of 1898, the imports of dry goods into Canada during the past fiscal year were over \$4,250,000 larger. The totals were \$23,184,541 for 1899 and \$18,926,496 for 1898, showing a gain of 22.50 per cent. in favor of the former year.

The largest increase under any one classification is in woollens, the excess over the previous year being \$1,625,430. But the largest percentage of increase is in silks, namely, 37.53 per cent. In

cottons, the percentage of increase was 25.75, and in woollens, 20.40.

From the following table it will be noticed that, with the exception of three, every item therein enumerated shows an increase. The decreases are in "thread on spools," "laces, collars, nettings, etc.," and "clothing."

IMPORTS OF DRY GOODS, 1898 AND 1899

	1899	1898
Cottons, bleached or unbleached, not dyed, colored, etc.	\$ 713,850	\$ 491,464
Cottons, bleached, dyed, colored, etc.	3,190,541	2,482,458
Cottons, cloth, etc.	421,997	390,364
thread (not on spools), yarn, warp, etc.	399,520	257,940
thread on spools	284,502	370,164
all other manufactures of cotton	685,770	728,538
Total cottons	\$5,906,210	\$4,660,928
Fancy goods and embroideries, viz:		
Bracelets, braids, fringes, etc.	576,770	514,862
Laces, collars, nettings, etc.	639,795	769,251
All other fancy goods	641,440	568,232
Total fancy goods	\$1,858,011	\$1,792,346
Furs and manufactures of	649,506	436,947
Hats, caps and bonnets, beaver, silk or felt	907,712	838,518
all other	658,065	575,566
Total hats and caps	\$1,565,277	\$1,414,081
Silk, manufactures of	3,014,894	2,628,359
Woollens: Carpets of all kinds	933,642	698,074
clothing	93,898	910,123
cloths, worsteds, coatings, etc.	2,693,819	2,054,735
dress goods	3,424,194	3,086,584
knitted goods	601,355	433,179
shawls	79,220	54,145
yarns	267,093	178,619
all other manufactures of	645,154	510,281
Total woollens	\$6,590,190	\$7,974,730
Grand total	\$23,184,541	\$18,926,496

RUBBER COATS AND THE CUSTOMS.

SEVERAL complaints have been made of the action on the part of the Montreal Customs in stopping certain cases of rubber coats in the warehouse on the ground that, apparently, the same goods are coming in at different prices.

A garment made out of one quality of cloth may easily, on account of the style of make up and workmanship, differ in price, and in the present case this has been explained as one of the reasons.

The Customs Department has made a ruling requiring an exporter to state (if necessary, to make oath) that an article is not sold at a lower price than the same article is sold at in the country of manufacture.

Any intelligent appraiser should be able to verify the statement (or oath) in a very few days. In view of this ruling it is not left in the hands of the appraiser to say what the value of an article should be. Neither is it the affair of either the Government or an appraiser if an exporter charges different prices for the same goods to different people, as long as the lowest price the exporter sells at is not lower than the price he sells at in his own country. Everyone knows that all cannot buy at the same price; even votes have been known to bring different prices in the same election.

There seems to be a disposition on the part of the Customs to continually harass firms who have long and favorably been known to the Department.

Some lay the blame for this condition of affairs upon the system which allows the officials a share of the proceeds, from fines imposed for infractions of the Customs regulations, and hold that the remedy is the abolition of what is practically the spoils system.

BRIGHT TRADE CONDITIONS IN CANADA.

It is no exaggeration to say that never in the history of the Dominion were the trade conditions so good or the auguries for the future so promising.

The manufacturing industries have certainly never before reached such a high state of development, and they were certainly never so busy.

The difficulty with them now is not the securing of orders, but the filling of them. This is true of every branch of the manufacturing trades, and of those appertaining to dry goods as well as to any other. The cotton mills are up to their very eyes with work, while, taking the article of Canadian blankets of all descriptions, more of them have been sold than in any previous year in the history of the industry. Then merchants, wholesale and retail, have not much cause for complaint. They have, for some months, been experiencing a brisk trade, while payments have been as satisfactory as they have probably ever been.

The agricultural industry, which is after all the chief industry in the country, is in a better condition than for many years. The price of wheat is not as high as it was a year ago, but practically everything else which the farmer has to sell is. In fact, one of the best evidences as to the condition of the farmer is the general manner in which he is repairing old buildings and constructing new.

The lumber industry is perhaps not as brisk relatively as most of the other staple industries of the country, but a good business, and one that is decidedly the best for some years, is being done. The demand, both at home and abroad, is better. Mail advices from Liverpool show that from January, up to July, the aggregate tonnage of lumber received from British North America was about 27,000 tons in excess of the same period last year. The exports of lumber the produce of Canada during the fiscal year ending June 30 last were \$28,025,487, compared with \$26,533,060 the preceding year, an increase of \$1,492,427, or nearly 5½ per cent.

Turning to the mining industries, they are beyond all peradventure in a more active condition than ever. This is particularly true of the gold, coal and copper mines.

One of the best barometers as to the commercial condition of a country like Canada is its railways. And in the reading of these we again find food for satisfaction.

The gross earnings of the two great systems in the country aggregate, for the seven months ending July 31, \$29,171,761, against \$26,887,880 for the same period in 1898. The earnings of the Grand Trunk were \$14,116,398, against \$13,240,498, and of the Canadian Pacific, \$15,055,363, against \$13,647,382.

Still another reliable trade barometer is the bank clearings. Leaving out of the comparison the cities of Victoria and Vancouver, which in 1898 had no clearing houses, we find that the aggregate clearings for the seven months ending July 31 were \$874,737,024, an increase of 9.5 per cent. over the same period in 1898, and of 26.5 per cent. over 1897.

Turning to the exports of goods, the product of the Dominion, for the fiscal year ending June 30 last, the aggregate figures are not as favorable as those of the preceding year, being \$6,726,588. But when one comes to analyze the figures there is more in them for congratulation than for commiseration. Here is a table show-

ing the exports, for the two years, of home products, exclusive of bullion and coin:

	1898.	1899
Mine.....	\$13,998,655	\$13,351,004
Fisheries.....	10,793,852	9,947,000
Forest.....	26,533,060	28,025,487
Animals and their products.....	44,242,825	46,688,220
Agricultural products.....	33,234,004	23,014,314
Manufactures.....	10,455,289	11,457,100
Miscellaneous.....	146,894	201,478
Total.....	\$139,402,279	\$132,675,421

The decrease, it will be noted, is more than accounted for by the falling off in "agricultural products." And the depreciation in the latter is neither due to the want of a market abroad or the want of the material to export: It was due to the activity of the home demand and to the fact that farmers were in a better position to hold their wheat and did so. And many of them are holding it yet. The increase of over \$2,400,000 in animals and their products, of \$1,500,000 in products of the forest, and of over \$1,000,000 in manufactured goods may be accounted pretty good salvage for the decrease in other particulars. But if that should not be sufficient it might be pointed out that the total export trade of the United States also fell off during the past fiscal year. And yet we know that the commercial activity experienced by that country during the fiscal year 1899 was the greatest in its history.

RETAILERS HAD TO COME HOME TO BUY.

It is said that, this year, more than any other during the past ten years, retail merchants visiting England have experienced difficulty in getting their orders filled, owing to the unusual tax upon the mills in that country.

The price of all fine woollen goods has advanced so rapidly that the wholesale merchants in Canada, who bought early, are now reordering at prices much in advance of those they originally paid. It is learned that in almost every instance retailers have had to pay this advance.

As an illustration of the rapidity with which prices have appreciated in Europe, the representatives of some of our largest retail houses that visited Bradford, Paris, and other sources of supply, found it to their advantage to come back to Canada and place their orders here.

This has, naturally, been to the advantage of Canadian manufacturers, and especially those who were fortunate enough to have good stocks on hand. But this extra demand on the home manufacturers has also made it more difficult for them to supply the demand.

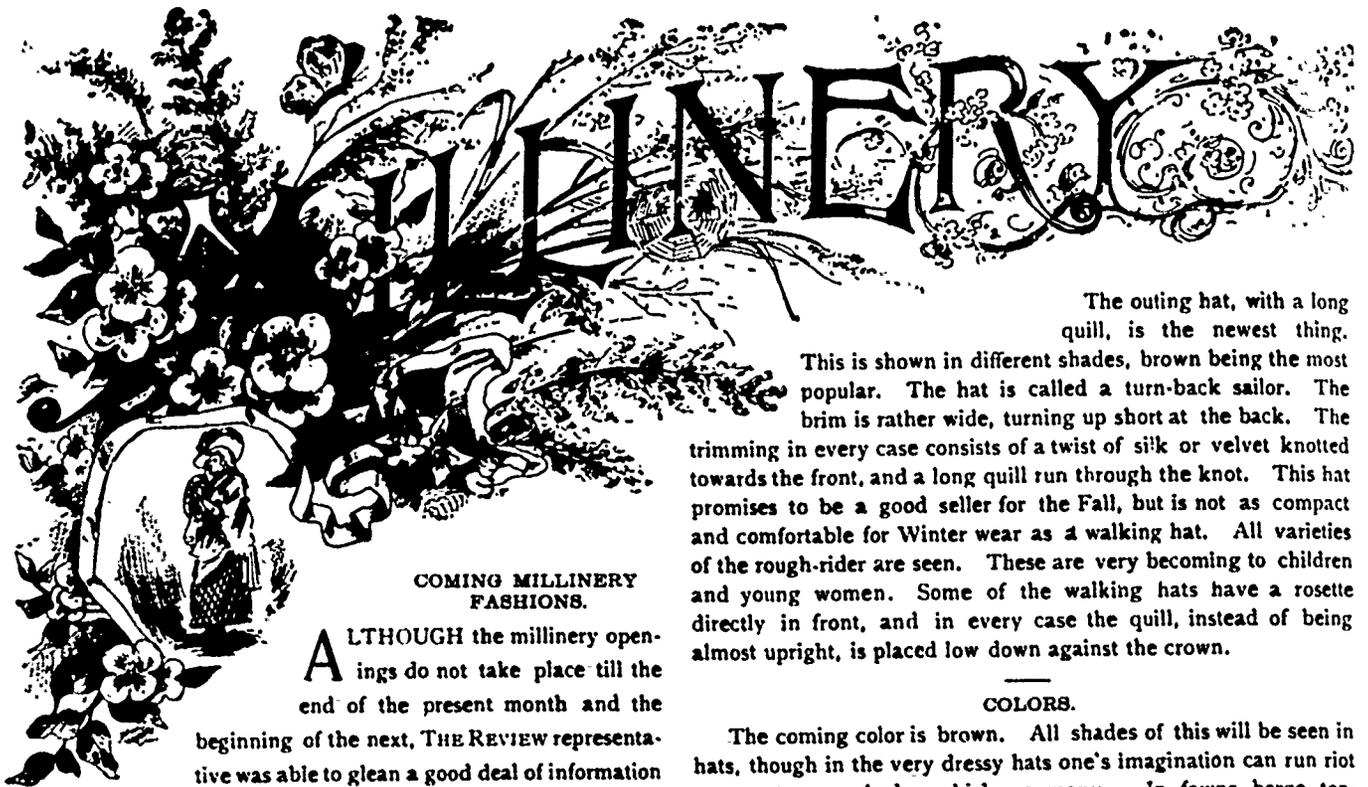
A RUMORED IMPORTANT AMALGAMATION.

A rumor is being circulated in dry goods circles to the effect that negotiations are pending for the amalgamation of two well-known wholesale houses.

The houses in question are James Johnston & Co., Montreal, and The W. R. Brock Co., Limited, Toronto.

While, up to the time of going to press, THE REVIEW has been unable to get the rumor positively confirmed, yet we have every reason to believe that negotiations are not only pending, but that there is every probability of their being brought to a successful issue.

The firm of James Johnston & Co. has conducted a first-class dry goods business for over 40 years and is one of the best known



COMING MILLINERY FASHIONS.

ALTHOUGH the millinery openings do not take place till the end of the present month and the beginning of the next, THE REVIEW representative was able to glean a good deal of information as to coming fashions. In the wholesale houses, rows and rows and piles and piles of boxes hide the ravishing results of the sojourn in Paris of the capable buyers for large firms. A neat wooden box holds a "dream" of a Paris hat, le dernier cri in women's head-gear, and close by lie a pile of sensible outing hats of smart, trim appearance. A lifted lid discloses some beautiful feathers and a bewildering display of jetted wings, and made-up birds hide under another.

NEW STYLES.

One of the most important questions relates to the shape and style of trimming. The newest chapeaux from Paris are all trimmed from the front to the left side. This style has always been very becoming. Few hats are trimmed directly in the front; the hat either turns up at the left side or the trimming is massed there. The picture hats, while much worn, will not be quite as large as in former years. The medium sizes will be popular. Toques will be much worn again. Velvet has never been more popular. Plain, embossed and mirror velvet, in all the new shades, is combined with feathers and chenille trimming in the handsomest hats. The striking features of this season will be velvet, chenille, feathers and quills. Jet spangles and sequins are to be seen on almost everything. One beautiful hat, which Mr. Harper, of Caverhill & Kissock, showed THE REVIEW representative was of black velvet, medium size, with a rather small tam o'shanter crown. This was trimmed with turquoise blue silk, a fancy buckle near the front, and a group of graceful drooping black feathers towards the left side.

Walking hats still hold their own, and the shapes do not differ much from those of last year. Some of the walking hats have square or round crowns, giving rather a mannish effect. Others, while retaining the walking-hat effect, have a soft brim and crown. At O'Malley's, the young man pointed out that there was no arbitrary rule for the dent in the crown. The idea was to have one side lower than the other, but becomingness was the thing to be considered. At the same house a very pretty grey walking hat was shown with a band of bright plaid ribbon and a buckle towards the front clasping a group of coque feathers.

The outing hat, with a long quill, is the newest thing.

This is shown in different shades, brown being the most popular. The hat is called a turn-back sailor. The brim is rather wide, turning up short at the back. The trimming in every case consists of a twist of silk or velvet knotted towards the front, and a long quill run through the knot. This hat promises to be a good seller for the Fall, but is not as compact and comfortable for Winter wear as a walking hat. All varieties of the rough-rider are seen. These are very becoming to children and young women. Some of the walking hats have a rosette directly in front, and in every case the quill, instead of being almost upright, is placed low down against the crown.

COLORS.

The coming color is brown. All shades of this will be seen in hats, though in the very dressy hats one's imagination can run riot among the new shades, which are many. In fawns, beige, tonterelle and castor, and in browns, Maryland, Havana and tabac, are the latest. There are some lovely new reds, viz.: Toreador, poupr, cogurilisat, picador and matador. Blues are France and oriental. Purples are rieuse and bondeuse. Clochette is pastel china. Cyrano red is a little passe. Green will not be as much worn as usual. Brown will undoubtedly be very popular.

TRIMMINGS.

Ostrich tips and half feathers in black and white are sure to be in tremendous demand. Quills, instead of going out, will be more popular than ever. Some of these are as long as 20 inches. The joke about the girl who cut a hole in her umbrella through which to pass the quill of her hat is not so far fetched as it sounds.

Small quills are both plain and fancy. Some are spangled, and some shown at Thos. May & Co.'s were hand-painted. Whole birds of all kinds will be worn. A great many made-up birds are shown, and fancy feathers in great variety. Gulls will be very popular. Grebe will again be much used, the beautiful soft plumage making a handsome decoration. The Society for the Prevention of Cruelty to Animals does not seem to affect the sale of osprey, which is still fashionable.

Fancy ornaments will be much worn. Gilt and steel are combined in some cases. Gilt buckles come in very pretty styles and are a nice finish. For evening bonnets rhinestone stars are exceedingly effective.

Ribbons are to be seen in great variety. Satin and faille come first. Very handsome ribbons have a chenille edge and some have a pattern or stripe in chenille running down the middle. The popular widths are 40 and 80. Plaid ribbon will not be used very much.

Caverhill & Kissock are showing a magnificent assortment of novelties in their handsome establishment. With great courtesy Mr. Harper, their buyer, whose good taste is proved by the handsome result of his long stay in Paris, showed THE REVIEW representative the newest styles and kindly gave a great deal of useful information. The Paris hats Mr. Harper brought back will probably be quickly bought up by smart milliners. This well-known house expect to have their opening about August 29.

Wholesale Millinery

**We
Announce**

We beg to announce that we will hold our

**FALL OPENING
AUGUST 28th**

and following days.

The trade will find this a most opportune time, occurring as it does during Exhibition week, when they will be able to take advantage of reduced rates on all railways. Our stock is now in good shape to receive buyers who desire to make purchases prior to opening.

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

**FALL
OPENING**

1899

Will take place on

Monday, 28th August

And following days.

You are respectfully invited to our
FIRST GRAND DISPLAY
OF THE SEASON.

**Pattern Hats and Bonnets
Millinery Novelties, etc.**

Charles Reid & Co. 9 and 11 Wellington Street East, **Toronto**

MILLINERY—Continued.

Thos. May & Co. are also preparing for a busy season. Their opening will be at the end of this month and beginning of next.

John D. Ivey's Montreal branch is showing very smart outing hats and felts, but "You want to go to the Toronto house to see a fine assortment. This is only a branch" said the polite young man.

At O'Malley's the contents of tempting boxes were not yet unpacked but they promise some handsome things.



The J. D. Ivey Co., Limited

either left flat, (giving a very quaint effect) or are bent into a rolling "Gainsborough" or drooped similar to the shepherdess, only flatter at the back. Toques, "Turban Toques," Spanish and "Russian Turbans" are right. The latest novelty, however, is the "Antwerp Milkmaid," which will be shown at their opening, August 28.

There is a feeling for the revival of the Tam O'Shanter crown. The plainness of this style of crown is a very good way of using the elegantly embroidered velvets of this season, which are more elaborate than ever before. Plain velvets, mirror velvets, Terry velvets, corduroy velvets, also silk beaver, are used in combination with silks, satins, laces, jets, chiffons and tulle. The last named combination makes a very dainty model. Ribbons in three or more shades of the same color are employed in a variety of new ways; and fancy ribbons are so rich in texture and coloring that a drape of it on a hat makes a trimming in itself.



The J. D. Ivey Co., Limited.

smaller effects are seen birds, sea gulls, pheasants, black birds, quills, either small plain ones or large eagle or pelican. These latter are elegantly decorated in endless variety, while angel and mercury wings continue very popular. Ornaments are much in evidence. Jets, steel, gilt, rhinestone or jewels, either alone or in combination, are the needed finish to a smart hat. A visit to their untrimmed hat department will well repay intending purchasers, for there are seen among countless numbers of styles, in both dress and outing shapes, several styles which are exclusive to this firm, among them the

A BRIGHT MILLINERY OUTLOOK.

The John D. Ivey Co., Limited, in accordance with their usual custom, are again pleased to furnish some suggestive hints to the trade as to the styles and materials to be used for the coming season, which may be helpful for early buyers. Regarding shapes of the hats: Large brimmed hats, with the crowns rather higher than those of last season, are the newest. These brims are

"Musketeers" and rough rider for present use. Silks enter so largely into Fall millinery, they are prepared for the trade with a full range of colors in many grades of quality.

The trimmed model department is a leading feature of the establishment and has grown to very large proportions, their large workrooms being taxed to their utmost to accommodate customers who wish to make copies for themselves.

"As far as we are concerned," said Mr. Ivey, the president of the company, to THE REVIEW, "it seems too weak an expression to say that the outlook never was brighter. Judging from the first six months of the year and the early orders for Fall trade, the increase in business is nothing short of phenomenal. In addition to this losses have been practically nil, a fact which speaks well for the healthy tone of business throughout Canada.

"Then the great harvest in the Northwest, which is said to be in nearly all sections the greatest since 1883, and the general industrial and agricultural prosperity in the older Provinces, are bound to have a most satisfactory effect on sales during the coming season.

"We anticipate a tremendous rush of business during the opening week, which begins August 28. So we have made special preparation for the accommodation of buyers who visit our warerooms previous to that date. Our stocks will be complete on August 21, when we will be prepared in every respect for the visits of a great many buyers before the general opening.

"We are looking for an enormous business this Fall," concluded Mr. Ivey, "and are ready for it."

EXCEPTIONAL MILLINERY PREPARATIONS.

Chas. Reid & Co. have made exceptional preparations for the millinery opening this Fall. They have had their buyers in all the big manufacturing centres of Europe—in England, Germany, France and Switzerland—where they purchased an unusually fine assortment of goods in all the leading fabrics and colors of the season. They also secured a fine selection of pattern hats from the most renowned artists of Paris, London and New York.

The materials that are looked to be in popular favor this season are fine qualities of velvets in all the newest colors and shades. Birds and wings will also be much worn, as will also ostrich feathers, plumes and tips.

This firm have in stock at present a fine range of rough-riders and fedoras in all the leading shapes, in order to supply the great demand for them for present use.

"Altogether," a member of the firm said to THE DRY GOODS REVIEW, "the season promises to be an unusually healthy one, not only because of the good feeling throughout the country, but because of the exceptionally extensive and artistic assortment of materials that are shown this year."

SOME VALUABLE HINTS REGARDING STYLES.

The D. McCall Co., Limited, have been working night and day for some time shipping import orders and preparing for the coming opening. Mr. McCall, in speaking of the outlook, said: "Fall business is now in full swing with us. As you see, our warehouse



The J. D. Ivey Co., Limited.

S. F. McKinnon & Co., Limited — **Our**
Millinery Opening

is to be on Monday, August 28th,
and following days

And we promise to show the trade the grandest display of Trimmed Patterns we've ever made. We have had our artists and designers visit the fashion centres of both continents in gathering together the newest ideas, and Paris, London and New York will contribute in making this opening time a most splendid one.

We have taken in the widest field in selecting novelties in Millinery, Trimmings and novel and exclusive lines for the big trade we expect to do, and have made our purchases to meet the largest possibilities that may present. Everything right in the acme of good style, and no stint to assortment and quantities.

MANTLES, SKIRTS and COSTUMES — In manufacturing branch of our trade we're going to double discount our biggest expectations, and already the factory has been taxed to its capacity in filling the orders that are coming — only further proof that the McKinnon-made garments are what the trade are looking for — stylish, popular, good garments that sell at a fair profit. At "opening" time we shall be able to show a full range of our 1899 Fall Styles.

EARLY BUYERS — Distance and other unavoidable circumstances make it compulsory for many in the trade to buy before our regular opening days; to those we are pleased to state that from and after the 15th of the present month we will be able to meet them and satisfactorily serve them.

S. F. McKinnon & Co.

71-73 York Street, TORONTO.

LIMITED

MILLINERY—Continued.

is stacked from cellar to garret with new importations. Though business is starting earlier than usual, we are in a position to meet all our customers. Already, many have been in the market from the further points. We are looking for a great many buyers before the opening.

"The opening this Fall is likely to be a most successful one, both in point of number of buyers and of the amount of purchases. The fact of the opening being held during Exhibition week will have a tendency to bring buyers out in great numbers."

The D. McCall Co., Limited, have issued, as they usually do, a neat card, giving much valuable information regarding the season's styles. As the opinion of this firm is always read with interest, some of their suggestions are reproduced.

"In trimmed goods, toques will be largely made up in velvets. In plain and fancy and felt materials this attractive line is also much in evidence. Hats are to be more medium in size, a favorite shape being the 'Directoire,' which, no doubt, will have a big sale. The crowns of dress shape hats are inclined to be high and rather pointed. For the early season, small round crown turbans are largely shown. At the present moment, there is a great sale of ready-to-wear hats, amongst which are the golf and rough-rider blacks. These, no doubt, will stay until the cold weather starts the demand for toques and turbans.

"For trimmings, velvets are very prominent, and will be a big feature of the season, a novelty being shown in a beaded scroll pattern. Felts of various styles are much used for toques, and are to be seen stitched, corded or fancy open row and row in felt and silk. The above are sure to come in for their share of favor. There is also quite a feeling for grebe and fur-trimmed toques.

"Among the novelties in the way of materials are cashmere satin antique, satin glacier, spot and mottled plushes and satin moisseux, the latter giving the effect of Terry velvet. Fancy trimmings are again largely to the front, in horsehair, chenille and sequins, for crowns, galoons and bandeaux, black predominating, with black and steel a favorite combination. Fancy feathers and birds are also largely used, and will be a big feature of the season. The variety is most extensive, among the leaders being butterflies, quills of all descriptions, angel wings, feather palm, pheasant breasts, pheasant bandeaux, hackles and large birds, the latter being used to form whole crowns for hats. Jet and sequin butterflies, quills and birds are also much in evidence. The various styles, colorings and effects of the above lines must be seen to be appreciated. Roses in velvet and silk are also much used, as also are single and three quarter plumes in black and colors, and, as usual, osprey and paradise are also to the front.

"Wide ribbons in satin mousseline, taffeta failles, canalic failles, and a novelty moire satin glacier, are likely to be much worn in combination of two and three tones. Buckles, of all kinds, are again to be largely used, a novelty in these being the pastelle shades, a combination of dull tones in various tints.

"The variety of colors will be more extensive than in past seasons. The following tones will find most favor, and will, in nearly all cases, be used in combination: Oriental and France, blue tones, phedre and zaire, old rose tones; beige and castor, havane and tabac, baronne and duchess, violet shades; rouen and delft, china blue tones.

"Roseda, murier, and pastelle shades are principally used in three tones.

"As the season advances, materials of all kinds are sure to be largely used and velvets will undoubtedly be the big trade of the season."

B. F. McKINNON & CO., LIMITED.

When the representative of THE DRY GOODS REVIEW called upon S. F. McKinnon & Co., Limited, the whole surroundings showed evident signs of a pushing, thriving business, everyone being busy amongst the great piles of new goods which had just been received, and as quickly as possible being passed through the entering room and shipped to all parts of the Dominion, in completion of orders taken for Fall trade.

Notwithstanding this high business pressure, with their usual courtesy, a director of the company made our representative feel at home by entering into a hearty conversation with him, a conversation which at once switched on to millinery.

In fact, it seems almost impossible for a practical millinery man to talk about anything else, when all that is new and novel begins to pass before his vision. He realizes also that in ten days or two weeks much of the youth and beauty of the Dominion will be gathered into this city from all directions to make preparations for the last millinery season of 1899.

Warming up to his subject, the mouthpiece of this large firm said: "From a business point of view we have said farewell to the Summer; we hail with expectancy the coming Fall trade, for which we have made great preparation. In fact," said he, "for the past three weeks I have done little else but check and mark off goods for the different departments. I assure you that I have had ocular proof that whatever past seasons may have introduced, the closing season of this year will bring in millinery not only new in character, but rich, harmonious, stylish and ladylike in effect beyond that of any previous season in our history.

"We have, as usual, imported a large number of French trimmed patterns of high merit, and, in addition, our workrooms are filled with the recognized best millinery designers and trimmers in the country. The class of millinery novelties and materials, such as our stock contains, placed at their disposal is a guarantee that our creations of trimmed pattern millinery, which will be on exhibition on August 28, will be one notable to be placed on record, worthy the inspection of everyone engaged in the trade. No matter what their qualifications may be, we can show something to interest them.

"Do you know that this has been an exceptional August month, so far as millinery is concerned? Perhaps no one remembers any previous season when the trade ran so completely to felt hats at such an early date.

"In fact, since the middle of July we have daily been filling large orders for felts for immediate use, largely in what is termed or known as the rough rider effect, principally trimmed or ready to wear, the large quill being the chief adornment.

"Notwithstanding the great demand for these goods so early, we believe that, from the present popularity, they are bound to carry through early Fall, but, of course, cannot take the place of the high-class and extremely stylish dress shapes designed for the season.

"Now, I will give you a little healthy food for millinery dealers to digest previous to coming to the market, along the line of hat trimmings and adornments.

"The following will be largely employed in the manufacture of stylish, up-to-date millinery, all uniting in perfect harmony as dictated by the perfect taste of the present day millinery artist.

"Velvets, in English, French and German makes, embracing plain miroir, fancy miroir and checks, taffeta silks, armure gaufre, Oriental satins, soft and rich in effect.

"Ribbons will stand out conspicuously in this class, and, although fancies will rank high, plain goods will rank higher, principally in taffeta, faille, satin and moire effects, in many rich weaves, running as wide as number 80.

"With all their popularity, beauty, and effectiveness, none of the above in themselves, or even in their combined strength, can give

Fall Millinery Opening.



Monday, August 28th

and following days, both in Toronto and at our Montreal Branch. We will show exclusive designs in

Pattern Hats and Bonnets

The **John D. Ivey Co., Limited**
TORONTO **MONTREAL**

**Trimnings
 Linings
 and Specialties**

*You are invited
 to make our
 office your head-
 quarters when
 in for the Millin-
 ery Openings.*

Flett, Lowndes & Co.
 LIMITED
 61 Bay Street, TORONTO

OUR FALL OPENING

will take place on

August 29, 30 and 31

When we will show some of the Finest Lines ever placed on the Canadian Market, including all our

**French, English
 and American Pattern**

HATS AND 
 **BONNETS**

CAVERHILL & KISSOCK

91 St. Peter Street,

WHOLESALE MILLINERS.

MONTREAL.

MILLINERY -Continued.

a bewitching finish to hat or bonnet, but it must be aided to completeness and perfection by some article of feather effect.

"On the crest of the feathers worn will be found hackle feathers, pheasant's tails, breasts and wings, gull wings and breasts, eagle and pelican quills, angel, mercury, and pointed wings, coque plumes paradise feathers, osprey, curled, wave, and straight, with a strong feeling for ostrich tips and plumes; also, many rich French novelties too numerous to mention.

"We like to hold fast to a sound judgment, and are not liable to be carried away by the breeze, but we do think, and are never afraid to express what we think, that, all things considered, including the great essential, the prospect of an abundant harvest, that we may reasonably expect, and, therefore, provide liberally in anticipation of, a good millinery season. We only advise what we ourselves have looked forward to.

"You might further say that at this date our importations are well to hand and are now prepared to receive and wait upon early buyers, who, on account of distance from the market or other reasons, find it necessary to make their selections previous to our regular opening date, August 28.

"Millinery, mantles, costumes and skirts, are much on the same plane and if the outlook is bright for the first named, it must be for all the rest.

"Our styles have been tried, tested and approved, as clearly evidenced by the large orders taken for Fall and Winter trade.

"McKintion-made garments will be found in every city, town and village from ocean to ocean.

"Buyers for the trade, visiting the city during our opening dates, on attending the Exhibition, if they have not provided a stock of jackets, costumes and skirts, should see our offering.

"Buyers will receive a hearty welcome whether prepared to buy or not."

A DIAMOND RING FOR MR. SENEZ.

The travelers of Glover & Brais, on Tuesday evening, August 8, presented Mr. J. C. Senez, manager of the firm, with a handsome diamond ring, as a token of their appreciation of the consideration he has always shown the members of the staff, and in recognition of his many fine personal characteristics. Mr. Senez, though completely taken by surprise, in a few well chosen words, expressed his gratification for the esteem in which they held him, but, with his natural modesty, thought they overestimated his services. THE DRY GOODS REVIEW, though, must endorse the feelings of the

travelers. The presentation was made at the Carlslake hotel, Montreal, in connection with a supper, at which all the travelers and many of their friends were present.



Mr. J. C. Senez.

travelers. The presentation was made at the Carlslake hotel, Montreal, in connection with a supper, at which all the travelers and many of their friends were present.

ANSWERS TO INQUIRIES.**WHO MAKES BAMBOO FURNITURE?**

A Nova Scotian house inquires: "Do you know if there is a bamboo furniture manufacturer in Canada. If not in Canada, do you know of any in America?"

[Perhaps some of our readers will favor us with the addresses of manufacturers of this particular kind of furniture.—The EDITOR.]

TRITE TRADE QUESTIONS.

EDITOR DRY GOODS REVIEW.—As a constant reader of your journal, we find much that is interesting and beneficial. We do not find, however, many communications from merchants themselves dealing with the numerous details of the successful business of to-day. Would not an interchange of thought along some of these lines be beneficial? We think so, and will mention a few of the debatable questions that occur to us, in the hope that someone with larger experience will take them up and give us the benefit of their knowledge.

The first we would mention is correct stock taking.

We are all agreed that an absolutely correct balance sheet is necessary. But how can we get it? Taking stock according to original cost will not give it to us. Neither will taking it according to original selling price do so.

When goods have to be lowered in selling price they are also lowered correspondingly in cost, and when we take stock of both cost and selling, we get as near a correct inventory as we have been able to find: We get the proportion of profit each department made, and the average and aggregate profit of the whole. By close watching and study it is possible for us to have a very correct statement prepared the first of each month. Following this method has enabled us to have the difference between estimated and actual stock at stock taking invariably less than \$200 and sometimes less than \$50.

Then, there is the employe question. What percentage should their salaries add to the expense account—5, 6 or 7 per cent., or what? What is a legitimate and wise expenditure for advertising? What percentage is considered a safe total expenditure for running a dry goods business? Then, there is the question of leakages—careless measuring, samples, etc. The largest, we are lead to believe, is careless measuring. Bargain days, are they a success?

There are a great many other details of the dry goods business of to-day that would furnish food for thought and comparison, but we will mention just one other before closing: How to mark goods. The method we follow is a system of numbering for cost mark—with the "key" kept in the office—and the selling mark in plain figures. It is quite recently since we discarded marking the cost on each article in characters, and the new method is preferable in every way.

If we are fortunate enough to pick up a line at a very low figure, there is no reason why all the benefit of our buying should be given the customer, and a strictly secret cost enables us in these cases to get a legitimate profit.

A. W. CRESSMAN.

Peterboro', Aug. 4, 1899.

A RESIDENT AGENT APPOINTED.

Finding that the home ground requires a greater share of the attention of their representative, Mr. F. W. Hirst, Brooke, Wilford & Co., Batley, Eng., have appointed Mr. B. L. Monkhouse, Manchester Building, Melinda street, Toronto, resident Canadian agent. They will, however, still send out their representative occasionally to Canada, as before, in order to keep in touch with the requirements of their friends.

Thibaudeau, Frere & Co., wholesale dry goods dealers, Quebec, have purchased the wholesale dry goods stock of W. C. Pitfield & Co., St. John, N.B., paying 67c. cash on the dollar. The stock was valued at \$98,492.77.

Montreal Branch

1958
NOTRE DAME
STREET.

Fall, 1899

R. Parker & Co.

DYERS and
CLEANERS

Head Office and Works,
787-791 Yonge St.

Toronto, Ont.

Your Old Goods Made New

MONEY is to be made by Dry Goods merchant and general store keeper, not alone by selling the new goods that come from wholesaler and manufacturer each season. That is easy work. What of the stocks on hand, for which cash has already been paid, but have proved unsalable, simply because off color, shelf worn, or out of fashion?

Our business is to dye these goods for the merchants of Canada so as to make them as salable as the newest goods that will come out of packing-case for Fall trade. We are doing this for hundreds of merchants all over Canada.

To all intents and purposes these goods become new goods. No one could detect the fact that they have been dyed.

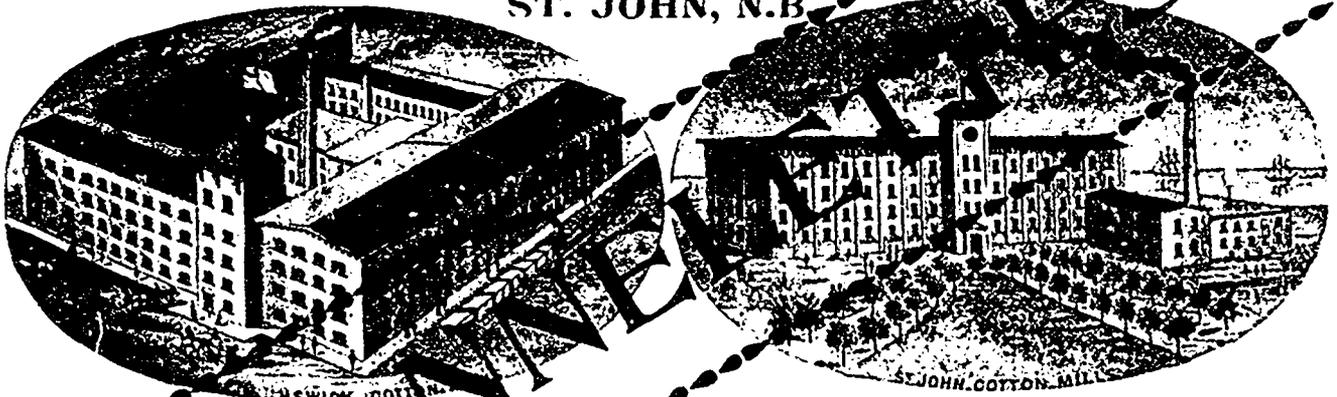
What we do in dress goods and ribbons we do equally well with feathers, and can swell the profits of your millinery department.

Any information wanted promptly given by addressing

R. PARKER & CO., Dyers and Cleaners **Toronto.**

W.M. PARKS & SON, Limited

ST. JOHN, N.B.



Cotton Spinners,
Bleachers, Dyers
and Manufacturers

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

THE ONLY "WATER TWIST" YARN MADE IN CANADA

Agents

J. SPROUL SMITH, 795 Yonge Street, Toronto.
DAVID KAY, 7th Building, Montreal.
JOHN HALL, M., 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.

NEW GOODS IN THE WHOLESALE TRADE.

THE GAULT BROS. CO., LIMITED.

THE Gault Bros. Co., Limited, are showing some novelties in 54-inch fancy tweed costume cloths which are proving a great success. Don't miss them.

The Gault Bros. Co., Limited, have a great range of belt buckles, beauty pins, waist sets and stick pins. Colored stones are all the rage.

The Gault Bros. Co., Limited, are showing a very extensive range of dress trimmings in all the new fashions of ruches, braids, etc.

The Gault Bros. Co., Limited, have just received into stock a large lot of brussels and tapestry carpets in the newest patterns for the Fall trade.

A glance at the range carried by The Gault Bros. Co., Limited, in their smallware department will convince the most sceptical that their claim to be in the front in this department is well founded. They do a very large business in their "Crescent" brand skirts and wrappers, which are greatly increasing in popularity.

The Gault Bros. Co., Limited, are showing in their smallware department a range of black, black and steel and colored beaded belts. These goods are in great demand.

JAMES JOHNSTON & CO.

James Johnston & Co. would call attention to their magnificent range and full value in black crepon, repeats of which are now coming forward. In costume cloths, assortment is complete.

James Johnston & Co. have received an extra fine line of knitted woollens, comprising infantees, bootees, ladies' and children's mitts (black and colored), shawls, vests, alexandra jackets, clouds, hoods, caps, men's cardigan jackets, sashes, cashmere and silk mufflers.

James Johnston & Co., for Spring, 1900, are showing samples of laces and embroideries; assortment and prices cannot be surpassed.

James Johnston & Co., having secured large quantities of cashmere hosiery previous to advance in prices, are showing some wonderful values in plain and ribbed for misses, women, boys and men.

James Johnston & Co. have a full line of belt buckles in blacks and fancies.

Neck and sash clasps are in demand, in sets or separate. James Johnston & Co. have them.

The notion and smallware department of James Johnston & Co. is complete as ever, and needs no further mention.

James Johnston & Co. are showing a large range of ribbons in the following makes. Colored satin faille, cord edge, black satin and faille glace, faille satin, satin and velvet moire and fancy sash.

JOHN MACDONALD & CO.

All the departments of the firm of John Macdonald & Co. are now fully assorted with Fall goods. One of the most noticeable features is their dress goods department. Their "Crescent" brand of black dress goods is having an extensive sale throughout all the different Provinces. In this particular brand they are showing a better class of goods than they have ever before in black dress goods. The goods retail as high as \$6 per yard. "Pirle" finish costume cloth is also finding a rapid sale. A peculiarity of this cloth is its advantage as an outdoor garment, as there is no cockling, shrinking or spotting in different atmospheres.

John Macdonald & Co. have just received large shipments of

"209" black ribbed cashmere hosiery and of their black and tan cashmere hosiery. They have also a full range of prices in their "Imperial" brand black velveteens and colored velveteens in all colors of this brand.

The firm are showing a larger range of silks than usual. "Wendy" said a member of the firm, "that the trade is demanding a better class of silks for blouse purposes." The firm are showing some that retail at \$3.50 per yard. The patterns are new and they are decidedly pretty.

In the woollen department they are showing some very attractive goods in mantle cloths, and the very latest designs of checks in golf costume cloths, and a full range of the different makes of serges in the "Belwarp" goods. The firm control the sale of "Belwarp" goods in Toronto. The firm are offering to the trade a special line of "Etoffes" and three lines of low-priced Canadian tweeds.

Their stock of carpets—hemps, unions, wools, tapestries, brussels, velvets and wiltons—is fully assorted. The same may be said of floor oilcloths, and of linoleums in all widths and qualities. Some special things in curtains, mats and rugs are also being shown.

In the haberdashery department they carry "J.M.D." fingerings and "Queen City" Saxony yarns, for which they are finding a ready sale this season.

John Macdonald & Co. are just receiving novelties for the Christmas trade in delaware, bronze goods, dolls and a variety of other articles suitable for that season.

In the men's furnishing department they are showing some special lines in men's fleece-lined shirts and drawers. It is worth noting that the firm have recently been appointed wholesale agents for the "Chester" brace.

The firm have just taken into stock a most attractive line of low-priced Ceylon flannels (imported goods); also, nine lines of striped skirtings, three lines of black brocaded skirtings. In imported reversible flannelettes they are showing exceptional value, while they have some special lines in white cottons, that can be retailed at 8c.

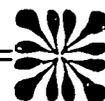
In the linen department, they have just received a full stock of their brands of "Killarney," "Blarney," and "Hickory" towelings; also, low-priced check glass cloth, and three special lines in dowlas. Their stock of table linen is fully assorted.

HAPPY WHOLESALEERS.

Wholesale merchants throughout Canada are happy these days, owing to the circumstance that they are seldom called upon to attend a meeting of creditors. The noticeable scarcity of failures since the first of the year is indicative of the prosperity of the retailer and the country generally, and present indications are for a most successful Fall season. This happy feature is, perhaps, most evident throughout Manitoba and the West Coast, but, even in the older sections of the Dominion, there is every probability of continued good trade.

Levison Bros. & Co., New York, have issued a writ against Messrs. John Macdonald and Edgar A. Wills, chairman and secretary of the dry goods section of the Toronto Board of Trade. The recent resolution of the board regarding the firm's difficulty with the Customs Department is the cause of the writ. The dry goods section has filed a reply, and the case will probably be heard in September.

Special brands and registered trade marks seem to be taking hold of the dry goods trade in Canada as they have been doing in England for many years. We notice that The W. R. Brock Co., Limited, have registered a trade mark and special brand for a large variety of specially-made dress goods. "The Victorian" is their brand. This enables their customers to have special makes confined to them, and it has been found to be a great advantage.



1018.

Our leader—Made in Wool Freize, 15 shades. Trimmings as shown in cut with raised cording. A remarkably swell coat, and a great wearer. Price, \$2.90.

Also in good beaver, 11 shades, including 3 good fawns, \$3.45.

A rattling \$5.00 garment.

You Are Invited

to our Fall Opening
of

CLOAKS AND SUITS...

ON...

Monday, Aug. 28th

and following days.

We show over 200 styles, all good ones,
and all money-makers.

The Cloak Manufacturing Co.
of Toronto, Limited

18 Front Street
East

TORONTO.



958.

In Fine All-wool Kersey Black and Navy—made with raw edge cloth straps down three back seams. Lined with satin throughout. Best Kersey coat on the market for the money. \$8.00.





Men's Furnishings

THERE seems to be two systems of buying stock. They might be classified as the trusting and the cynical, or as the easygoing and the critical. The trusting, or easygoing, buyer is unquestionably the most satisfactory — to many travelers. He is so useful when the wholesale or jobbing house has had the misfortune to load up with unsalable

stock. The critical, cynical fellow wants to examine what he is buying so carefully, he is so cautious about the quantity he takes, and is so insistent that he gets everything at a price that will make a profit, that, if it were not for the good-natured customers here and there, "the house" would often stand to lose a sum of more or less consequence. The easygoing merchant is not so difficult to please. He can be persuaded by a good salesman to stock up with almost any line pushed on him. True, after the stock has been passed into his shelves, it may prove rather hard to sell, but what of that? The chances are that he will not think of blaming the house that he got the goods from for loading him up. But, even if he does, all that will be necessary will be to "jolly" him along the next time he is called on. His good nature can be depended on in any case. The cynical customer, however, seems never satisfied that an article should prove a remarkable seller when the traveling salesman says so, unless, after he has closely examined it, he thinks so himself. He wants to use his own judgment so critically all the time that it is no wonder that the traveler (if he drinks at all) drinks "To the health of the trusting, good-natured buyer."

Of course, it does not follow that, because he is a favorite of the traveler, the good natured buyer should make most money. But he always has some friends, and, in the majority of cases, also makes ends meet somehow.

Men's Neckties. The necktie trade is now recognized as the most fickle in style of all articles in the men's furnishing business. The new fad is the "Kerchief" scarf, which has had a great run in the United States, and has now become very popular on this side of the line. The

best seller to-day is the navy ground with white spot or figure, with a large floral border of white on navy. After that comes the Yale blue and the purple, all with white effects. There is no doubt this "Kerchief" tie will sell well until the cold weather comes, when its place will be taken by flowing ends in stripes and checks—this necessitates the scarf being cut on the bias, as the pronounced checks and stripes are almost unsalable when cut straight.

The bias graduated derby, in checks and stripes, promises to take well for the Fall season, while the puff tie will become a stronger favorite as the season advances.

The retailer, this season, who has purchased his neckties from month to month, continually getting in new goods, is the man who can congratulate himself, on looking back over the past six months' trade and reviewing the sudden changes in shapes, styles and colorings of which he has been able to take advantage, while the furnisher who six months ago was persuaded to buy his Spring and Summer goods in one lot has been unable, owing to the heavy stock, to take advantage of the sudden turns in style, and has still on his shelves an uncomfortable quantity of what was good six months ago, but not now.

In Germany Buying Silkwear.

Mr. Fred. Cookson, of Cookson, Louison & Co., Montreal, is at present in Germany visiting the silk manufacturing centres securing novelties for Christmas and Spring business. The furnishing trade may continue to expect bristling novelties and smart effects in neckwear from the hand of Mr. Cookson's creative ability in this department.

So great has been the success of this young firm in this department, that they have decided to enlarge their neckwear factory in order to turn out the orders more quickly.

Such being the case they are offering special values in domestic or Canadian furnishings, and the trade are not slow in taking advantage of these clearing lines at special prices. The firm will continue to have as strong a line as ever of imported men's furnishings (only more so) together with the neckwear manufacturing department.

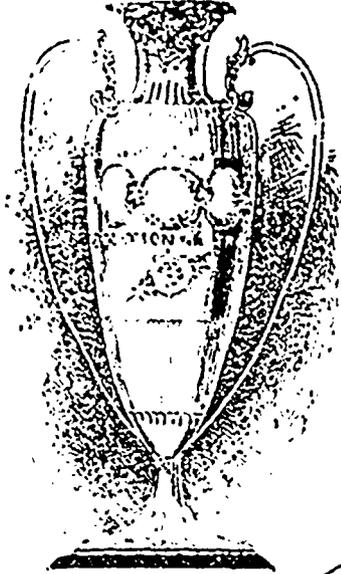
Yachting Costumes.

Yachting and outing costumes are shown in all the men's furnishing stores now, and the variety of grades and colors has not been equalled for many years. Neglige and colored shirts occupy the greater part of some of the windows, while underwear, from \$1 to \$20 per suit, according to quality, tempts the eyes of all this hot weather.

Clearing Sales.

Notwithstanding the truth of the maxim that "goods well bought are half sold," every merchant finds at one time or another that he has stocked up with larger quantities than the normal demand calls for. The way this surplus is disposed of by various dealers is instructive. Some of them keep the stock, without any special effort to dispose of it, in the hope that they may be able to sell it between seasons or that they may get rid of it next season if, in fact, they even notice that the stock is left over as the season for it closes. Others keep it until the season is over, and the demand completely ended; then they hold a clearing sale and by cutting the price 25 or 50 per cent., as occasion demands, are enabled to sell most of the surplus. The best system of disposing of such stock is followed by

“What we
Have
We'll Hold.”

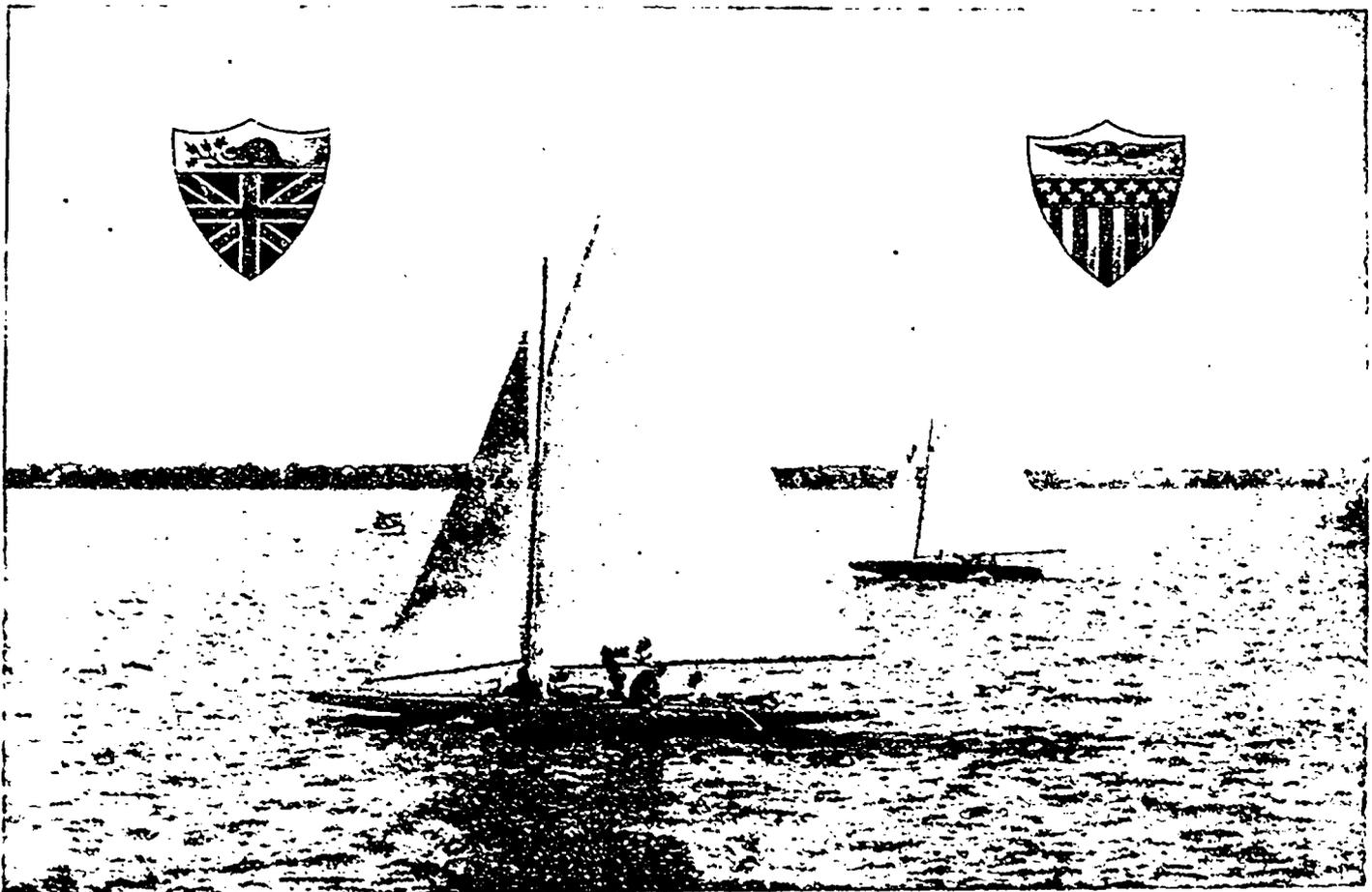


What Others
are after
We Keep.

LIKE GLENCAIRN III.

Brais
BRAND

ALWAYS LEADS



GLENCAIRN III

CONSTANCE

Glover & Brais, MONTREAL

The Leading House in Canada for
... Men's Furnishings.

MEN'S FURNISHINGS—Continued

those who keep a close watch on everything in their stores. As the end of the season approaches, they make a close calculation as to what stocks are not going to sell out. Then a special run is made on the surplus goods. This is done by reducing the price 10 to 25 per cent., and by making special window and counter displays of them. At present a leading furnisher is making a run on mid-summer neckwear. Both of his two store windows are devoted to these goods. In one of them are bows. In the other Ascots and flowing ends in extremely bright colors are shown. In each window are two signs. One reads: "End of the season, any of these for 25c.," the other, "Now is the time, 25c. each." As the season for these ties will practically last at least through August, time is so taken by the forelock and it is not necessary to make material reductions in order to sell these goods. It would be well in the next few weeks to look through the Summer wear in the men's furnishings department and see if it would not be advisable to clear out some of the goods carried before the season is over. It would be better to clear surplus stock out now at a small reduction than to wait till the season is over when a big cut may be necessary to sell them.

Business Better Than Usual.

Notwithstanding the usual Summer quietness at this time of year, merchants generally report business better than usual, and keeping up in dry goods and furnishings trades. Indeed, general trade is better all around, and prospects are bright for Fall business.

Popularity of Soft Fabrics.

Black sateen shirts, generally so popular with the working class and mechanics, seem to be losing their hold, and in their place oxfords, flannels, and other soft fabrics are being called for, as more satisfactory and sightly.

Popular Neckwear.

In neckwear, flowing ends, puffs, and flowing end made knots seem to be the shapes most called for for the present and Fall trade. The blues, steel greys, stripes in all effects, and purples are the favorites. Fancy flower effects are also asked for by the most fashionable young men.

There seems to be no limit for loud effects in neckwear, and the brightest reds are also in demand.

The stand up round point collar has come to stay, and is much called for by the best class of trade.

Fastidious as to Fashion.

Men are becoming as particular about their dress as women are, and, in these times of sudden changes in shapes and styles in every line of furnishings, the manufacturers are kept busy filling orders always wanted at once. In this respect our Canadian manufacturers are reaping much business that heretofore has gone to foreign climes.

Displays of Perfume.

Though the sales of perfume in a men's furnishing store will not compare in point of volume with the sales of ties, collars or gloves, it should never be left to sell itself. The results from a constant and consistent push of perfume will prove highly satisfactory.

In both city and town, at present, drug stores make a big bid for the patronage of perfume buyers. But the furnishing store is the natural place for its sale. In the first place, few young men are frequently in a drug store, while their visits to their furnisher are generally quite frequent. This establishes, or should establish, a confidence between the furnisher and the buyer that should give the former an advantage over the druggist. So, if he carries a good stock of perfume, is acquainted with the kinds and qualities

of it, and displays it properly, he should find it a paying line to handle.

Then, through the medium of lady customers, his sales should be large. A shrewd furnisher frequently calls attention by advertisement and display, that his store is an excellent place for ladies to choose presents for their gentlemen friends. If he carries perfume and displays it properly, he increases the choice of presents to pick from.

And selling a bottle of perfume to a lady for the use of a gentleman friend may lead to the sale of many bottles for the lady's own use.

The best place to keep perfumes is either in or on top of a showcase on a counter close to the door. This, with a half dozen or so bottles worked into the window display frequently, would soon cause patrons to note the variety carried.

A combination display of perfumes, collar buttons, shirt links, and shirt studs, placed in the centre of almost any style of window trim, would be very effective.

White Shirts of American Cottons,

Tooke Bros.' range of white shirts, made with American cottons, has grown by leaps and bounds. Perfect fit and perfect finish seem to attract buyers from all over the Dominion. Look out for new range of colored shirts for the Autumn trade made by Tooke Bros. Mr. Stewart will bring out a range with him to be submitted to the trade about August 1; some very attractive styles in colored shirts will be then submitted to the trade.

Tooke Bros.' Kitchener muffler (a new idea), is meeting with large demand all over the trade. It is one of the most sensible mufflers a man can wear, and, being made from attractive styles in silks, is sure to be in demand.

Tooke Bros. anticipated the recent rise in the market for black cashmere hosiery, and have about 2,000 dozen in stock and to arrive, all at old prices.

Tooke Bros.' Blouse department for Fall and evening wear is attracting the attention of the trade, if one may judge from the many orders they are receiving.

Tooke Bros.' collar trade is steadily on the increase. Their 85c. and \$1.50 hand-laundered collars remain unchallenged in the trade.

Cookson, Louson & Co. are much pleased with the demand for their "Kite" tie. This is a ready-made, single apron, flowing end, and is so arranged with stiffening at the back as to give it a handsome appearance. It is being made in all the latest shades, in good quality silk, and is proving a winner.

Cookson, Louson & Co. are showing a fine line of flowing-end ties in golf red, with diagonal white stripes. The color is very bright and clear, and the tie, when made up, presents an attractive appearance.

Brais, St. James street, Montreal, are showing a line of plain silk and linen Ascots and lowlands in pink, heliotrope, and drab that have proved to be very good sellers.

Ascots and flowing ends in white silk, with bunches of dark blue, black, or purple flowers, each bunch being about three inches from the others, are new and dressy. They sell well to studious dressers.

Brais' window on St. James street has been full of handsome silk bows and lombards, with white ground, and pink, mauve, heliotrope, and black stripes and checks. They have sold rapidly, and made way for another new line in dark grey and drab, with white stripes and checks, that promise to become equally popular.

English Ascots in silk, with white ground, and pink, blue,

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



17 Front Street West,
Toronto.

Caulfeild, Henderson & Burns

Manufacturers of

Overalls, Summer Clothing,

Shirts and Ties

and Importers of

MEN'S FURNISHINGS

including Underwear, Hosiery, Braces, Collars and Cuffs, Rubber Coats, Umbrellas, Cardigans and Sweaters.

Intending purchasers of Neckwear will find it to their advantage to inspect our range of Silks before placing orders.

We extend a cordial invitation to customers visiting the Exhibition, where they will find all conveniences for receiving and despatching mail.

LETTER ORDERS CAREFULLY AND PROMPTLY FILLED.

Caulfeild, Henderson & Burns - Toronto.



THOUGHTS of cold weather will intrude with a natural inclination of the merchant's mind to the goods needed for it. But his sales of Summer Furnishings are not over yet.

SOME SORTING SUGGESTIONS

Linen Hats

Silk Sashes and Vestlets

Outing Clothing

Lightweight Hosiery

Washable Neckwear

Bicycle Stockings



FOR FALL

Shown in our large range for next season are some imported German Sweaters that will please the most critical. Artistic color combinations, fine wool, perfect make and finish, with prices lower than ever.

MYRON McBRIDE & CO.,

Wholesale Men's Furnishers,

Winnipeg

MEN'S FURNISHINGS--Continued.

mauve, and black stripes and patterns, are popular in Montreal now, some of the haberdashers showing nice effects, as cheap as 25c.

Ascots in pique and oxfords are good sellers at this season, as are, also, all rough light Summer goods.

The handkerchief tie is having a great sale, the soft, light silk varieties being rapidly taken up for Summer wear.

Notes Gathered Here and There.

G. W. Nixon, furnisher, Toronto, has removed from Queen street east to an excellent stand in the Confederation Life building facing Yonge street. He is making at present a very effective display of negligé shirts, English collars and kerchief ties.

W. Gray & Co., manufacturers of collars and cuffs, Chesley, Ont., have been burned out.

McGinnis Bros., men's furnishers, Fredericton, N.B., have sold their stock to Lucey & Co.

M. L. Weissman, manufacturer of neckwear, Montreal, has sold his stock at 45c. on the dollar.

Clarence D. MacKerrow has registered as proprietor of MacKerrow Bros., men's furnishers, Montreal.

Solomon F. and Adolph Gordon have registered as proprietors of the Union Shirt and Overall Co., Montreal.

The style of C. E. D. Horton, manufacturer of perfumes, etc., Toronto, has been changed to The Horton Manufacturing Co.

The Canadian Woollen Mills Co., St. Hyacinthe, Que., have made application for incorporation.

A. C., E. A., and R. C. Savage have registered partnership under the style of A. C. Savage & Sons, tailors, dry goods dealers, etc., Granby, Que.

HE VISITED THE DRY GOODS TRADE.

Mr. Robert Henderson, of R. Henderson & Co., Montreal, returned a few days ago from a trip to the Pacific Coast. Mr. Henderson, in an interview with THE REVIEW'S representative, said he only visited the dry goods jobbing trade, to which they confine themselves. This was his second visit, and he found great changes, particularly in Vancouver. That city has an air of bustle about it which is very hopeful. Many new warehouses are being erected. Among them he mentioned that of The Gault Bros. Co., Ltd., which is immediately opposite the two fine warehouses just built and occupied by The Ames, Holden Co., boots and shoes, and Henderson Bros., wholesale druggists. Mr. Henderson says that Winnipeg is also pushing ahead, R. J. Whittle & Co. are building a new warehouse, which they expect to occupy in time for Spring trade of 1900—and, as already been mentioned in the REVIEW, Gault Bros. are also going to build in the "Prairie City."

BUSINESS CHANGES.**CLOTHING AND WOOLLENS.**

The Wentworth Knitting Co., Limited, Hamilton, have been incorporated.

McDonald Bros., clothing dealers, etc., Petrolea, Ont., are removing to Sarnia, Ont.

Elias Robinson, dealer in clothing, etc., New Hamburg, Ont., has been succeeded by Fred Goebel.

George M. Ewan, dealer in woollens, etc., Yarmouth, N.S., has sold out to Goudey & Anderson.

GENERAL DRY GOODS.

Bedard, Bertrand & Co. have opened a dry goods store in Quebec.

F. C. Davidge & Co., wholesale dealers in silks, etc., have opened a branch in Toronto.

For quick SALES and acceptable PROFITS

.... IN

CLOAKS AND SUITS

YOU
Need
Our



Magic

Combination

of **STYLE** and **FIT**

You may have good style and poor fit
You may have good fit and poor style

If so, you are not handling
our productions.

Call in and see us. Correspondence invited. Prompt attention to mail orders.

SPECIAL

To the Clothing Trade.

We are showing extra values in :

- Men's Odd Pants
- Men's Suits
- Boys' Suits
- Black Satteen Shirts
- Black Worsted Suits

Special Twill.

Write for samples, also price list for manufacturing cloth

THE ...

G. A. Thorpe Mfg. Co.

Wholesale Clothing Manufacturers

57-59 Bay Street, - - TORONTO

E.&S. CURRIE,
 MANUFACTURE AND SELL NOTHING BUT
NECKTIES
 AND EVERYTHING IN
NECKTIES
 COR. BAY & FRONT ST'S. TORONTO, ONT.



"We Fear Not Foe."

FALL SAMPLES now on the road.

We are showing the LATEST NOVELTIES in SUSPENDERS, BUTTONS and NECKTIES.

A trial order solicited * * *
 Remember we guarantee satisfaction.

The Berlin Suspender and Button Co., Berlin, Ont.

Use the "Derby Link," No. 2



Patented Nov. 28, 1888.
 FOR ALL CUFFS.

Use the New "Star" Cuff Holder



Patented.
 For Link and Plain Cuffs.

For Sale by Principal Jobbers Everywhere.

Keep your trousers up with the "Automatic" Bachelor Button



WRITE TO YOUR JOBBER.

NO NEEDLE REQUIRED.

The New Automatic



U.S. Patent June 5, 1891. Eng. Patent No. 11630.

"Au Fait" Scarf Retainer



Patented
 Opens Wide at Mouth.

J. V. PILCHER & CO., Sole Manufacturers, LOUISVILLE, KY.

Dress Goods, Clothing, Woollens, etc.



THE FALL DRESS STYLES.

THE latest importations for models in the way of new Fall styles, says *The Dry Goods Economist*, show a decided inclination towards clinging effects; not altogether the close-fitting skirt and small sleeve of the present season, but still more pronounced ideas of slimmness, which can only be effectually accomplished by *princesse* and *polonaise* designs. In fact, the newest and swellest gowns are built entirely on these lines.

So many "one piece" toilettes are being made up for Fall purposes—that is, gowns a la *princesse*—that it is proper to conjecture that that style of dress will be distinctly "the thing" for next season. Then, too, the fabrics themselves give credence, for many individual patterns are being shown with the decoration for the costume woven in the goods in the way of panels, vest, collar and cuffs, an indisputable conclusion towards flat effects. Of course, the more elegant and costly fabrics show these same adjuncts in exquisite hand-embroidered panels, vest, belt and the like, or, again, in beautiful designs of heavy *cluny* or *guipure* applique.

Many rich designs in Persian effects will be brought into requisition on cloth and tailored gowns, and, altogether, the coming season will be one of the most luxurious, as far as dress goods are concerned, that we have had for about a decade.

TAILOR GOWNS ARE MORE ELEGANT.

Tailor-made gowns will not be the very demure and severely plain affairs which have been so much in vogue during the past few years, but will carry with them a degree of extreme elegance, as all the very swell ones will have vests, revers and collar of either heavy white "cloth of gold" or else Persian embroidered cloth. I was shown a charming tailor gown of the newest idea and design. This was constructed for wear on a yacht which will cruise in northern waters, so the materials had to be (of necessity) those which would withstand humidity or chilliness. The entire gown, skirt and jacket, or, rather tight-fitting *basque*, were of pale biscuit color and light-weight cloth. The lining of the skirt, which was lemon-colored taffeta, was not a drop skirt, but made up with the goods. Under it was a yellow taffeta petticoat, with five small bias flounces. The only trimming of the close-fitting skirt was a 2 inch band of Persian embroidery, the foundation of the embroidery being heavy white silk, and, as it was wrought expressly for this special gown, it was most delicate and unique in design.

Only two colors, in a conventional design, entered into the construction of this piece of very odd embroidery—blue and dark red. On the band of white silk little star figures were embroidered

alternately in blue and red, each one finished as an outline with heavy gold thread. This piece of original work was set around the skirt at 12 inches from the hem in the front and 18 inches in the back to simulate a fitted flounce.

A NOVEL JACKET.

The jacket, which was tight-fitting, with one dart in each side of the front, had this same Persian band of embroidery down both sides of the front and entirely around the bottom. The collar and revers were, however, the most distinguishable features of the entire toilette on account of their extreme novelty. We have had scalloped collars, pointed collars, narrow collars, and broad turned-down collars, but this one was essentially new. The broad revers and the deep sailor collar were entirely small stars of red and blue, forming a graceful edge, set on to the jacket so closely as to seem to be of the jacket itself.

Strange to say, no embroidery was used for the inside collar of the chemisette, which was lemon-yellow mousseline de soie, plaited closely; but down over the very tight sleeves, from shoulder to waist, was one narrow band of the same star embroidery, the sleeve, of course, finished by a neat little pointed embroidered cuff in red and blue stars.

ACCESSORIES HARMONIZED.

Yellow suede low shoes were made to order for this charming gown, so as to be in perfect keeping with the tint of the lemon taffeta foundation, and a dark yellow straw hat, drooping much over the face and turned very high in the back, a la *shepherdess*, was trimmed with a scarf and ends of dark red taffeta silk. A very dark red parasol and a red plaid outing shawl will, no doubt, make this very novel yachting tailor costume a decided success.

THE FEATURE OF THE WOOLLEN TRADE.

"The remarkable feature about trade in fine woollens this season is the extent of it," said Mr. Auld, of Hutchison, Nisbet & Auld, to *THE DRY GOODS REVIEW* the other day. He then explained: "We have found that the demand for fine goods is fully 50 per cent. greater than that of last season."

In men's wear, plain black, blue and grey stuffs are selling better, if possible, than ever, greys being particularly prominent in all classes of goods—worsted, tweeds and vicunas, for both Fall and Winter overcoatings and suits. Green, as a color, is giving way slightly to grey, and where it does appear it is generally modified by the grey, making an effect that might be termed a grey-green mixture. In fact, everything that is fashionable leans to grey.

Scotch tweeds have been rather under a cloud in the past three

REGISTERED



TRADE MARK

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

Registered Trade Mark, as above.

This Trade Mark means that the goods are

Salt's Belwarp Cloths

and are made at the famous mills of

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

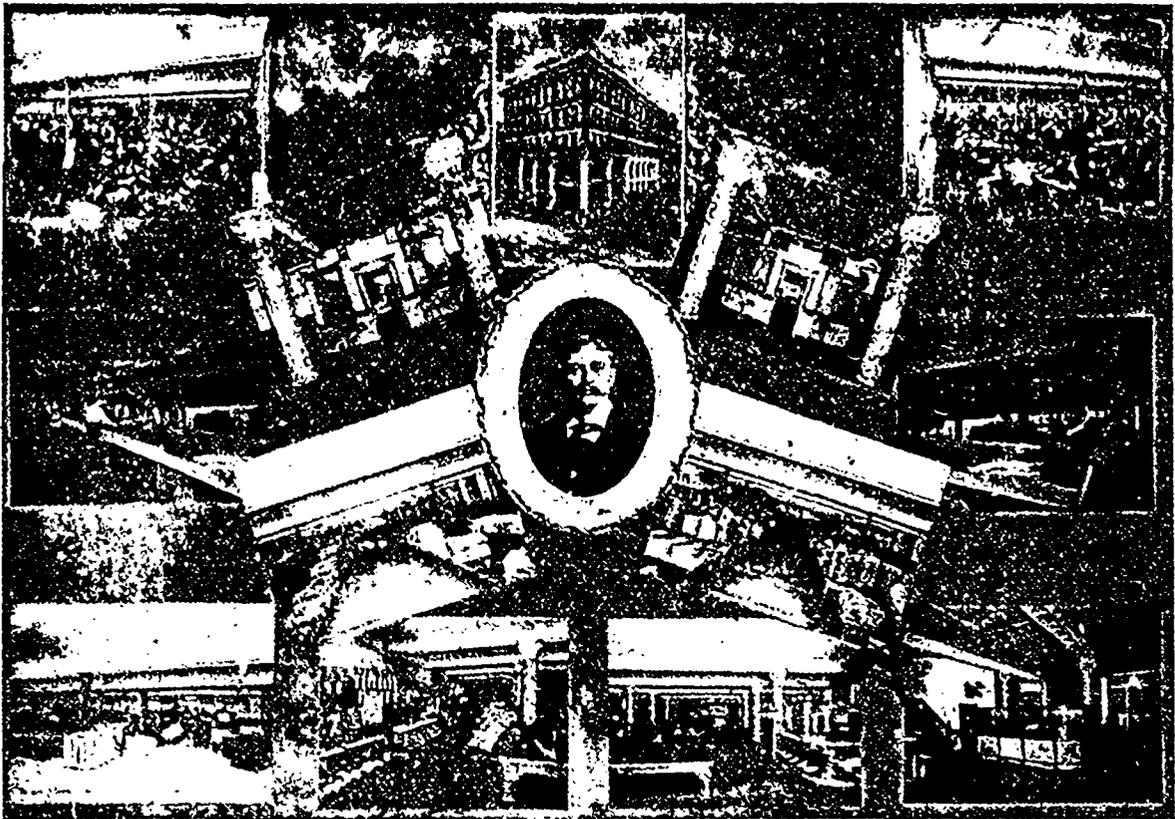
where the wool is taken in its raw state, and every process thenceforth is done within these mills.

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

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

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

The Home of "Tiger Brand" Clothing--E. Boisseau & Co., Temperance and Yonge Sts.



CLOTHING



"Tiger Brand"—every garment we sell is made on these premises. "Tiger Brand" employs more labor under one roof than any concern of its kind on the continent. "Tiger Brand" is at the top for style, fit, quality, and finish. Better can't be made, and this label is your guarantee. Suppose you investigate "Tiger Brand."

E. BOISSEAU & CO., TORONTO

Do you know

that Wool has advanced in price ?
After we dispose of our present stock of

Maple Leaf Pure All-wool Flannels

we may have to advance our prices 20%. Our stock comprises Navy, Scarlet, Grey, Natural, Black, and Fancy Flannels for Shirts, Blouses, Wrappers, Dressing Gowns, etc., etc. While they last we will fill orders promptly at the old price.

"A word to the wise is sufficient."

◆ ——— WRITE FOR SAMPLES. ——— ◆

THE MAPLE LEAF WOOLLEN MILLS CO.

Limited

Office: 45 Bay St.,
TORONTO.

Mills:
MARKHAM.

DRESS GOODS, CLOTHING, ETC. --Continued.

seasons, but they are now peeping through, and the up-to-date dresser will probably wear this material this season.

The ladies' tailoring department, which Hutchison, Nisbet & Auld started about 18 months ago, has proved a great success from the start. This looks as if the retail trade appreciate the efforts of this firm to do a high-class trade in ladies' wear. They have used the cable and express service frequently to keep up their assortment, yet have had difficulty in doing so, as the demand was brisk.

Sales of reversible cloakings and golf rugs have been very large. First imports have been cleared out, but, as they have repeats to hand and others are to follow, this firm expect to show even a more extensive range than usual during the millinery season. They have added a line of 56-inch shrunk tartans to their list. In plain cloths, a full line of venetians, plain box cloths and broadcloths is carried in all favorite colorings. Most of the cloths in the ladies' tailoring department are thoroughly shrunk.

In Canadian woollens, Hutchison, Nisbet & Auld are showing everything that is new in suitings and trouserings, notably the Oxford tweeds, which are so popular for both men's and women's outdoor wear.

Visitors to the Toronto Exhibition will again have an opportunity to see a special display of Oxford tweeds and homespuns which will be made in the gallery of the main building by Hutchison, Nisbet & Auld, selling agents for these goods in Ontario.

FANCY DRESS LININGS.

In linings, as in most other fabrics, marvelous results are now obtained under the influence of modern progress and competition.

Some of the most beautiful designs are reproduced in textures so fine and quality so durable that they are preferable to silk, particularly if the latter is a low-grade article.

Flett, Lowndes & Co., Limited, are making a specialty of fancy dress linings and skirtings this season, their stock showing many handsome plain and moire effects.

OXFORD TWEEDS AT TORONTO FAIR.

The choice styles and durability of fabrics being turned out now for ladies' and gentlemen's suitings by The Oxford Manufacturing Co., Oxford, N.S., are winning for the makers a growing business. People are inquiring for them more as their reputation spreads, and, doubtless, the best stores will be found showing and giving more prominence than ever before to a good range of Oxfords. At the Toronto Fair the mill, in conjunction with their Toronto representatives, Hutchison, Nisbet & Auld, will make an extensive exhibit of Oxford tweeds and costume cloths.

SUMMER AND FALL SILK TRADE.

The silk trade has been quiet during the midsummer months, as is generally the case at that time of the year. K. Ishikawa & Co. have found that orders for immediate use have been few, except for white and cream silks, which have been in great demand. This firm have just received a complete line of these colors, and are now filling all back orders. Prices are exceedingly firm. Yokohama advices report further advances in raw material, also that daily demand exceeds arrivals. On August 3, No. 1 filatures were quoted at 1,000 yen in Yokohama, and No. 1 rereel at 1,062 to 1,065—prices which have never before been reached. The prices of silk handkerchiefs and silk pieced goods have also advanced in a like proportion.

Fall orders for fancy silks have been very good. Neat striped and polka-dot toffetas are the most favored styles for the season. K. Ishikawa & Co. have just passed into stock a full line of these goods to retail at 25 and 30., in a score or more of colors, including white, cream, gold, pink, cense, reds and blues.

THE ART OF COLLECTING AND DISTRIBUTING NEWS.

BEFORE the art of printing was invented, the ink-horn and quill pen were the only means of preserving and handing down to posterity records of the times. All books and statements were copied by professional clerks, and a few sentences an hour was considered good progress. With these drawbacks, education was materially handicapped, and we even hear of kings and queens who could not write their own names. Books were expensive—ruinously so, and only the great and rich could afford them. Even one volume was a treasure, and though sometimes the owner could not read, he was happy in possession.

But with the art of printing came, also, a freer distribution of knowledge. With the advance of time and continuous improvement in the art, books became more widely circulated. To be able to read and write was no longer a profession. Improvement after improvement was introduced. News spread much more quickly, and, as decade after decade rolled on, new thoughts and ideas replaced the old ones. The difference of a few centuries is astounding. Caxton, in his wildest enthusiasm, never dreamed of a newspaper. When Victoria came to the throne, the steam engine was unknown. Yet, we have the railway, the steamer, the telegraph, and telephone, and these are quite commonplace. Our daily paper tells us what happens in England, in China, in India, in the uttermost parts of the earth, the very day it happened. What more can the mind of man conceive? Truly, the printer's art has reached perfection! He has all these means at his disposal, and he uses them. From a lack of news, a man is overwhelmed—buried—with so much, he cannot possibly read it all.

How, then, is this mass of news collected and distributed? How does a man receive every item of news bearing on his business? There are 1,200 papers published in Canada—he cannot read all these. Yet, he must know the news. Men in every business used to have this problem to solve. They cannot subscribe to every paper—it would cost a fortune—and, even if they did, the task of reading them and finding what they wanted would prove too great. How, then, can a man receive all the news relating to his particular business without reading all the papers? How can a contractor, broker, banker or wholesaler receive daily every item of news in the Canadian press relating to his own particular business without reading all the Canadian papers—without wading through thousands of pages and tens of thousands of columns of printed matter?

Here is the solution. He subscribes to The Canadian Press Clipping Bureau, Montreal.

His reading is all done for him. He tells what particular class of news he wants, what he must receive, what it is necessary for him to have, reports from all over the country on the condition of crops, of cattle, of mines, or of anything his business is interested in. Every paper in Canada is searched. Dailies, weeklies, every publication, and the items clipped, mounted and set before him daily. He escapes the herculean task of doing this for himself at a paltry cost. It is not his business to read papers, but it is the business of The Press Clipping Bureau. They do absolutely nothing else. Skilled sharp-eyed readers systematically search the columns of the press and clip the items he wants; they rarely miss one, so great is their experience.

Brokers receive every notice of the sale of bonds, debentures and money transactions; the chief of police everything relating to crimes and criminals, descriptions of bank-robbers, murderers and thieves, contractors, all advertisements of tenders for the erection of buildings, bridges, etc.; the politician every scrap of political news, and material for the speeches; alderman, complete reports of city council meetings in any other or every city in the country; the author, notices of his books and material for new works; private parties material for scrap books and personal notices. Even the undertaker receives all death notices. Anybody interested in anything for business or private use requires the services of this perfect system of the art of collecting and distributing news.

HUTCHISON,
NISBET & AULD

34 Wellington St. West, . . . TORONTO

WOOLLENS and
FINE TRIMMINGS

During the past year our connection with the ladies' tailoring trade has been firmly established, and we enter the Fall season acknowledged the leading house for high-class novelties in Woollens for ladies' wear.

In addition to our usual assortment of exclusive styles in Scotch Tweeds, Plain Cloths, Venetians, Rail-cloths, Cassimeres, Serges and Worsteds, we have a very fine selection of

Reversible

*Golf Cloakings,
Fringed Rugs,
... and ...
Cycling Cloths*

and have added a beautiful range of pure wool, London shrunk, 56-in.

Tartans

in the following Clans:—42nd, Forbes, Gordon, MacKenzie, Hunting Stewart, Macdonald, Fergusson, MacLaren, Hunting Fraser, Royal Stewart, Dress MacDonald, Hay, MacLaren of Duart, and Shepherd.

SAMPLES TO THE TRADE ONLY

Hutchison, Nisbet & Auld.

PRESENT TRADE IN MANITOBA AND THE WEST.

IT IS GOOD, WITH THE OUTLOOK BRIGHT.

From THE DRY GOODS REVIEW'S Special Correspondent.

WINNIPEG, July 29, 1899.

WEATHER in Winnipeg has been fine and very warm for the past month, in fact, during Exhibition week it was extremely hot. This had no apparent effect on the crowds, as the attendance was the largest on record. The main building fell below the exhibits of former years, as many of the Winnipeg houses that exhibited previously found themselves too busy otherwise to attend to it. The best display was in carpets and curtains. The manufacturers of textile goods from England, who showed last year, were not here this season. In ladies' work, though there was nothing new or striking, there was a large exhibit of very fine silk embroidery on linen and also drawn work.

The number of merchants visiting the city during Fair week was large, and the wholesale men of Winnipeg are firmly convinced of the advantage this opportunity gives their customers of visiting the city and selecting goods from full stocks rather than from samples. The amount of actual buying in dry goods and clothing was larger than in previous years.

Trade is good. Of course, the bulk of Fall orders were placed some time ago and goods are now being distributed. The greater part of Canadian goods have already been received, but importations are arriving daily.

WHITLA & CO.'S FALL SPECIALTIES.

R. J. Whitla & Co. are very busy distributing Fall goods. A new line of goods offered by this firm are the American Gilbert dress linings, which will take the place, to a great extent, of the silk linings that have been used so much during the past year. The effects are very fine and the quality much more durable than silk. The names suggest gorgeous effects, "Silver Sheen" and "Sublime Illuminated" being among the number. This house also show a special line of children's paletots in serge and cloth, scarlet trimmed with cream lace, navy with white and green with cream lace insertion are some of the effects. These garments are pretty, stylish and well-made, and will retail at a very reasonable figure. The jersey is very much in evidence also, and, this season, is shown in myrtle, cardinal, fawn and French grey. Many of them are handsomely braided with plain braid. The knitted golf sweater is also extensively shown. Some of these have epaulet shoulders, and others show a perfectly tight-fitting sleeve at the shoulder. Colored cashmere gloves with dome fasteners are also among the Fall novelties; they come in all bright colors. The purples, red, bright greens and blues are still shown in the kid gloves. Whitla & Co. are also showing a special line of ladies' hosiery called silkeen. It is a mixture of silk and lisle thread. The colors are handsome, and they are also shown in white, black and tan.

STOBART, SONS & CO.'S EUROPEAN PURCHASES.

Stobart, Sons & Co. report business very good. The house is very busy distributing and also receiving goods, as their European purchases are just beginning to arrive. The staple goods are mostly in stock and all lines are full of goods from the best manufactories. Mr. Stobart said to your correspondent that the advance in all lines of woollens, particularly the higher grades, is very marked. This house had the misfortune, since my last letter, to lose by death their European buyer, Mr. Whinnery. Mr. Whinnery had been with the house for nearly 17 years, first as a traveler in the West, where

he was well and widely known, and then he spent some years in the house and for the past five or six years has been the European buyer. Mr. Whinnery was not feeling well when he left Winnipeg in February, but having consulted a physician in Montreal he was advised that his trip would be likely to prove beneficial. After his arrival in England he was better for a time, but as he had never had any previous illness he probably overestimated his strength and kept on when he should have been in bed. On April 21, Mr. Stobart, head of the firm, who chanced to be in England, received a wire that Mr. Whinnery had broken down at Manchester. He went to him immediately and had him conveyed to a private hospital. Every attention was given him, but an operation was found necessary. The first operation was not sufficient and a second followed. He made a brave fight for his life and rallied many times, but finally succumbed. Mrs. Whinnery was with him for some weeks before his death. He was interred at his old home in England. His death is much regretted, not only by the house employing him, but also by a very wide circle of business and social friends. The work of buying the Fall stock was nearly complete at the time of his breakdown and was fully completed by Mr. Stobart personally. Andrew Wilson, who was formerly a traveler, but has not been in the house at Winnipeg for some years, will succeed Mr. Whinnery. He will leave for European markets early in August.

ROBINSON, LITTLE & CO.

Mr. Slater, of Robinson, Little & Co., reports business very good and large orders placed for Fall. Mr. Slater leaves in another week for a western trip. Mr. Robinson, head of the house, is spending the Summer months with Mr. Slater's family in a picturesque cottage on Coney Island, Lake of the Woods. He will probably visit Winnipeg before leaving for the East.

MILLINERY.

There is no news in this line for the month, barring the fact that the orders placed for Fall goods are very large. Openings are announced for September 1. John McRae, of The D. McCall Co., Limited, and Mr. Bryce and Mr. Bryson, of The Thomas May Co., are out on the road with Fall samples.

PERSONAL MENTION.

Andrew M. Newlands, glove manufacturer, Galt, Ont., died suddenly in that town on Monday, July 24.

John Kanton, Winnipeg representative of A. Burrill & Co., Mitchell, Ont., paid a business visit to Toronto last week.

G. Y. Patterson, of The Triplex Skirt, Waist and Belt Lock Mfg. Co., Broadway, N.Y., has been in Toronto on business for some time lately.

Archie McLaughton, representative of James Johnston & Co. in British Columbia, is on a visit east. He will return home via New York, accompanied by his wife.

Thomas Lobb, dry goods dealer, Queen street east, Toronto, while driving the other day in that city, came in collision with a street car. He was badly cut about the head, but has since fully recovered.

Mr. Claxton, sr., of Claxton & Son, Orillia and Orangeville, Ont., was in Toronto the other day. He states that the Orillia branch of his business will be discontinued, and that the whole interests of the firm will be centred in Orangeville, where new premises have been erected since the firm's old building was burned down some time ago.

CLOTHING

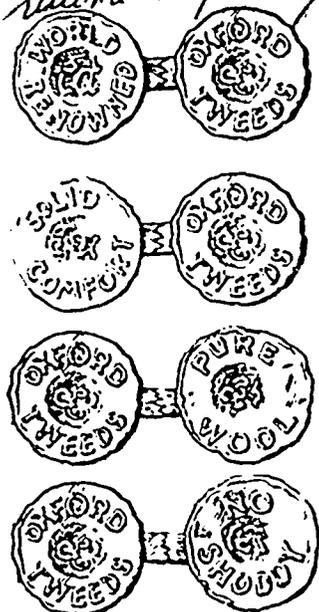


Please do not lose sight of the fact that we have the most complete Clothing Factory in the Dominion of Canada, and give constant employment to more hands under one roof than any clothing house in Canada. If you are using large quantities of any line or price we shall be pleased to give estimate at lowest figure.

CLAYTON & SONS

HALIFAX, N.S.

returned Sept 5th/99



The Genuine Oxford Tweeds

for beauty and general good quality rank among the foremost of strictly high-class Canadian fabrics for ladies' and gentlemen's suitings.

They should appear in every good store and tailoring establishment. People know them and want them.

SOLE MAKERS

Oxford Mfg. Co., Limited

OXFORD, NOVA SCOTIA.

Wholesale in Toronto and the West by

Hutchison, Nisbet & Auld.



Tiger Brand UNDERWEAR

Hundreds of successful, prosperous merchants can tell that it pays to handle this brand, because

IT STANDS FOR ALL THAT'S BEST IN MEN'S AND BOYS' UNDERWEAR, BOTH IN MAKE, FIT, COMFORT, QUALITY AND PRICE. YOU HAVE CONFIDENCE IN RECOMMENDING IT. EVERY GARMENT BEARS OUR TRADE MARK. IT GIVES THE BEST SATISFACTION TO YOUR CUSTOMERS, BEST RESULTS TO YOU.

We also make
Eiderdown Specialties



Astrachan Cloakings
and Shoe Linings

THE GALT KNITTING CO., Limited

GALT, ONT.

HARRIS & CO.

ROCKWOOD

Manufacturers . .



"Harris Frieze" Homespuns and Yarns

Special attention is called to our HOMESPUNS and LIGHT-WEIGHT FRIEZES in the latest shades for LADIES' COSTUMES.

Samples furnished to the trade only—on application.

Sole Agents

E. J. DIGNUM & CO.

27 Molinda Street, TORONTO.

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.

Knitting and Fingering YARNS

Our stock of this class of goods is the most complete in the Maritime Provinces, and comprises:

Berlin, Shetland, Andalusian,
Saxony and Germantown Yarns

—AND—

Renown, Eclipse and
Mayflower Fingerings.

SEND US A TRIAL ORDER.

A. B. BOAK & CO.

151 Granville St.,

HALIFAX, N.S.

MILL YARNS

is a line of which we
have a very large out-
put. We make them in

WHITE
SHEEP'S GREY
LIGHT GREY
MEDIUM GREY
DARK GREY
BLACK

put them up in ¼-lb. skeins,
6 lb. in a spindle and guar-
antee all our pounds to have
sixteen ounces.

Will be glad to send samples and quote
prices for any quantity.

Eureka Woolen Mfg. Co.

Limited

EUREKA, N.S.

JOHN FISHER, SON & CO.

Cor. Victoria Square and St. James Street

MONTREAL.



Woollens and Tailors' Trimmings

Letter orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.



Our Guarantee
(On every garment.)

Stanfield's Unshrinkable Underwear is warranted to be pure wool, guaranteed not to shrink in the washing, and to retain its elasticity and softness. Immaterial how laundered.

For further information and the goods, write

The Truro Knitting Mills Co.

Sole manufacturers for Canada.

Truro, Nova Scotia.

It Has Been Our Constant Aim

to place before the people of Canada a first-class article, neat in design, of fast colors, and manufactured from pure wool only. Our expectations have been more than realized, showing that the trade in general are weary of shoddy and cotton mixtures.

Our personal guarantee of the quality is on every piece of goods that we turn out.

WE MANUFACTURE:

- | | |
|------------------|-----------------------------|
| Overcoatings | Serges, Fancy Vestings |
| Venetians | Dress Goods |
| Overcoat Linings | Steamer and Travelling Rugs |
| Whipcords | in tartan and other designs |
| Scotch Suitings | |

ALL MADE FROM PURE WOOL.

Our travellers are now out with a complete range of Fall designs, and any who have not seen our goods, if they will please notify us, we will have them call upon you.

BOYD CALDWELL & CO.

Clyde Woollen Mills, LANARK, ONT.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO.

AN INTERESTING RETAIL ASSOCIATION.

THE Society Marchands-Detailleurs de Nouveautés (Retail Dry Goods Association), of the Province of Quebec, was founded in February, 1874 and had for its first president Mr. Jeremie Perreault.



J. E. PATENAUDE,
President of l'excursion et Ann-Treasurer de la Societe

late Mr. F. N. Moisan, Messrs. L. E. Beauchamp, S. Beaudoin, C. P. Chagnon, Arthur Gagnon (alderman), Joseph Normandin, Jules Huot, Adelard Fleury and J. O. Gareau, the present president.

The objects of the society are :

1. To protect its members and the whole class of fancy goods dealers.
2. To prevent retailing in the wholesale establishments, and, on this point, as well as on many others, the society may be proud of its work, for, if it has not been completely successful, it has at least given satisfaction to its members.
3. The society has had passed at Quebec a law giving to municipalities the right to impose a tax on pedlars, and to impose a fine on pedlars of goods without a license, which has had the effect of diminishing the number of pedlars.
4. To see that the rules passed by the city of Montreal concerning pedlars are rigorously observed.

Credit must be given to the society for the formation of the Merchants' Telephone Co., because it was there the idea originated to form that company, which has been so successful as everyone knows.

Then, it must not be forgotten either that if the fire insurance rates have diminished during the past few years it is due to the St. Lawrence Assurance Co., which had its birth in the merchants' society, while the services rendered to its members in misfortune are too numerous to mention.

The society makes an appeal to all dry goods dealers in Montreal who are not yet members of the association to make application as soon as possible. This is to the advantage of commerce, because the larger the society the more benefit the retail merchants will derive from it.

Much valuable work has been accomplished by the association in the way of securing legislation and civic laws protecting the

After some years, the society ceased to exist, but it was revived later. On March 7, 1884, some hundred merchants assembled in the parish reading-room to reorganize it on a solid and durable basis. It was recognized as a politic body and incorporated by the Quebec Legislature on May 9, 1885. Since that time, the society has not ceased to progress under the presidency of such energetic and enterprising men as the

legitimate retail merchants, and it is to be regretted that many of the English retail trade do not become active in the good work. At present the membership is almost entirely confined to the French-speaking merchants, who deplore the lack of enterprise on the part of their English confreres in not joining them, and thus forming a stronger and more useful organization. "In unity is strength" is a good motto, and the united efforts of the retail trade would go a long way towards securing the desired ends.

For the past 10 years the association has annually had an excursion for its members and friends, which has come to be looked upon as one of the most enjoyable outings of the season. This year was no exception, as the excursion, which took place on Wednesday, July 26, to Plattsburg, N.Y., was well attended and happily carried out. The various committees having charge of the arrangements had worked hard to insure the enjoyment of all, and their efforts were fully rewarded. A heavily laden train left the Bonaventure station at 3 o'clock, and, upon arriving at Plattsburg, the excursionists were taken for a trip around the city on the electric cars, and then deposited at the charming grounds of the Champlain Club, near the famous Bluff Point, with its magnificent Hotel Champlain.

Arrangements having been made for dining at the restaurant connected with the club, those who had not provided themselves with the proverbial picnic basket were accommodated there, and, after luncheon, the games and dancing were proceeded with to the satisfaction of all. The return journey was started at 7 p.m., and

Montreal reached shortly after 10 o'clock, all well pleased and tired out with an enjoyable day's outing.

The tug-of-war between the retail merchants and city travelers created considerable amusement, but the very much greater amount of avoirdupois possessed by the merchants more than counterbalanced the gain made at the drop by the lighter travelers, and, as a result, the heavyweights became the possessors of neat cigar-cases of russia leather, presented by J. O. Trempe, of John Macdonald & Co.

A valuable gold locket, presented by the proprietor of The Moniteur du Commerce to the person making the highest score in a bowling match between merchants and travelers, was won by Mr. Beauvais, of the merchants' team, with a score of 191 points



J. O. GAREAU, President

for a single string. This match also fell to the merchants, who won from the travelers by a good margin.

Wm. Agnew & Co. had offered a prize of \$10 to the person making the best guess as to the length of a piece of cashmere, which was shown in the roll. A large number of guesses were made, the fortunate man, who



Z. ARCAND.

name: the exact length of the piece, 37 1/4 yards, being Mr. Lalberte.

The interests of the travelers were ably looked after in the various contests by Chas. M. Cameron, of Jas. Johnston & Co., who, if the statements made to THE REVIEW are correct, is to day one of the most popular city travelers in the trade.

Much credit is due to Mr. J. O. Gareau, president of the association, for the success of the excursion. He was most ably assisted by F. Patenaude, acting in the capacity of chairman of the excursion, and Mr. J. M. Marcotte, the popular secretary of the association.

Almost if not all the wholesale houses were represented in most cases by their city travelers, who made most of the opportunity presented to become better acquainted with their customers as well as the customers of their competitors.

Among the prominent members of the association, apart from the present executive, who were present were A Fleury, A T Constantin, J. N. Brossard, Hector Prevost, C P. Gagnon, O Lemire, S. A. Larose, F. J. Pelletier and A. Rouleau.

The various committees having charge of the excursion were as follows.

Finance Committee—Hon. president, J. O. Gareau, president J. J. Patenaude, treasurer, R. A. Lesage, secretary J. M. Marcotte.

Music Committee—A. Fleury, president; Chas. Meunier, A. T. Constantin, Z. Arcand.

Games Committee—J. N. Brossard, president, J. O. Gareau, O. Lemire, G. Labonte, J. B. Legendre, N. Tousignant, A. Fleury, C. P. Chagnon.

Dance Committee—H. Provost, president, A. I. Deguise, P. A. Danis.

Grounds Committee—C. P. Chagnon, president, J. O. Gareau, R. A. Lesage, J. E. Patenaude.

Printing Committee—A. T. Constantin, president, B. Charbonneau, R. A. Lesage, A. Rouleau.

THE FLY NUISANCE.

The following suggestions as to the abatement of the pest of flies which are such a source of annoyance and expense in many dry goods stores are offered by one that has had a large experience in devising means of keeping stores free of flies.

The first thing to do is to provide proper screens at doors and windows.



R. A. LESAGE

attracted and eggs might be laid and flies hatched in such refuse.

If any sticky fly paper is used, and it is practically indispensable, to catch the flies that will get inside in spite of all precautions, it should always be used in the cardboard holders which the more enterprising manufacturers provide for the purpose, they cost but a few cents apiece, and, besides avoiding accidents, the paper looks better when used in these holders. A sheet of sticky fly paper laid on the shelf of a dry goods store is apt to be blown against a piece of goods, but the use of the holders reduces the risk to a minimum, as, if one of the holders is turned upside down by the wind, the fly paper contained in it will not come in con-



CHAS. MEUNIER

tact with whatever it may be inverted upon.

For show-windows, where expensive goods are displayed, it is best to catch the flies as quickly as possible, for the damage a few flies will do in a window full of choice ribbons and silks is amazing.

Sticky fly paper cannot be used to so good advantage here as back in the store, but there is now a device called "Fly Ribbon," a strip of paper about 1 1/2 in. wide and 20 in. long, which is covered upon both sides with sticky material, and wound upon a core for convenience in handling. It has a small wooden or metal drip cup at the lower end, and is reinforced at the upper end with a piece of tough paper having a small hole and a longitudinal slit for convenience in hanging it up. These ribbons can be used in a show-window, and, if there is any chance of wind swaying them where they might



J. M. MARCOTTE

The next thing of importance is cleanliness. If any of the employes bring lunches which are eaten in the store, or eat fruit in the store when trade is quiet, the remnants, especially in fly time, should be gotten outside with as little delay as possible; if carried into the basement or left for several days in waste baskets the flies are

swing against some of the goods displayed, they could be fastened with threads to avoid this danger, the threads, of course, would be practically invisible to anyone looking in at the window from the outside, and the ribbons themselves can be concealed, if it seems desirable, by hanging some of the goods displayed in front of them.

These ribbons we have never seen in any Canadian city, but they are offered in New York City by many dealers, and are made, we understand, by the manufacturers of "Tanglefoot Sticky Fly Paper."

A WINDOW SHADE PLANT CHANGES HANDS.

The Hugman Window Shade Co., which recently removed from Montreal to Granby, Que., have been purchased by what is known as the Granby Window Shade Co., who have acquired the plant and trade of the first named company. Wm Taylor Bayley, of Montreal, who controls the entire output of the factory, reports that orders are being received faster than they can be filled, in consequence of which the plant is being increased so as to enable them to meet the demand.

Nelson's Surprise Parties

No. 5.

Ask to see our New Game
called 

"TRIANGLEO"

The greatest hit of the century.

24 x 36 \$1.30 each.
24 x 42 1.75 each.

The . . .
H. A. NELSON & SONS CO.

59 to 63 St. Peter St.,

Limited

MONTREAL.

TORONTO SAMPLE ROOM: 56 and 58 Front St. W.

K. Ishikawa & Co.

TORONTO

MANUFACTURERS OF . . .

Ishikawa Silks
Colored Habutai
Silk Handkerchiefs
Art Embroideries
Rugs and Mattings

20 and 27-inch HABUTAI SILKS
in all Colors in Stock.

In Your Town

A few people set the style ; if you get their trade you will get the others.

Are you looking for a line of Cloaks that are style-setters ?

We are increasing our sales largely with merchants who say our garments have the style and general effect that women buyers are quick to recognize.

It is worth something to be able to show such goods to your customers and will help to give you a monopoly of the Ladies' Jacket and Costume trade.

John Northway & Son

Cloak Makers

 Toronto.

THE REVIEW'S DIRECTORY OF AGENTS.

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

BAKER & BROWN 43 St. Sacrament Street
Manufacturers' Agents, MONTREAL

Representing—STANFORD BROWN & Co., Bradford, Eng., manufacturers of meltons, carriage cloths, rugbings, etc. HENRIAL, COLLADAY & CO., Philadelphia, U.S.A., manufacturers of dress trimmings, fringes and upholstery goods. ARTHUR B. HERRIS & Co., St. Gall, Switzerland, manufacturers Swiss embroidered handkerchiefs, Swiss embroideries and curtains.

R. H. COSBIE Manufacturers' Agent
Manchester Building, Melinda Street
TORONTO, CAN.

Dress Goods; Linens and Handkerchiefs; Cretonnes; Corduroy and Moleskins; Irish Tweeds, Serges and Blarney Yarns; Lace Curtains; Leicester Natural Wool Underclothing.

FRED. R. WILLIAMS & CO.
Manufacturers' Agents
Representing 246 St. James St.
Farnham Corset Co., Farnham, P.Q. MONTREAL, QUE.

R. FLAWS & SON Manchester Bldg., Melinda St. Toronto
Dry Goods Commission Agents.

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

W. E. WALSH * * * * *
13 St. John Street, MONTREAL

Manufacturers' Agent and Importer of Foreign Novelties:
PURSES, POCKETBOOKS, DRESSING CASES, AND FANCY LEATHER GOODS.

A. ROLAND WILLIAMS Manufacturers' Agent,
Room 809 McKinnon Bldg
19 Melinda St., Toronto
J. T. & J. Taylor, Limited, Batley, England. Hope St. Factory, Limited, Belfast.
Shaw, Wallace & Co., Belfast. Strauss & Ulrich, Annaberg. Baker & Brown, Montreal.

MANUFACTURERS OF
*All Wool and
Union Flannels.*

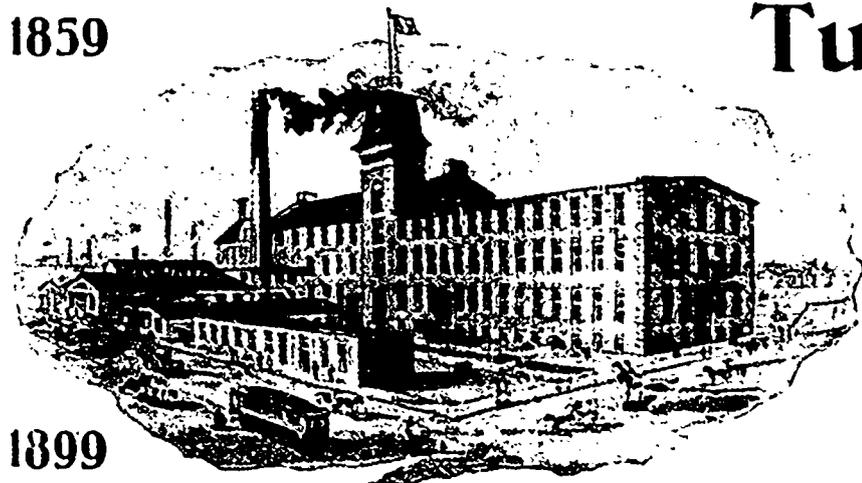


Tweeds, Serges &c.

A.H. BAIRD, SECTY TREAS H. STROUD, MGR

The Paris Wincey Mills Co.
Paris, Ontario

1859



1899

Turnbull's

PERFECT-FITTING UNDERWEAR

In Ladies, Men's, Children's and Infants. Gives perfect satisfaction, is a perfect fit, which means perfect comfort, and that is what your customers want.

Made in Silk, Cashmere, Natural Wool, Merino and Lamb's Wool. All our Full-Fashioned Goods bear this trade mark:

WARRANTED TURNBULL'S

THE G. TURNBULL CO. OF GALT, LIMITED.

GOULDING & CO., 27 Wellington St. East, Toronto.
JOSEPH W. WEY, 7 Basilton Square, Victoria, B.C.

NEW GOODS IN WHOLESALE TRADE.

THE WYLD, GRASSETT, DARLING CO., LIMITED

THERE seems to be no let up in the strength of the staple market. In cotton sheetings and pillow cottons an advance of 5 to 7½ per cent. took place late in July, and all other cotton goods are firm in price. There is great difficulty in getting supplies, too, from the mills, which are, in fact, so busy filling regular orders at regular prices that there are no accumulations—hence no “jobbing” is being done.

There is a big demand for printed wrapperettes, of both imported and domestic manufacture. The better times prevailing have given quite an impetus to the sale of flannels. Flannelettes, too, are proving a big factor in trade. The Wyld, Grasset, Darling Co., Limited, have a full range of all the goods in stock.

The manufacturing department of this firm is, at present, working day and night to fill orders, on account of the steady increase in the demand.

In their dress goods department, this firm have branched out into the manufacturing business, having started to make ready-made skirts, and will carry a full line of marine, metallic and mercerized satin underskirts, and in overskirts will carry crepons and all the leading lines. The correct thing for skirts this Fall will be a large overcheck, boucqule plaids in rough effects shown in all the leading combinations of colorings. This material is already being much worn, and the sale of it has been so great that The Wyld, Grasset, Darling Co., Limited, have been compelled to send in a double repeat order for them. Blister crepons are also still having a large sale.

A large sale of black velvet ribbons with satin backs in medium and wide widths is anticipated, on account of their popularity for ladies' neckwear. The fashions in the United States show a large quantity of very narrow velvet ribbons with linen backs for trimming purposes. There is a strong demand for colored satin and silk ribbons in various widths.

Another favorite material for ladies' ties is wash net, the demand for which exceeds the supply, so that a scarcity in the market is noted at present. Repeats will soon be to hand, however.

Fancy buckles in gilt, steel, and black, are being shown in great variety for use in ribbon belts.

The hosiery market is decidedly strong, especially for cashmere goods, further advances having taken place during the last ten days.

In kid gloves the popular article is a line with two large dome fasteners and stitched backs.

The amount of business done in lace curtains this season by this firm has been much greater than anything ever done before. The stock for Fall trade is now complete in every line.

In the furnishings department Fall orders are most satisfactory, both in point of size and number. This is largely accounted for by the values they are showing in many lines. In hosiery, especially cashmere for instance, they are in a position to sell well, as they bought heavily before the advances in price took place. In fleeced-lined goods they are also showing some exceptional values. In this department they are making an unusually large display of umbrellas in all the popular prices and waterproofs for the Fall. Here, as in all the departments of the store, their stocks are full, in readiness for Fall trade.

BROPHY, CAINS & CO.

That the season is to be characterized by profuse trimming is an assured fact, and that all kinds of embroideries, passementeries and

flat silk trimmings will be en vogue is fully decided by the ruling authorities in European courts of fashion. If you are in doubt as to the lines to buy see the range of samples which the travelers of Brophy, Cains & Co. now have on the road with them.

Chenille dots are so becoming that few women of taste consider the veil box properly furnished without some of the prettiest arrangements of them. They will be as popular as ever in the Fall. Brophy, Cains & Co., carry a nice range of veilings in the leading designs.

Brophy, Cains & Co., say: “Quantities of narrow laces have been selling freely all through the month. The extreme popularity of ties and other styles of lace-trimmed neckwear naturally increased the demand, and, as these effects are expected to continue in favor all through the Fall, val and other laces will be largely used on them.”

Great quantities of narrow lace are sold for trimmings. These narrow effects are used on all kinds of neckwear and to edge ruffles. You can get a nice assortment of the most desirable styles from Brophy, Cains & Co.

Laces are used in great profusion on ladies' underwear of a high grade, and all the pretty matinees, negligees and lawn house dresses are covered with laces and insertings. By one of the last steamers to arrive Brophy, Cains & Co. received some very handsome new designs in lace.

Lovely negligees are made of valenciennes lace insertings, with satin ribbon. Lawn wrappers and jackets are trimmed with valenciennes ruffles and insertings. These are pointers for your clerks. If short of the goods necessary to command this class of trade, write Brophy, Cains & Co. for them.

Lace handkerchiefs will be one of the leading features for next season in high-priced goods. Brophy, Cains & Co. carry a large range of handkerchiefs, and make a specialty of the finer and more expensive goods.

Narrow velvet ribbon will be a prominent feature of Fall trimming, and it is rather an uncertain quantity in the market. You can get all numbers, from 4 to 160, from Brophy, Cains & Co.; also, their popular numbers in the satin back velvet ribbons.

Scalloped goods in handkerchiefs will be greatly favored during the next season, especially in the better class of goods. Perhaps, those lines to retail at \$3 to \$6 per dozen will be most in demand. Brophy, Cains & Co. are now booking orders for September delivery, and show many new pretty designs.

Flat applique trimmings will be used on skirts, yokes, sleeves, girdles—everywhere, in fact. Garnitures formed for the skirt, revers, insertings, and detached ornaments in flat-silk trimmings are the rule in Paris and Vienna. In order to meet the demand for these goods, Brophy, Cains & Co. have brought out a larger stock of trimmings than usual. The designs to retail at 50c, 75c., \$1, and \$1.50 per yard are very handsome.

Sashes of very broad ribbon are having great sales in the better class of retail stores. The leading shades are being shown by Brophy, Cains & Co.

There is a new cloth in Paris called the motor cloth, especially firm and fine of texture, and intended to be used for the coats and capes devotees of the auto-car are ordering over there. Most French women of fashion or renown have their own, which, of course, they learn to drive themselves, going for instruction to an academy where there is an extremely dangerous road, set about with dummy foot passengers, nurses wheeling perambulators, stupid old ladies, and other auto-cars. Dust is the element most calculated to annoy the fair driver, and, therefore, the coat is made to cling closely to the figure, and of the very closely-woven fabric named. Tan or beige are the favorite tints, and a high collar is provided, so that the throat, and even the hair, may be protected.

**"Dressmaker-Made"
Garments.**



Perfect
Fitting.

Latest
Designs.

ARE THE

"Maritime" Wrappers

Do not fail to see Samples before placing
your "Fall" Order.

The **Maritime Wrapper Co., Limited**
WOODSTOCK, N.B.
Ontario Agency, 46 Toronto Arcade—J. E. Parkhill, Agent.

Perrin's Gloves



QUALITY GUARANTEED.

A well assorted stock always on hand in the
leading qualities.

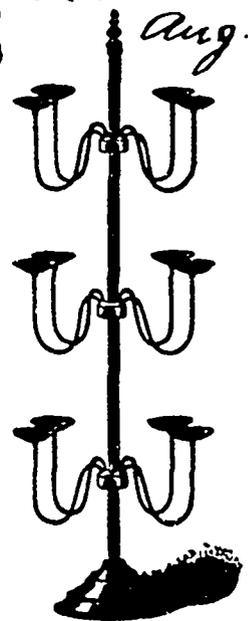
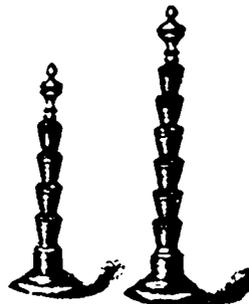
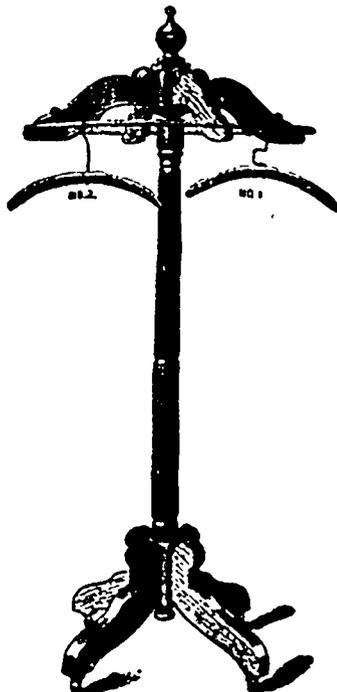
WRITE FOR SAMPLES.

PERRIN FRÈRES & CIE.

5 Victoria Square, MONTREAL.

DISPLAY FIXTURES AND FORMS

*all returned
Aug. 25/89*



Millinery Stands
Hat Stands
Flower and Feather Stands
Papier Mache Forms
Wax Figures
Mantle Racks
Veiling Fixtures
Ribbon Cabinets

CLATWORTHY & CO.,

46 Richmond St. West,
TORONTO, ONT.

Carpets, Curtains and Upholstery.

HINTS ON COLOR EFFECTS.

ARTISTIC taste, with all it implies, such as a quick eye for color effects, graceful modes of draping, etc., cannot be acquired if an upholstery salesman has no natural gift for such work, remarks Upholstery Trade Review, but there is no reason why he should not have a fair knowledge of color combinations, harmonies and contrasts, sufficient at least to prevent glaring blunders on his part.

For instance, if a room is finished in natural wood, the salesman should know what particular fabric looks best in conjunction with a certain kind of wood; that is, he should be able to say that tapestry or leather stamped or plain go best with oak; that brocades, especially those having silver threads, go well with bird's-eye maple; velvet and plush with red mahogany; reps and other corded fabrics with cherry; dull, and soft-faced goods with walnut.

Some simple color schemes for rooms, which may easily be kept in mind, are the following:

For a room with woodwork in antique oak make the walls yellowish olive; the frieze, light red; the cornice, deep buff; ceiling, tan; carpet, olive; furniture coverings, old red, and draperies, olive.

For walnut woodwork, the walls may be golden yellow; frieze, chocolate; cornice, gold; ceiling, golden yellow; carpet, chocolate brown; furniture coverings, golden yellow, and draperies, a tawny yellow.

For cherry woodwork, make the walls a brownish red; frieze, a reddish tan; cornice, light lemon; ceiling, yellow brown; carpet, red brown; upholstery, red, and draperies, brownish red.

For mahogany, have the walls a deep old blue; the frieze, golden orange; cornice, gold; ceiling, orange and blue; carpet, wine; furniture coverings, golden yellow, and draperies, wine red.

For light oak, the walls can be grey blue; frieze, dull orange; cornice, light olive; ceiling, light grey blue; carpet, grey blue; furniture coverings, tan, and draperies, light olive.

For white wood, the walls may be pale green or pink; frieze, light rose, cornice, silver; ceiling, cream white; carpet, yellowish brown, furniture coverings, old rose, and draperies, ivory.

In regard to textile fabrics, it should not be difficult to remember that yellow harmonizes best with purple, blue with orange, red with green, light yellow with dark purple maroon, light red or pink with dark green olive, light blue with dark orange brown, light purple with dark yellow citrine, light green with dark red russet.

Among other effective combinations may be mentioned tan and dark blue, black and scarlet, yellow and brown, orange and yellow, and green and yellow.

When two colors accord badly, the trouble may be remedied by placing white or black between them.

Orange and red do not accord well together, because they are closely related, and when put together become confused. Now, one single thread of white between not only separates them, but deepens and enriches their tone according to the value of the contrast; but a black thread would be more powerful in brightening both colors, because it would be the strongest contrast to orange, as well as the red. Black would not be useful in separating blue and violet, because they are too closely related to black, therefore white would at once deepen the colors and at the same time acquire a decided tinge from both, which is called simultaneous contrast.

Now, blue, white and violet are good, yet a better triple combination may be formed, especially for upholstery goods, by substituting grey for white; the contrast becomes less prominent and more agreeable. Color elements are beautiful by themselves, and in a large number of simple combinations

the assorting of colors in obedience to certain principles will always produce fresh effect. The most brilliant, such as yellow, must be used sparingly; colors of intermediate power, such as reds, can have a larger quantity of space, while a deep and more retiring blue ought to have at least as much space as that occupied by both the yellow and red.

THE CARPET INDUSTRY IN CANADA.

By Mr. James P. Murray, Toronto.

(Continued.)

A Word About Axminsters.

Nearly every carpet made in any quantity for the trade of the present century has been referred to in the past few paragraphs. Axminsters are about the last of power-loom carpets about which a few items should prove interesting. Some years ago, when this century was young, in a town on the river Ax, which, with its large church, gives the name to Axminster, James Templeton produced the first examples of this carpet, which has held the highest position among narrow power-loom fabrics since it was first put on the market.

It is the only carpet that needs two weavings, and for this reason has the merit of surpassing all other carpets in wear. To produce a carpet of this kind, the design, having first been carefully painted on specially prepared paper, is cut into strips from which a chenille cloth is woven to exactly match the colors in the design, as they appear on the paper. This cloth is then cut into narrow strips and passed over a calender which presses all the ends of the cut fibres so as to have them, when woven into carpet, standing upright. Great improvements have recently been made on the original hand methods, and, by the processes patented by the Toronto Carpet Manufacturing Company, axminster carpets can now be manufactured and sold through the trade to the consumer at the price of a medium-priced brussels. To give an idea of the very extensive opportunities which offer themselves to produce a variety of colors in a design, it may be stated that as many as 180 shades can be woven into one square inch. The most valuable feature in an axminster carpet is that all the yarn used in the carpet for its wearing qualities is kept entirely on the surface. Under this method the economy of the expensive material in a carpet is for the consumer's benefit, as it is used where required for wear, and not hidden away and of no value, as in brussels and wiltons. In this way the wearing merit of the carpet is in no way prejudiced, and the cost is minimized so as to bring this excellent fabric within the reach of all. A foreign endorsement of the axminster carpet as a high-class fabric is evidenced by the fact that the large Saxony and Austrian manufacturers, who made such extensive displays at the World's Fair, of Chicago, 1893, are now making very handsome designs in axminster carpet squares, in all sizes up to four yards wide and in all lengths. The immense market these whole carpets have found throughout the trade in Europe, the United States and Canada, testifies to the universal popularity of the axminster.

Thus, briefly, are epitomized all the power-loom narrow carpets, with, perhaps, the exception of "Dutch" and "Venetians," and one or two other makes of carpets, the demand for which has so

WE HAVE THE "PICK OF THE MARKET."

**Geo. H. Hees,
Son & Co.**

PLEASANT WORDS FROM THE TRADE

The goods in your showrooms are so well displayed that we can see at a glance the whole assortment to select from. Besides, it is a great pleasure to buy where we can find just what we want. Time is valuable to the buyer and he saves time buying from us.

ANOTHER SAYS

Your goods are just what our customers require, up-to-date in styles, of splendid values, and selling them is a pleasure.

OTHERS SAY

At last we find the house that can supply goods ready to deliver from stock, and our mail orders you fill promptly.

**LACE CURTAINS
FURNITURE COVERINGS
PORTIERES, DRAPERIES
TABLE COVERS**

and a general assortment of Upholstery Goods. The many repeat orders is abundant proof that our goods are quick sellers and profitable to the retailer.

... WINDOW SHADES ...

Our average production of Shade Cloth in yards is more than three miles daily. We manufacture everything in the line of Window Shades, and sell them to the trade at a price that affords them a Large Retail Profit.

WOOD AND BRASS CURTAIN POLES AND TRIMMINGS

One of our leading sellers is No. 25, consisting of a 1½ x 5 foot pole, 10 wood rings, 2 ends and 2 brackets, in colors, Cherry, Black, Boxwood or Walnut, at \$15 00 per hundred complete. Retailers usually sell them from 25 cents to 35 cents. **See our new Illustrated Catalogue.**

IT IS OUR AIM TO WIN THE TRADE BY FURNISHING QUICK-SELLING GOODS THAT WILL BRING THEM CUSTOMERS AND PROFIT.

ALL WE ASK

is that you afford us the opportunity of showing you our new line of Upholstery Goods and Lace Curtains, and everything pertaining to window furnishings, you to be the judge of style and values.

GEO. H. HEES, SON & CO.

71 Bay Street, TORONTO.

CARPETS AND CURTAINS—Continued.

fallen off as hardly to allow them to be classed among the carpet fabrics which go to make up the carpet trade of the day.

Whole carpets, rugs and floor squares are receiving to-day, by every carpet department, more attention than has ever before been known.

'Twould be difficult to say just at what period of the world weaving was first known, but translations of early writings give credit to the Hindoos, about 1,500 years before Christ. But not for 500 years after do we first hear of carpets.

"The chief beneath his roof he led
And placed in seats with purple carpets spread.

—Homer.

About 300 years before the advent of Christianity, at a great festival in Egypt, a reference is made by one of the writers of that period to the royal-purple carpets, with the same pattern on both sides, which were used in the royal marquee.

Carpets have from the very earliest use been associated with the grandeur pertaining to royalty. It is with unyielding ambition, to-day, as then, that wealth seeks the richest of the artizans' labor from the furthest ends of the earth. The luxurious contribution of the Oriental couch, the thick soft carpets, in colors which have stood the test of centuries, and all other accessories to voluptuous ease, are as much the work to-day of Persia, India, and other Eastern countries, as when the earliest of Buddhist craftsmen idealized their kings and priests by weaving them with wonderful correctness into the various beautiful and costly fabrics of silk and wool, which, even to the present day, are appreciated as the highest standard of home furnishing.

But the carpets of Eastern fame are all hand-made and are the work of years. They carry the imprint of human labor, and into them are woven the joys and sorrows, successes and failures, hopes and disappointments of the makers.

The art handed down for centuries from the Orient has always had a characteristic, distinguishable from all Western ideas of decoration in its force, variation of style, manner of drawing, and yet, during all these years, through the rise and fall of the world's nations, the same subjects are taken as the groundwork of ideas. Mythical and natural animals, geometric designs, the lotus, human-headed winged bull, eagle-headed genius and other tribal signs have always been found in some form among the figures of the design.

Modern skill has, however, so conquered the slow methods of primitive times, it is now possible to decorate homes with all the luxuriance of the East at prices within the reach of even the poor follower of the Sheik of Arabia or the young man just starting life in his two or three rooms—the nest to which he intends introducing his blushing bride.

The softness of the texture, artistic merit of design, beauty of coloring, great service in wear, reasonable price and, withal, reversible, are the merits of the "Smyrna" rugs.

This rug was first made on power looms in the early seventies of the nineteenth century. Having now been for 25 years tested in every way in which wear can be given a carpet, and proving to be one of the most serviceable floor fabrics, its reputation has earned for it a place in every carpet department and confidence in them by every housekeeper.

By a method of producing the pattern much on the same principle as is done for the axminster, the mechanism for weaving brings the same pattern to both sides in an equal way.

The successful results of placing the Toronto axminster with the carpet trade of Canada has strengthened the desire of The Toronto Carpet Mfg. Co. to still further add to their selection of rich carpet fabric and enable buyers to more readily supply their needs. To

this end they have made extensive preparations to manufacture "Smyrna" rugs, not only in great variety of design, but in all sizes from the small door mat to the large rug to cover the entire floor.

To designate these rugs as of Canadian manufacture they will be known as the "Tecumseh" and the "Earnscliffe." The nomad rugmakers of Kurdistan traced their rude designs in the sand, the anatolian rug is crude and coarse; but between the first of these untutored and unskilled patterns and the beautiful and graceful colors and designs of the Canadian "Smyrnas" centuries of civilization have passed.

In the earlier pages of this article reference was made to the acknowledged supremacy axminster carpets have over all other power-loom carpets. They, also, are to be had in the large whole carpets from the mills of the leaders in carpet manufacturing. Such testimony to the value of axminsters should satisfy any purchaser.

Differing from the "Smyrna," they are not reversible, but, in design and coloring, give opportunity to the artist's ability unequalled in any other carpet fabric. In no other is to be found the graceful tracery in design known among decorators as the style of "Marie Antoinette," "Empire," French and Italian "Renaissance," "Byzantine," "Rococco," etc.

In every respect the axminster rug leads every other power-loom whole carpet. Having the best facilities to produce these rugs in every variety and size, The Toronto Carpet Mfg. Co. have also lately added them to their range of carpet manufactures. While not being expected to last the ages of the weavings of the disciples of Mahomed, yet, if the time taken to weave one is considered with the other, and the comparative length of wear, the Canadian rug will be considered as the more valuable in proportion.

During recent years the demand for rugs has been so great that dealers have been importing a low-class jute whole carpet in large quantities from Japan. This rug, though, is of very low grade both in quality, class of design and coloring. Nearly every purchaser of one knows to his sorrow his experience with this common jute rug which he was persuaded to buy because it was "cheap," which word in everyone's mind to-day has come to be accepted to mean "low-priced and common."

The real rugs of the Orient, whether they come from Persia, Turkey or India, as seen in the homes of affluence, are too high-priced for all but the few, who, in this country, have amassed more wealth than is needed for the ordinary comfort of the great majority. Fortunate should a country consider itself that has wealthy men who scour the earth for the choicest treasures in art and bring to our domain rare specimens in ceramics, metals, carvings and textiles, from which our art students are allowed to draft ideas of design and color.

It is to be hoped the recognized authorities, seeing the necessity, will assume the responsibility to properly equip in the large commercial centres museums of industrial art, and, in connection therewith, efficient technical schools.

One of the most important merits of a carpet should be the happy blending of its colors. This is strongly evidenced by the educated and reformed purchaser always selecting soft tones and shades. In the great Oriental carpets and rugs, as found in Constantinople (which is the world's market for them), before they have attained the mellow harmony of color which marks their beauty, they have served their owners many years, and been exposed during most of this time to the sun and dust. It will, therefore, be understood that even the most valuable, reputed to be hundreds of years old, or even the more moderate priced, of comparatively recent age, have not retained their original colors.

Colors, however, are now produced in the Western carpets in a great variety of shades, while in the Eastern weavings, the colors

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Empire Carpets

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We are now busy on our new designs for Spring trade. We want to make the last year of this nineteenth century the best in our history.

With this object in view, we have arranged for the largest range of advanced designs and colorings we have ever shown.

Our line for the coming Spring trade will, in point of value and variety of designs and coloring, be second to none on the road.

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 PERFECTION.

Our Wool-filled Quilts are cheap and comfortable.

We have **CUSHIONS** in endless variety for the Lawn, Boat, and Drawing-Room.

**See the goods and
 be convinced.**

Travellers now on the road. Should they fail to call, write for samples. It is worth the trouble.

CANADA FIBRE COMPANY, Limited

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

MONTREAL.

CARPETS AND CURTAINS—Continued

used are known as the "perfect seven"—indigo, porcelain blue, green, yellow, orange, crimson and rose-red. The best weaving colors are blues, reds, and yellows. The former grow more lovely with age, but browns are fleeting and unserviceable.

Dr. E. Reisse, one of the most eminent dyeing chemists of the age, says that "all kinds of progress testify to the cooperation of science and trade in an astonishing manner, as we look back upon the achievements of the nineteenth century. Above all, it is particularly the sister sciences of chemistry and physics that have set their mark upon the present age, and one branch of industry which chemistry has revolutionized and mightily advanced is the art of dyeing."

Up to the middle of the century, the dyer was exclusively dependent upon the natural dyes. These had been used from remote antiquity to improve the appearance of fibres and to satisfy the taste of men for harmonious colors. With time, the range of natural dyes widened, and some of them have such excellent qualities that they still enjoy the preference of many dyers. Among these may be mentioned logwood, fustic, indigo, and some others of animal, vegetable, or mineral origin still hold their ground.

These dyes were used by strictly adhering to certain recipes, transmitted from one person to another, both verbally and in writing. Experience and close observation had taught under what conditions the dyeing processes were most successful, but the why and wherefore of the precautions to be taken was either known imperfectly or not at all. The dyer worked more or less in the dark, and his art was wholly empirical. As a natural result, inexperienced hands used processes requiring all sorts of really unnecessary labor, and the art at last reached a point beyond which the knowledge in existence could not bring it. As soon, however, as chemical science acquired strength, it was at once applied to dyeing, and with the wonderful results which we all know. Results are no longer left to chance, but are based on scientific knowledge of the various coloring matters and of the materials to which they are applied. Thus, we see dyeing becoming a branch of applied chemistry and subjugating itself to the wide-reaching laws of that great science.

Scientific investigation brought colors from coal tar towards the end of the first half of this century, and the number of these dyes has been increased in an unexampled fashion during the last few years.

New branches of the art owe their origin to the discovery of artificial methods, for instance, madder, used to produce certain reds, has been replaced by alizarines. And so with many other colors.

It is the institutions and their founders who, having given their services to the developing of the modern science in dyeing, the world has to thank to-day for the beautiful shades produced in almost any substance or fibre. No industry has more profitably gained by these researches and studies in dyeing than has the carpet manufacturing. Not that dyes are made fadeless, as that is almost impossible, but that they are made about as sun-fast as the best skill of modern science can make them.

In the selection of carpets, the examples given by the rugs used at Mohammedan shrines lead to darker colors, if it is desired they should be lasting. Pale tints, whether dyed in the Orient, Europe or America, cannot be expected to be either serviceable or lasting.

In this branch of their industry, The Toronto Carpet Mfg. Co. have given very extensive research, and have the immense laboratories of Germany, France and England contributing their best efforts to the production of reliable dyeing results

Designing For Carpets.

For carpets in which a jacquard is used such as ingrains, brussels and wiltons, when designing, colors are not used in any relation to the artistic merit of the carpet to be produced, but designate the card-stamper where to punch the hole in the card. To anyone not knowing the working of a jacquard, it would be difficult to explain the method by which the warp yarn is raised or lowered. The warp is raised when the jacquard needle is forced back by the card not being punched at that point where the needle strikes the card, and the warp is lowered when it is. The color, each one of five (generally accepted as green, blue, black, red and yellow), tells whether or not or where the card is to be perforated.

As the highest artistic merit is produced in a carpet of an axminster weave, so also must this be in the design, and is much more easily explained than the jacquard designing.

The designing is one of the most interesting branches of the manufacturing of carpets. Visitors to carpet mills are always taken with the work of the artist studio. They see designs in all stages of construction—some in charcoal, some half-colored, others finished. Many questions are asked about the work, especially from a practical standpoint. The visitor is amazed when informed that the paper of small squares contains no less than 100 to the square inch, and that sometimes one design will contain 100,000 of these small squares. Every square of this number is read and woven by the weaver, color for color and square for square. Without the means of the squares, the weaver could not possibly weave the design; the squares are the means of showing the weaver where to begin and end on a certain color. The weft weaver averages from 10,000 changes of shuttle in a day, guided by the changes of color in a design.

Designs often contain fifty colors, all of which are painted clear and distinct from one another to enable the wearer to use the right shuttle at the right time and in the right place. Every color has its own shuttle; the weaver's duty is to watch each color and its limit in the squares. So, by the means of squares are designs made practical for carpet weaving.

As we travel around the carpet houses of to-day and see the purchasers looking over the vast selection of patterns, we cannot help but feel struck very forcibly when we sum up the public taste from the trade point of view.

The public of to-day are wide awake and can detect the slightest fault in a piece of coloring. Harmony of color is almost universally understood. In many instances the public have voiced their criticism clean above the worth of the patterns before them. They point out faults pertaining to distribution and other laws at fault, and, in many instances, have pointed out the slightest emerging from the character of the pattern.

Such is what we find in Canada to-day, but at the same time we are on the verge when Canada must take a decided step forward in the field of art, and this can only take place from the interior. We cannot depend on imported carpet patterns to satisfy the taste of our Canadian public. The Toronto Carpet Mfg. Co. is looking deeply into these important matters concerning the public demand for a higher standard of selection of patterns. We should not expect England, Germany, or our neighbors across the border to be the highest types as guides to our tastes, nor that either of them could legislate for us. We want a higher and truer rendering of the possibilities of the vast fields of beauty that have been placed at our disposal. This can only come from the interior, for we know our own tastes best.

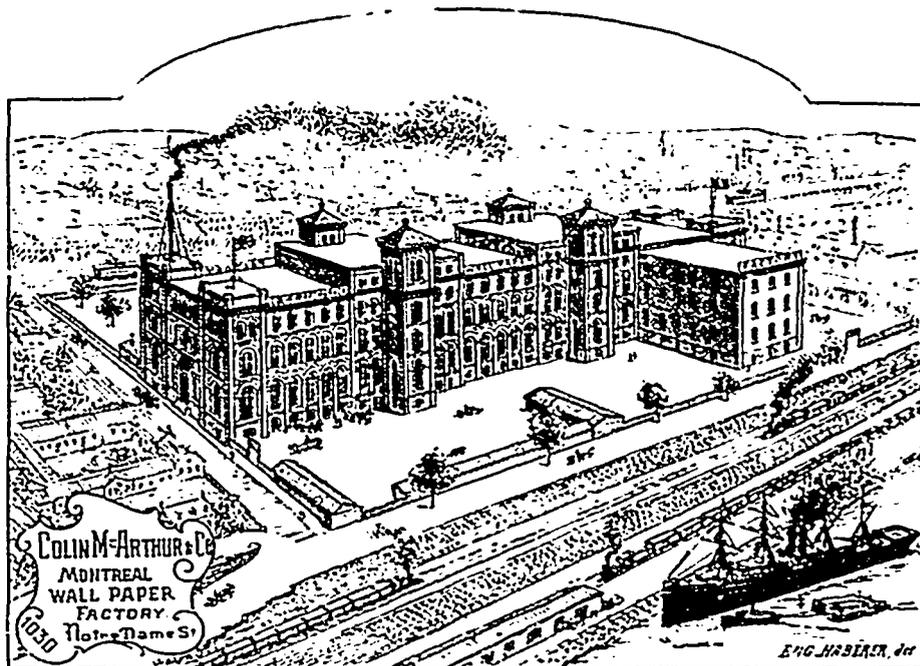
(To be continued)

James Johnston & Co. are showing a nice assortment of cyranos chains in blacks and fancies.

COLIN McARTHUR & CO.

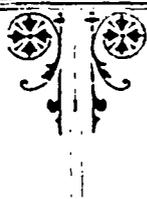
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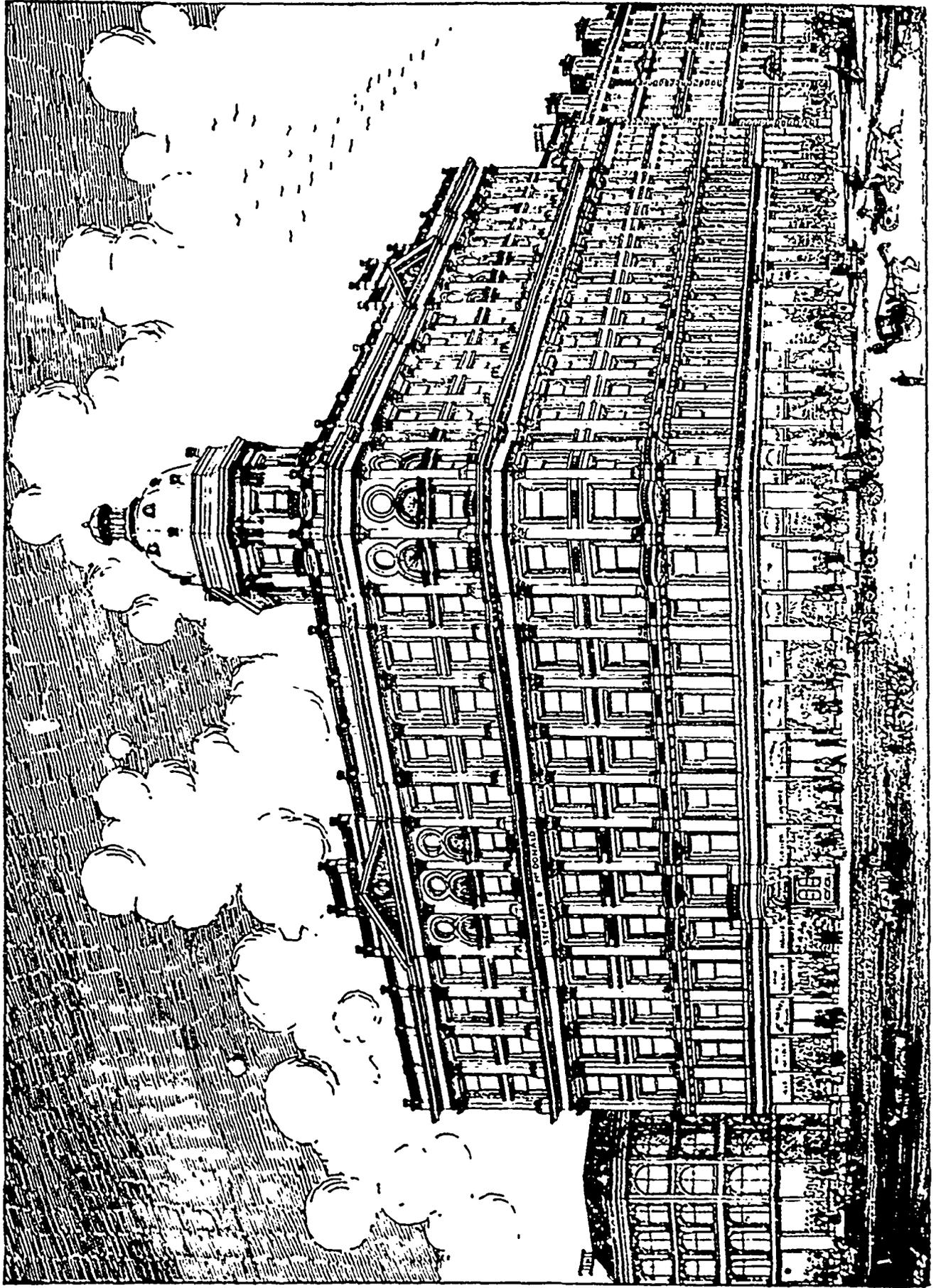
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MESSRS. STEWART & McDONALD'S NEW PREMISES

Architect H. R. K. H. STUART, A.R.B.S.

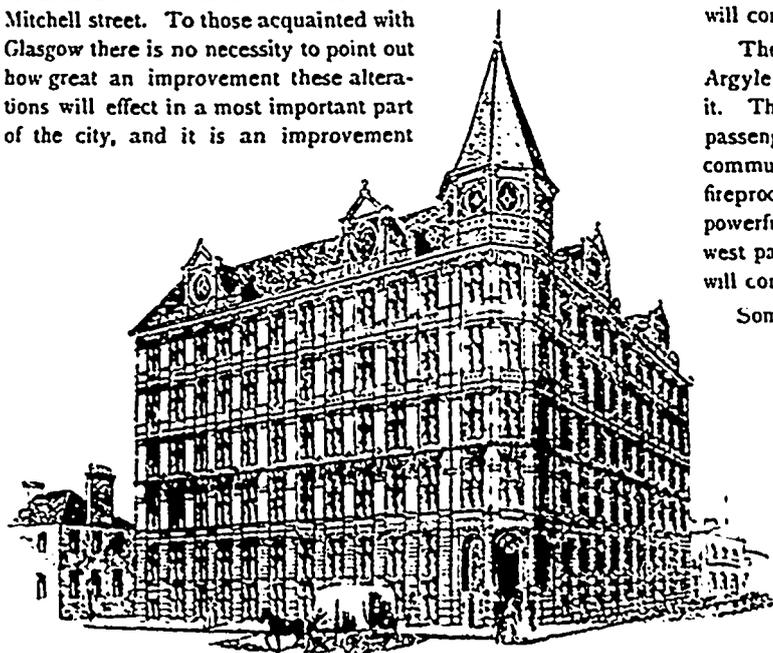
Illustration by A. R. MITCHELL, Glasgow, Scotland

A GREAT GLASGOW IMPROVEMENT.

DETAILS ABOUT MESSRS. STEWART & McDONALD'S MAGNIFICENT NEW PREMISES.

DURING the last few months, the "Scotch Notes" of The Drapers' Record have, from time to time, contained references to the rebuilding or alteration of Messrs. Stewart & McDonald's premises in Glasgow, and mention has been made of the great public interest that has been evoked by the far-reaching and extensive nature of these plans. It now becomes possible for us to deal with the matter in a manner worthy of it, and we have pleasure in being able to place before our readers the fullest and at the same time the first authentic particulars yet published. Of course, the scheme has been on the tapis for some time, but, as the building lines of the new warehouse in Buchanan street have been finally adjusted the corner of the street, Messrs Stewart & McDonald's property, having been bought by the city to enable the thoroughfare to be straightened—publicity is now possible, which a short time ago would have been premature and inadvisable.

To plunge at once in medias res, here are particulars of what will be accomplished by the rebuilding and alterations. It should, perhaps, be explained that Messrs. Stewart & McDonald's warehouse comprises a very large block, having an extensive frontage to three important thoroughfares in Glasgow—Buchanan street, Argyle Street and Mitchell street. This building, the headquarters of the firm, has 572 feet of frontage—one of the marvels of Glasgow. The business comprises 35 departments, covering the entire range of drapery, haberdashery, dress, clothing and outfitting trades. As we have said, the corner of Buchanan street has been purchased by the city of Glasgow, and the building line will be set back to make that side of the street straight. The Argyle street front is also to be made straight, and set back 2 feet 8 inches at the corner of Mitchell street. To those acquainted with Glasgow there is no necessity to point out how great an improvement these alterations will effect in a most important part of the city, and it is an improvement

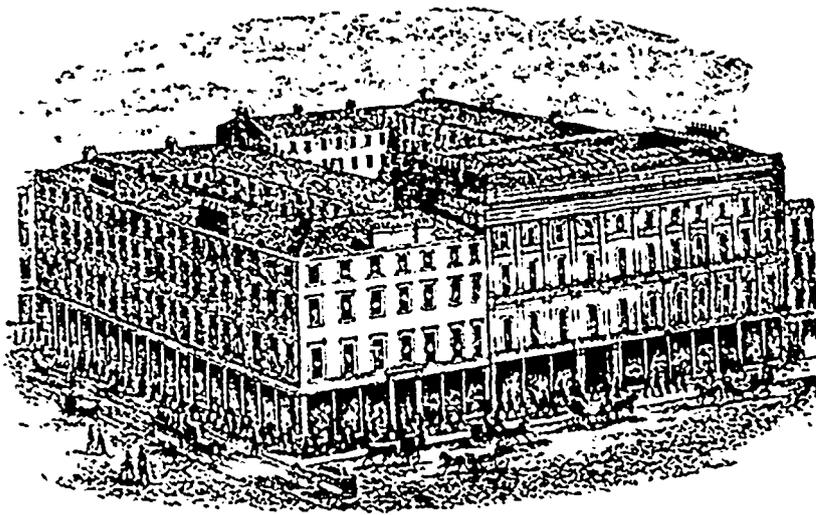


The Leeds Factory of Messrs. Stewart & McDonald.

which has been largely brought about by the public spirit of the members of the firm of Stewart & McDonald, who, in the course of the negotiations that have proceeded between them and the Glasgow Council, have shown themselves actuated by a desire for a settle-

ment to the interest of all concerned, which cannot be too highly praised.

When the whole of the rebuilding is completed, the premises will contain 235,000 square feet of floor accommodation, and it is probable that this will be the largest warehouse of its kind in Great



The Glasgow Warehouse of Messrs. Stewart & McDonald now in course of alteration.

Britain. The whole premises will be divided into six buildings by means of fireproof walls, and the Argyle street and Buchanan street buildings now in course of reerection are to be of a new fireproof construction, for which a patent has been secured by the architect, Mr. Horatio K. Bromhead, A.R.B.I.A., the chief feature of this construction being that the floors, columns, beams and joists are all formed of, or are encased in, brickwork that has been through the intense heat of a brick furnace for several days, and the building will consequently not be destroyed by a fire in or near any part of it.

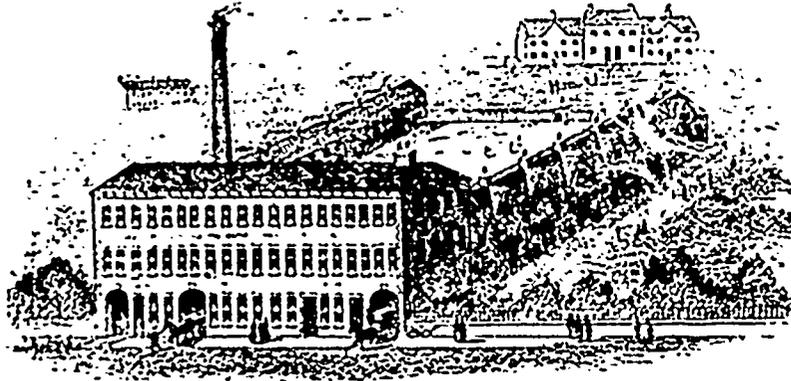
The new wholesale entrance will be in the centre of the new Argyle street front, and will have a 9-ft. Hercules on each side of it. The buildings are eight storeys high, and there are to be two passenger hoists in the grand staircase, just within this entrance, communicating with every storey. The new roofs are to be flat and fireproof, and will be supplied with hose pipes, which will be a powerful defence in case of fire in any neighboring property. The west part of the Argyle street building is being erected first, as it will contain the new principal staircase

Some details as to the foundation and progress of the firm of Stewart & McDonald may advantageously be incorporated in the present article. It is not our desire to indulge in any panegyric of the house, which is quite unnecessary in view of its standing in the trade, but to give a clear record of fact. The house of Messrs. Stewart & McDonald was established in 1826, at its present address and under its present title. The business was inaugurated in quite a small way, and from time to time, as the trade grew and developed, additions were made to the premises. Looking over the records of the enlargement of the premises, the first addition of notable importance is found to have been made in 1860, when the block was extended into Mitchell street. In

1867 a fine addition to the Buchanan street frontage was effected. Another addition was made in consequence of the premises not even yet being large enough for the business, and another block was added, which extends into Union street. These premises, which are con-

nected with the main building by means of a subway, are used for packing purposes, and are known as the Great Packing Hall. During last year the firm added three storeys to their Mitchell street premises, increasing the accommodation over their whole warehouse by about one-third. This was, of course, prior to any steps being taken to erect the new frontage, which is at present being built.

The originators of the business in 1826 were Mr. Robertson Buchanan Stewart and Mr. John McDonald, and the personnel of



Messrs. Stewart & McDonald's Factory, Strabane, Ireland.

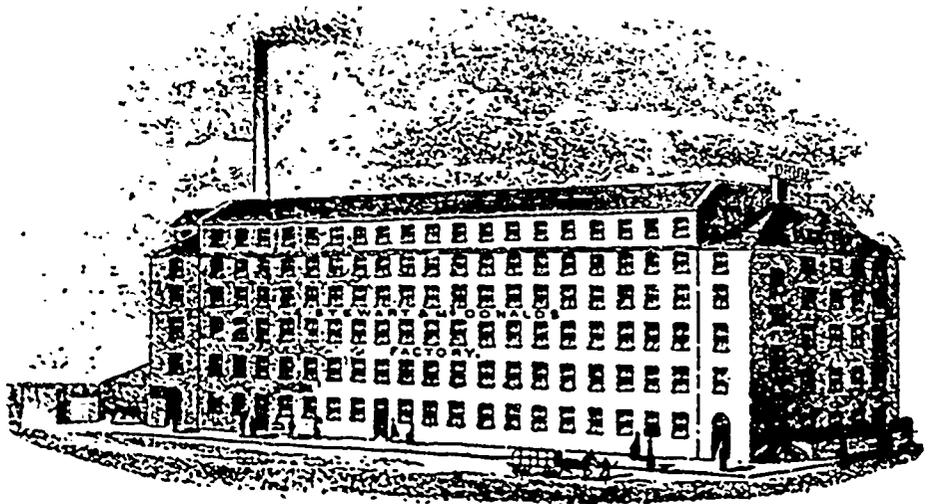
the firm to-day comprises Mr. Robert Kedia and Mr. Ninian B. Stewart, jr., and Mr. Robertson B. Stewart, these last two gentlemen being the grandsons of Mr. Robertson Buchanan Stewart, thus representing the third generation of the family in connection with the business. In 1859 Mr. N. B. Stewart, sr., joined the firm, and a few years later Mr. A. B. Stewart also became a partner. On the death of his father Mr. N. B. Stewart became senior partner, and under his vigorous direction the business made gigantic strides in the path of progress. Gifted with untiring energy and no ordinary degree of commercial capacity and foresight, Mr. N. B. Stewart strengthened at every point the foundation of the house as laid by his father and Mr. McDonald, and it is not too much to say that to his earnest efforts the firm owes that enhanced security of position and fund of resource which has enabled it to pursue unfalteringly and steadily the course of advancement he so decisively marked out for its future career. Eventually Mr. N. B. Stewart retired, but, shortly before that event, Mr. Crombie, who had previously for many years been cashier to the firm, was admitted to a partnership. Mr. Crombie died in 1882. Mr. A. B. Stewart, brother of Mr. M. B. Stewart, and now also deceased, was a notable figure in the personnel of the firm during his term of association with the business. He was one of the most generous and popular of Glasgow's prominent merchants in his day, and filled with great credit offices as justice of the peace for the city and as deputy-lieutenant and convener for the county of Bute. Unfortunately, this gentleman died when comparatively a young man (only about 45), deeply regretted throughout the whole district. His charitable disposition was well known, and he was always first and foremost in all acts, either of a charitable nature or tending to the improvement of his fellow townsmen. Mr. Robert Kedia, who had for many years most successfully managed a number of the principal departments of the business, was admitted as partner in 1882, and

is now managing partner in this prosperous and eminently representative firm. He is ably seconded by the Messrs. Stewart as above mentioned as colleagues with him, who share with Mr. Kedia the responsibilities no less than the emoluments attaching to the conduct of a mercantile enterprise of such magnitude and influence. The business, as it is constituted to-day, deals with every branch and division of the wholesale dry goods and textile trade, and the departments represented in stock are 35 in number.

A particularly notable section is that for ready-made clothing from the firm's factories at Leeds and Glasgow, and the carpet department contains one of the largest, richest and most exhaustively varied stocks of home and foreign floor coverings to be found in Great Britain. For the rest it is impossible to say any more than that each division of the stock is completely representative in its particular line, and that the goods shown embrace the products of the best centres of supply purchased in the most advantageous markets and listed at prices fully in accordance with every requirement of a pushing and competitive age. Messrs. Stewart & McDonald's price list is a study in itself, an epitome in volume form of the features of the trade they exemplify, and it is remarkable for those points of system and good arrangement which are among the most noteworthy characteristics of the vast emporium from which it emanates.

Messrs. Stewart & McDonald employ about 2,000 hands altogether, the warehouse staff numbering fully 500 alone, and they have fully 100 travelers constantly on the road waiting on their connection, not only in all parts of Great Britain and Ireland, but on the Continent and all our colonies. Messrs. Stewart & McDonald have three immense factories under their direct control and proprietorship—one at Leeds for readymade clothing; one at Strabane, Ireland, for shirts, collars and ladies and children's underclothing, and a third in Rutherglen road, Glasgow, for ready-made woollen shirts, children's blouses, costumes, mantles and pinafores.

These factories afford employment to a great amount of skilled labor, and are equipped in the most complete manner, their productive facilities and capacities being developed to the highest



The Factory in Rutherglen Road, Glasgow.

degree. The firm have branch establishments at London, Edinburgh, Liverpool, Rochdale, Birmingham, Belfast, Dublin, Newcastle, Leeds, Preston, Hull, Montreal, Toronto, Melbourne, Sydney, Dunedin and Port Elizabeth; and at several of these branches large and important stocks are held. The trade of the house is one of very great magnitude and universal extent, and

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such is the splendid development of the export department, that there is practically no town, city or district in any quarter of the globe to which the commerce of Great Britain has penetrated, that does not offer a ready and profitable market for the goods of this firm.

Robert Harrower, Montreal, is agent for the firm in Canada.

HANDSOME NEW WAREHOUSE.

THE new warehouse now being erected for S. Greenshields, Son & Co., by Mrs. J. A. C. McIntyre, on Victoria Square, Montreal, will be one of the handsomest and most up-to-date premises of its kind on the continent. It will occupy the site of the warehouse burned down last Winter, and will have a frontage on Victoria Square of 99 ft. 7 in. by 100 ft. 6 in. on Craig street. Seven storeys and a high basement will tower upwards some

starts at the main entrance. The entry and shipping office will be in the basement.

One passenger and three freight elevators, all operated by electricity, will carry passengers and goods between the different floors. The stairs and elevator shafts are to be of iron, the building heated by steam, and fitted throughout with sprinklers, thus reducing the risk of fire to a minimum. The main cornice, which will directly join that of the present McIntyre building, is to be of copper.

The offices will comprise one large public room, two private ones, a large vault, coat room, lavatory, etc., and will possess the necessary facilities for the expeditious carrying on of the large and growing business of this house. The warehouse will be exceptionally roomy, convenient, and well lighted and will enable goods to be shown to the best advantage.

The architects are Hutchison & Wood, of Montreal.



94 ft. from the sidewalk, and it will be fireproof throughout, the structure being of steel and the floors and roof fireproofed by The Expanded Metal and Fireproofing Co.'s system, of Toronto.

The Victoria Square and Craig street fronts will be of Bedford buff limestone from Indiana, the same as that which will be used in the new office building of the Grand Trunk Railway on McGill street, the walls on lane in rear being of buff brick.

The main entrance, which will be from Victoria Square is to be quite handsome for a building of this nature. Large pillars will adorn each side, while the floor will be of mosaic and the walls of the vestibule of marble. The windows of the first and second storeys will be of plate glass.

The general and private offices, which are to be handsomely fitted up, will be on the second floor convenient to the elevator, which

AN OLD DRYGOODSMAN GONE.

One of Montreal's most prominent wholesale dry goods merchants passed away last month in the person of James Johnston, of James Johnston & Co., St. Helen street.

Mr. Johnston, who was a native of Hamilton, Scotland, came to Montreal some years ago, and became connected with the dry goods trade, continuing to take an active interest therein until the time of his death. He was one of the best known merchants in the Dominion, and always took a keen interest in anything that would advance the best interests of his city and Province.

With his widow, who was a daughter of the late Andrew Robertson, chairman of the Harbor Commissioners, and her family of three daughters and four sons, much sympathy is felt in their bereavement.

Brush & Co.'s Specialties.

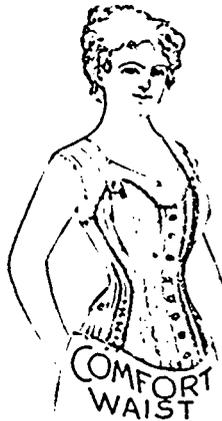
SOLE MANUFACTURERS



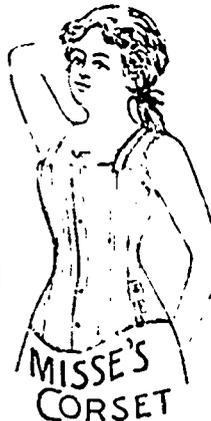
CORSETS.



"HEALTH" BRAIDED WIRE DRESS FORMS.



THE BRAIDED WIRE HAIR ROLLS.
For the latest Styles of Hair Dressing.



PEERLESS Skirt and Waist Supporter.



MADE IN SIX LENGTHS.

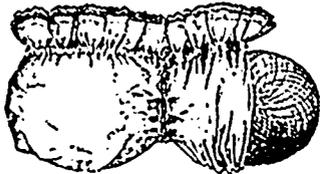
4, 6, 8, 12, 15 and 18 inches long.

"HYGEIA" DRESS FORMS.

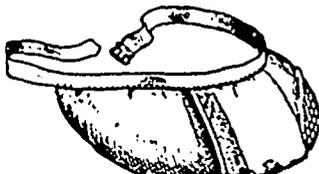
COMBINATION No. 1.

COMBINATION No. 2.

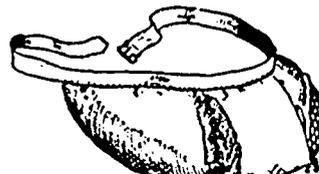
PEERLESS Sanitary Safety Belt.



IMPERIAL HIP.



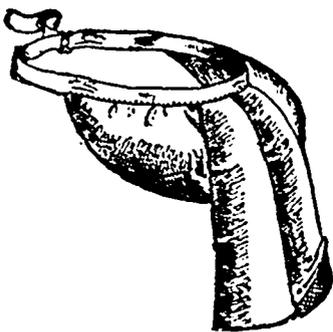
LA MODE.



ORECIAN.



QUEEN, 2 ROLL.



PRINCESS.



EMPIRE.



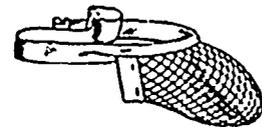
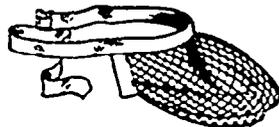
GEM.



QUEEN, 3 ROLL.



BEAUTY.



Sample Orders Solicited. **BRUSH & CO., TORONTO**

WHERE MANY CLOAKS ARE MADE.

THE removal, in May last, of The Cloak Manufacturing Co. of Toronto, Limited, to 18 Front street east, is another important step in the interesting history of this company. The progress made by them since their formation three years ago, reads like an "Arabian Nights" romance. At that time, the company occupied a space of about 2,000 square feet; and now they require every inch of the 21,500 square feet they have at 18 Front street east. An analysis of the causes which have brought about this remarkable metamorphosis emphasizes the fact that "in business there is no such thing as luck." The triple combination, clever designing, capable management and ample capital, has placed them where they are to-day—in the front rank of Canadian cloak manufacturers.

A stroll through their warehouse and factory is a liberal education in modern, up-to-date manufacturing and merchandise. The ground floor is divided into offices, show-room and shipping department. The show-room itself is tastefully furnished; but what chiefly attracts the visitor's attention, is the beautiful varied display of ladies' mantles and suits. There are over 200 different styles to choose from; and these are the powerful magnets which have irresistibly drawn the trade from all sections of Canada and built the business up to its present proportions.

The second floor is used as a stock-room, and here over 10,000 jackets are hung up awaiting shipment. About 500 finished garments are received daily into this department from the factory, and a still larger number is shipped daily from it to merchants throughout the Dominion.

The third floor contains the cutting department. Six cutters are kept constantly employed, and the whirr of the electric knife makes brisk and pleasant music as it carves its way through 40 or 50 thicknesses of cloth. The pressing and the trimming departments are also on this floor, and it is there that the company's staff of examiners are kept on the hustle, minutely inspecting every garment before it is sent to the stock room—any coat in which their critical eyes detect a fault is immediately sent back for correction.

On the fourth and top flat, are the operators and finishers, and here is as busy a spot as you will find in all Toronto. Over 250 hands, male and female, are diligently engaged turning out the high-class garments which have made and preserved this company's enviable reputation. From top to bottom the establishment is run on thorough business principles, and, from all appearances, it is still destined to grow and flourish as one of Toronto's leading and solid manufacturing industries.

BONUS TO SHIRTMAKERS.

The town council of Lachine are evidently anxious to make that place a manufacturing centre, their latest effort in that direction being the voting of \$20,000 as a bonus to Sloeman & Co., shirt and overall manufacturers, of St. Lawrence street, Montreal, to induce them to move their plant to Lachine. The consideration is that all the employes of the company must live in Lachine. It is understood that the company have accepted the proposition and will immediately construct a new building of wood and stone, three storeys high, and costing in the neighborhood of \$30,000.

AN ELABORATE EXHIBIT.

In the advertisement of S.H. & M. skirt bindings in this issue, a photo of the exhibit of these goods that will be made at the Toronto Industrial Fair is reproduced. This exhibit, which is a duplicate of one made at the St. Louis Exposition, is to be one of the most elaborate that has ever been made at the Toronto Fair. Nine hundred feet of floor space in the main building has been allotted for it. The automatic dancing figure on top of the globe

will be life size. The globe will be eight feet in diameter, and, as it will be made so as to continually revolve, its 500 small incandescent lights will create a wonderful effect. The ornamental base will be of plaster of paris. The height of the exhibit will be about 30 feet. All the many varieties of S.H. & M. bindings will be shown in quantities, and their practical value demonstrated by three of the expert demonstrators now on the road with these goods.

THE OUTLOOK FOR LACES.

IT IS firmly believed that the trade will experience a great demand next season for laces in their various styles. All will agree that we in Canada follow the European and American styles. And the proof of the assertion that next Spring will see a big business in laces is that Europe is experiencing a wonderful trade in this line, and the manufacturers are preparing for still larger things for the coming Summer.

"We do not approve of misleading our customers for the sake of trade," said a member of the firm of Kyle, Cheesbrough & Co., "but it is our honest conviction, if 40 years of experience goes for anything in Canadian trade, that from what we can see and read of in the world's centres and leading books of fashion, that our customers will be certainly safe in buying liberally for the next year or two large bills of laces to supply the demand that they will experience. We are showing the largest, finest, and most complete range ever shown to the trade in Canada. This may seem, perhaps, an exaggerated statement. But, if the trade will only kindly favor our salesmen with a look, we are sure they will be convinced that the above is correct. We would suggest for leading lines a good assortment of wave insertions. These are shown in many beautiful designs, both in French valenciennes and plauen goods; also in black and cream silk chantilly makes and allover nets. These are shown in the various makes of valenciennes, plauen, oriental, chantilly and nottingham cottons.

"The latest 'mode de Paris' is a complete lace dress made over a ground of silk or other fabric. These can be had in all styles and prices from our range, as we have the allovers, insertions and various widths in edgings to match. We trust that the trade will bear these few remarks in mind and give us a look. That's all we ask."

Kyle, Cheesbrough & Co.'s advertisement will be found on page 19.

SITUATIONS VACANT.

WANTED—A CAPABLE, AMBITIOUS MANAGER FOR RETAIL clothing department. One with intelligence and push who can co-operate in the buying. Also a well equipped and experienced man to manage our dry goods department, take charge of help and assist in the development of the business. To men of above accomplishments we can offer positions which will afford good chances of advancement. Business Office, San Antonio, Texas. Address, A. Joske, 22 Howard Street, New York City

1000 CATCH PHRASES & IDEAS.

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

MONTREAL FRINGE AND TASSEL WORKS.

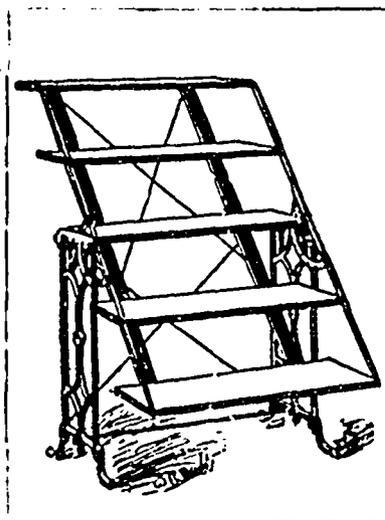
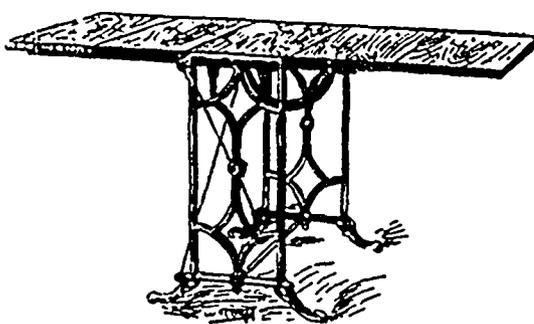
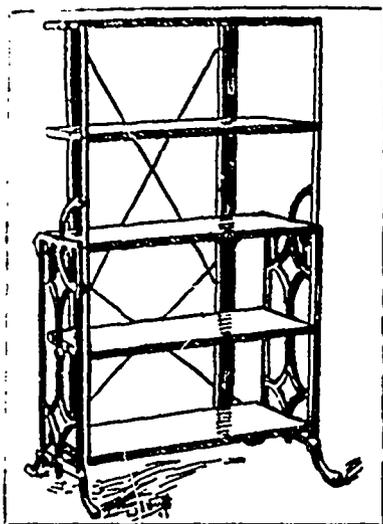
Tubular, Soutache and Fancy Braids.
Barrel Buttons, Cords, Dress Glimps and Fringes.

Our factory is large and well equipped, and we are prepared to meet all reasonable competition.

Remember, this is the oldest and original "Fringe and Tassel Works" of the Dominion.
MOULTON & CO., Proprietors, 12 St. Peter St., MONTREAL

BOECKHS' Adjustable Display Tables

EASILY ADJUSTED TO ANY ANGLE AND ADAPTED TO ANY
LINE OF BUSINESS.



Space is valuable, the Adjustable Table saves it.

Your best salesman is the one who sells the most goods at the least cost.

Can be utilized as a table, bookshelf, hat rack, flower stand, display table---either for business or private use.

Send for illustrated booklet giving full description of this useful and ornamental article.

Patented in Canada, Great Britain, United States and all other Countries.

Boeckh Bros. & Company

MANUFACTURERS

MONTREAL BRANCH,
1 and 3 De Bresoles St.

Head Office, 80 York St., TORONTO, CANADA

We invite you to visit our Table Show Rooms at 88 York Street.

A BARGAIN DAY HOTEL.

BY TOM KWAIWIKI.

THE BONNYCASTLE HOTEL, what a nice, clean, comfortable old place it used to be!

It was an old-fashioned house—rag carpets on the floor, open fireplaces, a bunch of fresh cut flowers on the dining-room table, good cut glass, finest of table damasks and napkins—no pretentious display. The food was well cooked; in fact, there was an air of refinement and solid comfort about the house, and every traveler acknowledged the Bonnycastle House was a treat, a luxury and a home.

A couple of years ago the old house changed hands—and all things became new. New people, new furniture, new 'bus, new everything.

What a gay and festive place the old house became. Mrs. Giffory, the "new woman," was a hustler. In place of the old rag carpet we got brussels (?) from the department store. When it was new it looked like the Garden of Eden. It was the 50c. kind for 39c.—a snap, a bargain and a beauty.

We dropped off the other day, after an absence of 18 months. Alas! the change!

The Garden of Eden carpet (the 39c. kind) we at first admired so much is now faded and worn. The lovely bright flowers are a thing of the past. It was a bargain day brussels when it came to Bonnycastle House; to-day it's a rag.

Then the spring blinds. When they are up it's easy to get them down, but when they are down it's impossible to get them up. We might remark, Mrs. Giffory bought the blinds bargain day for 39c. Like most bargain day fakes they are a delusion and a snare. Vanity! vanity!! and vexation of spirit.

She also put up in the bedrooms some hat racks. They were nineteen-centers; most of them are in the driving shed now where the hens roost and the cocks crow.

That lovely red, blue and gold plush parlor set of furniture. Dear! dear! It was the glory of all beholders! Mrs. Giffory couldn't sleep at first thinking about it; but now—look at it now! It's a wreck. It cost \$39.99 bargain day. The \$60 kind, you know. The back of the sofa is off; the casters are off the chairs; the straw stuffing is peeping through the plush. The centre table in the parlor had lovely gold feet, "crow's feet kind," you know. They are black now. But then, what can you expect? It was a bargain day bargain too.

We notice a great change in the dining-room too. Faded finery and worn out bargain day trash—the "silver" teaspoons are now a dull lead color. In the old days we had our mustard mixed fresh every meal, and put in a pretty, delicate china mustard pot. But now, why we have a silver (?) cruet stand—\$2.58; regular \$6 kind. How lovely it did shine at first, but to-day it's common pewter, a monument of folly. Mustard in layers, starting seal brown at bottom and getting gradually light towards the top. The other day the top layer of mustard was actually wearing a moustache.

Finery!—cheap bargain day finery; dirty red bargain day cotton napkins put up in bargain day tumbiers all over the table. Paper flowers! Bargains again. Dear, dear—and look at the cream and sugar bowls, once silver, now plated!

Bargains! Bargains! everywhere. Seven napkins, stiff as shingles, 12 inches square!

The damask tablecloth must have also been a bargain, a dead

bargain, too, at that, for we can see the bare table through it. Supposed to be linen, but it really became jute in washing.

The pictures on the wall are the only articles that have stood the test of time. Everything else is shabby, faded, worn and tarnished.

But, worse than all, Mrs. Giffory, being such a lover and admirer of the departmental store, it has come to pass that the local storekeepers will not come to the house. They say—and say truly—let Mrs. Giffory look for her trade where she looks for her bargains. So travelers are all quitting the dear old house they loved so well—and the world moves on.

THE NEW DYEING CO.'S DIRECTORATE.

THE first general meeting of stockholders of The Colonial Bleaching and Printing Company, Limited, was held in the company's office, Board of Trade Building, Montreal, on Tuesday, July 25, when, after the adoption of by-laws and disposal of other business, the election of a board of directors was proceeded with, resulting as follows: H. S. Holt, Alphonse Racine, Frank Paul, E. N. Heney, Archibald McIntyre, George F. Hartt, W. T. Whitehead. At a meeting of the board held immediately after, H. S. Holt was elected to the presidency, and A. Racine to the vice-presidency.

P. C. Shannon, for many years the secretary-treasurer of The Dominion Cotton Mills Co., was appointed to a like position with The Colonial Co. W. T. Whitehead becomes managing-director, A. W. Cochrane will have control of the selling department, and William Herrick will be works manager.

The company have secured a splendid site, fronting on St. Ambroise street, on the bank of the canal, in the town of St. Henri, where they will build a structure of the most modern type for manufacturing purposes. The main building will be 400 feet in length, and 60 feet wide, having two wings, each 150 x 60 feet. The main structure and the additions will be two storeys high, of solid brick, and equipped with all the necessary appliances to insure perfect sanitary conditions, and protection against fire. With a view to this, the boiler-rooms are, according to the approved plans, detached from the main buildings. Electricity and steam will be employed to furnish the motive power, and gas-engines of the latest pattern will be used to operate some of the special machines.

The plant which the company propose to establish will be the only one of its kind in the Dominion of Canada, and should prove a valuable acquisition to local manufacturing industries. The concern is absolutely independent, inasmuch as they did not ask for or receive a bonus to locate in St. Henri, nor are there any terms by which the company are otherwise bound. However, it comes from reliable authority that, so far as it is possible, local labor will be employed, and W. T. Whitehead, of the directorate, announces that the cotton mills of Montreal and its immediate vicinity will have the first bid to furnish the raw material.

The contracts for the building have been given out and the purchase of machinery arranged for. It is expected that the buildings will be completed and machinery placed by November 1, and the mill be running early in the new year.

The value of the annual output, it is announced, will aggregate \$600,000, but this will be materially increased as the business warrants it. From the outset not less than 100 persons will be given permanent employment. The product of the concern will be sold principally in the Dominion of Canada, but a considerable portion will also be sent to Australia and the markets of the colonies. The company will do a general printing, dyeing, and finishing business, principally in cotton goods.

STOREY Fall Trade.

Gloves and Mittens.

New and desirable lines.

Moccasins and Shoe Pacs.

Durable and well made.

Cravelling Bags. The latest designs.

It will certainly be to the advantage of the trade to see our samples before orders are placed. We offer unexcelled values. Should our travellers miss you, inquiries by mail will receive prompt and careful attention.

W. H. Storey & Son

THE GLOVERS OF CANADA

— ACTON, ONT. —

SYSTEMATIC SAVING ❁ ❁ ❁

Can be accomplished by taking out an

**Unconditional Accumulative
Endowment Policy**

IN THE

Confederation Life Association

HEAD OFFICE - - TORONTO

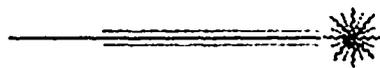
Under this form of Policy a man can obtain complete protection for his family, while capital is built up from year to year, to be used by himself in his old age. The Policies are absolutely free from conditions, and contain liberal privileges as to Extended Insurance, Cash Surrender and Paid-up Insurance.

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

W. C. MACDONALD,
Actuary

J. K. MACDONALD,
Managing Director

Gents' Umbrellas.



**ONE RAINY DAY
soon reduces your stock.**

We can ship orders same day as received. All prices, \$4.50 to \$100.00 per dozen.

The Irving Umbrella Co.

Manufacturers Limited.

20 Front St. W. . . . TORONTO

NOTHING DECEPTIVE

— ABOUT —

Patent Roll ❁ Cotton Batting

North Star, Crescent, Pearl Brands

The "North Star" and "Crescent" for 1899 will show very decided improvements in whiteness and quality. No other cotton bat will retail as satisfactorily nor call for as many repeat orders.

The "Pearl" grade will continue the leading low priced bat of Canada, being designed for customers' uses, and with no selling frills at expense of strength.

Good Advertising

For Wide Awake Retailers

By F. James Gibson.

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

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

W. G. MURPHY & CO., Carberry, sent me a letter in which they state that they have sent me some newspapers containing copies of their advertisements for criticism. Advertising matter for criticism in this department should always be enclosed in the envelope containing the letter requesting the criticism, otherwise the advertising matter is likely to go astray. This is evidently what happened to the newspapers containing Murphy & Co.'s advertisements.

* * *

The following letter from an Eastern Ontario dry goods retailer speaks for itself:

Ontario, July 5, 1899.

Editor Good Advertising Department,—I am thinking of changing my business from part credit to straight cash. Can you give me any hints how such a change should be advertised? Should I make the change without notice? If not, how much notice ought I to give?

I read your articles each month with a great deal of interest.

Yours truly,

INQUIRER.

With only the meagre details given me by "Inquirer" I feel that I am not in a position to write very intelligently. I am clear, however, on the following points: 1. That a cash trade, where it can be done, is always better than a credit or part credit trade. I shall pass over this point quickly, as "Inquirer" has evidently decided that a cash trade can be done in his locality. 2. Any important change in a business nearly always furnishes a peg on which a good deal of advertising can be hung. Up-to-date merchants are always looking for a good excuse for a special sale. It is found that it pays to do this. But the difficulty in advertising a change from credit to cash lies in the fact that the new policy will make for lower prices to the consumer. How then can one get the consumer to come and buy in advance of the adoption of the new policy? And should a long notice of the change be given or only a short one? If such a business as "Inquirer's" were mine I think I should advertise somewhat as follows:

WILLIAM SMITH & CO.

WILLIAM SMITH & CO.

30 days Notice of an Important Change.

Thirty days from next Monday this store will change from a part credit part-cash store to a CASH store. We have had this change in mind for some time and only waited for the right opportunity. With the present good times and the abundance of ready money the opportunity is here.

WHY WE MAKE THE CHANGE.

It is a double-headed reason. We figure in it and you figure in it. It means economy in buying and selling for us, it means money-saving for you. It means that Mr. READY-MONEY can do better for you than Mr. CREDIT. Mr. Ready-Money says, "I buy for cash and therefore I buy for less money than does Mr. Credit. I make no bad debts, I lose nothing for interest charges for outstanding accounts, I don't have the expense of book-keeping. I can therefore sell you goods at a lower price than Mr. Credit does." Mr. Credit on the other hand says, "It is true that it costs me a little more to buy and a little more to carry on business, but I give you the accommodation of credit and you can therefore afford to pay a little more for your goods." We believe in the doctrine of Mr. Ready-money, and have cast in our lot with him. We know it will pay you to do the same. We estimate that you will save from 5 to 10 per cent.

To inaugurate our new policy, and to show you Mr. Ready-Money's good-will, we will (commencing next Monday morning) take off

A DISCOUNT OF 10 PER CENT. ON ALL CASH PURCHASES MADE IN OUR STORE DURING THE NEXT THIRTY DAYS.

Farm produce will, of course, be taken as cash at highest market prices, but anyone wanting goods charged will lose the 10 per cent. discount. After the thirty days are up no goods will be sold except for cash or its equivalent in farm produce; no accounts will be opened for anyone. When the sale is over all goods left on hand will be re-marked on a READY-MONEY basis. All goods received into stock after the sale is over will be marked on the same basis. And so shall we change from the old to the new. We know that you will never want to go back again and that we shall never want to go back again.

THREE DAYS MORE TO THE COMMENCEMENT OF THE GREAT SALE. LOOK FOR OUR AD. NEXT MONDAY MORNING.

WILLIAM SMITH & CO.

Dry Goods

:-:

Smithville

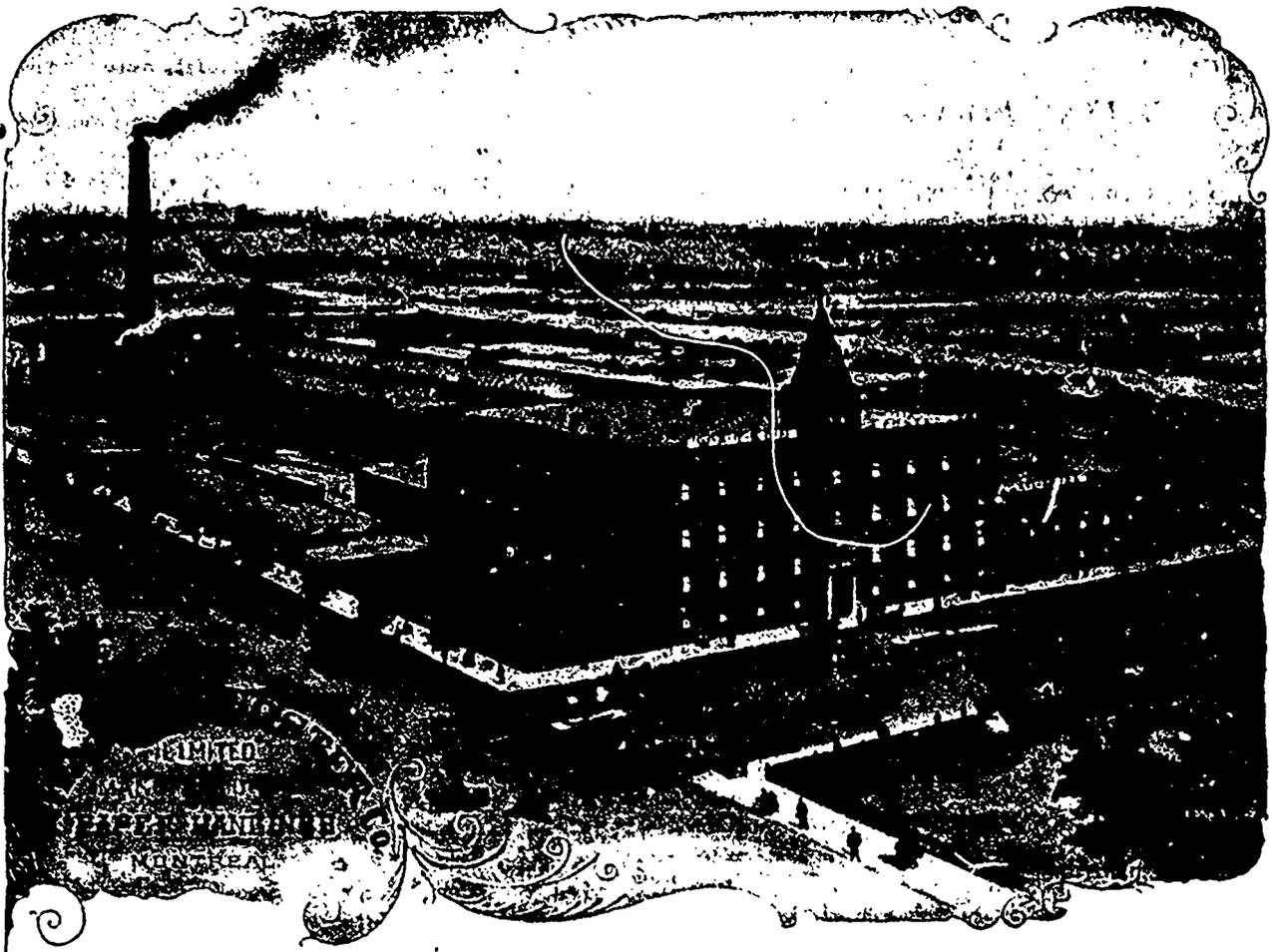
The Watson, Foster Co.

Manufacturers of every
grade of

Limited

Montreal, Canada

WALL PAPERS



Among the Special Features may be mentioned :

To the Trade:

We will soon offer our line for 1899-1900. We believe it will far surpass any of our previous productions in design, coloring and general attractiveness, since it is the product of better skill and wider experience than prior lines.

INGRAINS—Most complete assortment of shades with the largest number of match Flitter Friezes in blended effects ever shown in Canada.

21-INCH PAPERS

In flats, Plain Varnish Golds, Embossed Varnish Golds, on 14, 16 and 24-oz. stock.

Embossed Pulp Effects—A neat novelty specially adapted for dining-rooms, halls and libraries.

Note.—In order to put all our Ontario customers on an equal footing as to freight, we have decided to equalize freight with Toronto for towns West of Belleville, and West and North of Toronto.

GOOD ADVERTISING—Continued.

WILLIAM SMITH & CO

WILLIAM SMITH & CO.

**The Great Cash Sale
Commences To-day.**

This is the day when Mr. Ready-money starts in to show what he can do for the people of Smithville and vicinity. Just think of it—10 per cent. off everything in our stock. All our goods are marked in plain figures at our part-cash, part-credit prices, and the 10 per cent. is deducted when cash purchases are made. Goods charged will be entered at the marked prices to those who have accounts with us. This is for the next 30 days only. No new accounts will be opened because, after 6 o'clock this morning, this store will practically be a cash store.

A new era for Smithville will commence to-day.

But don't take our say so for it, come and see for yourself.

WILLIAM SMITH & CO.

Dry Goods

:-:

Smithville

WILLIAM SMITH & CO

WILLIAM SMITH & CO.

**King Cash Brought a
Great Crowd Yesterday.**

FROM 40 MILES AROUND THEY CAME.

Some came by train, some on horseback, some in carriages, some in wagons, some on bicycles and some on foot—anyway, anyhow, what matter "so long as they got here!" The money-saving that comes from CASH dealings was the magnet that drew them. And that they were not disappointed in their expectations, the many expressions of gratification heard on every side amply proved.

The great sale will continue from day to day till the end of the 30 days. Remember, the 10 per cent. discount applies to everything in our store sold for cash. The goods are all marked in plain figures at our regular prices (which have always been low prices), and the discount is taken off when the purchase is made.

Suits, Dress Goods, Linens, Woollens, Smallwares, Fancy Goods, Women's and Children's Garments, Millinery, Gloves, Laces, Ribbons, and everything else in Dry Goods at cash prices, and even less than cash prices.

LOOK OUT FOR OUR ADVERTISEMENT EACH DAY.

WILLIAM SMITH & CO.

Dry Goods

:-:

Smithville

One of the troubles of advertisers is the difficulty they usually have with printers. While it may not be so, yet it seems to me that printers get into a rut more naturally and more completely than any other class of mechanics with which I am acquainted. This seems all the stranger to me, as printers as a rule are of more than average intelligence. I think that most of the trouble arises from the fact that very few printers have sufficient artistic taste. Very few, for example, seem to realize that the finest artistic effects are achieved through simplicity. Left to himself, the average printer will fill up an advertisement with as many sorts of both plain and fancy types and ornaments and such like as the office affords. The result is usually fearful and wonderful to behold, and, sad to say, the average advertiser is quite satisfied. The average advertiser knows even less about such things than the average printer, and the printer probably has a profound contempt for him. By and by an advertiser bobs his head up over the surface of the dead level of mediocrity and begins to think for himself. Instead of being willing to have seven or eight styles of type and half a dozen ornaments in a small sized advertisement, he thinks that two styles of type, or three at the most, are enough for his purpose, and he probably does not want any ornaments at all. So long as he took what the printer gave him there was, of course, no trouble, and the seven or eight kinds of type and the big crop of ornaments made their regular appearances. But, as I say, he begins to question the printer's mode of doing things, and the

trouble commences. The printer is obstinate (as most printers seem to be) and, in some instances, he even questions the right of the advertiser to have what he pays for. The advertiser insists, and keeps on insisting. Finally, in disgust he takes his work to some other office and has to go through the same old fight once more. Often, from very weariness he gives in and the seven or eight styles of type and multiplicity of ornaments again make their undisturbed bow to the public. If the advertiser is a man of great diplomatic talent and has an iron nerve and a greatly developed bump of perseverance, he finally conquers the obdurate printer, or else finds a printer who really does know how to print. And when he finds him he usually knows enough to tie up closely to that printer's shop.

A good printer with artistic taste can be a great help to the advertiser. I was much struck with this fact when recently listening to an address on advertisement printing by Theodore S. De Vinne, of The Century Press, New York. The point that impressed me most in what Mr. De Vinne said was his insistence on simplicity as the thing to be most earnestly desired and aimed at by the printer.

But what is one to do when the "intelligent compositor" thinks otherwise and won't learn anything different? Probably as good a way as any is to have a plentiful supply of good cigars in your pockets when you visit him in his lair.

CHAT WITH A REGINA MAN.

Mr. Thomas P. Malone, manager of the general business of McCarthy & Co., Regina, N.W.T., has been in Toronto this week. Mr. Malone, who has been suffering from nervous prostration, induced by overwork, has been away from Regina during the past six months in search of health, and it is gratifying to know that he has found it. During the last three weeks he has been taking a bicycle tour, accompanied by his camera, through New York State and the Niagara Peninsula. He reached Toronto on Saturday.

He said his information from Regina in regard to the crops was favorable. "The crops in our district are often uncertain," he explained, "but we have had good crops for three or four years now. The dairying industry is developing rapidly, particularly in regard to creameries, which are a grand thing for the business men, as well as for the farmers. You see, the creameries pay the farmer every month for the milk they buy from him, and the farmer, in turn, is able to pay the business man for the goods he has bought from him."

Last Fall, McCarthy & Co. moved into newer and larger premises. They have three stores, which are connected with each other by archways. These three stores have a combined frontage of over 80 feet, and the depth is 75 feet. The stores have a floor space of 5,000 square feet. The firm carry dry goods, clothing, hats and caps, boots and shoes, fur goods and groceries. It is probable that a stock of millinery will be added eventually.

A PLACE FOR PLEASURE-SEEKERS.

A neat little booklet has just been issued by the New Brunswick Tourist Association descriptive of St. John and the Maritime Provinces, to bring to the notice of the health and pleasure-seeking public the many advantages of climate and condition which are here to be enjoyed. This booklet will, no doubt, come as a revelation to many who are ignorant of the beauty of Acadian scenery, the abundance of fish and game, and the rare climatic features of this country. It is, in truth, the Paradise of the angler and general sportsman. The West Canadian tourist should visit this section of our Dominion in preference to any American seaside resort. In fact, the Americans themselves are showing a preference for Canada.

The booklet itself is an admirable specimen of the printer's art, and is a credit to the publishers.

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PERHAPS you've seen our advertisement before, and made up your mind to look into the matter of a business education. You put it off for a time. Don't delay any longer. Business is on the boom. Business hands and business heads are wanted along every line. Prepare to be on the crest of prosperity's wave. Learn Shorthand, Bookkeeping, or Telegraphy.

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"	St. Lawrence Hall
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"	Hotel Victoria
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" "	Royal Hotel
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"	Walker House
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(beats sunlight for photography.)

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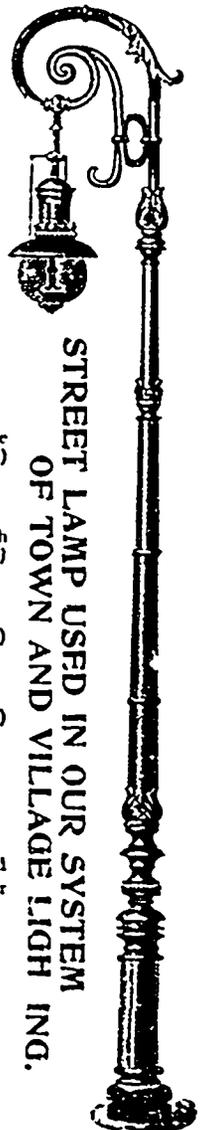
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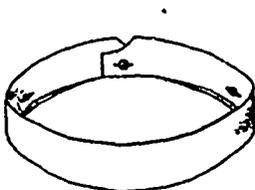
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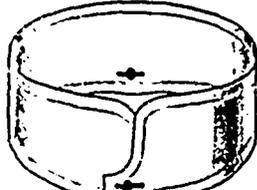


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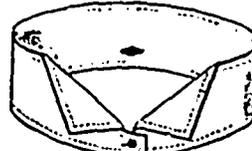
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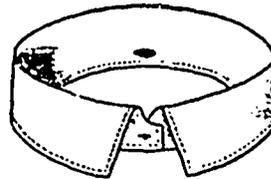
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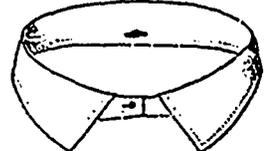
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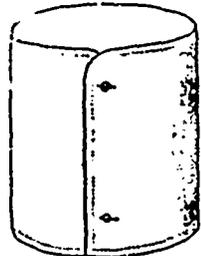


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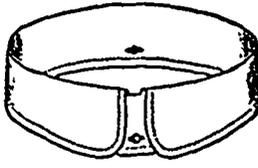


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Roman, Cardinal and Bishop Collars may be had plain
or with either three or five button-holes.



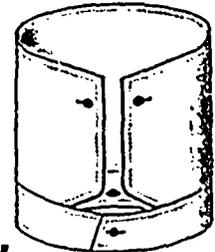
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It having come to our notice that certain manufacturers are producing and advertising imitations of our goods under the name of "Celluloid," we desire to notify the trade that the word "Celluloid" is a registered trade mark, and our right to its exclusive 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."

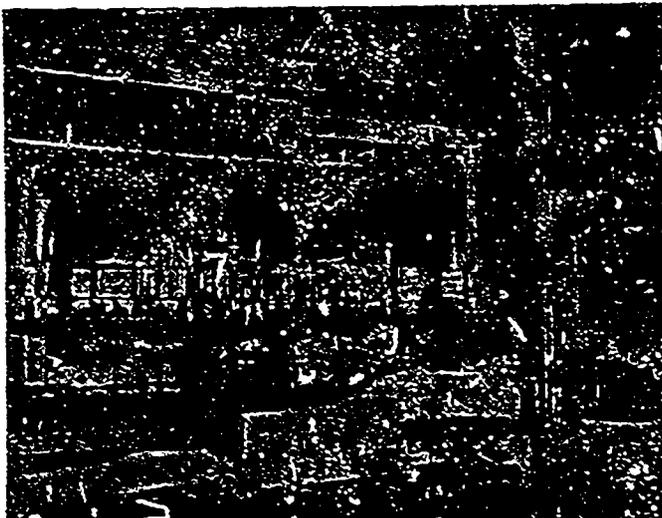


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windows and pavement lights
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