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

WHO SUPPLY THE FOLLOWING GOODS

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| SHIRTS.       | APRONS.     |
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LONDON, ENG.

Also at Glasgow,  
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**Mantles,**  
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Canadian Buyers will always find the very latest  
Novelties in Ladies' and Children's

SKIRTS, BLOUSES, JACKETS,  
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in our showrooms. Special attention is being given to the require-  
ments of the Canadian Trade, and we will be glad to show our  
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**CORBYPALMER & STEWART**  
39-40, 41a St. Paul's Churchyard, LONDON, ENG.

YOU NEED NOT HESITATE

as to what lines of Dress Goods will PLEASE YOUR CUSTOMERS.

**PRIESTLEY'S DRESS GOODS**

..ARE..

STYLISH, FASHIONABLE and DURABLE

And you should have a good assortment

**For Christmas Trade.**

Your orders will be promptly attended to.

**S. GREENSHIELDS, SON & CO.,**      Montreal and Vancouver, B.C.  
Sole Agents for Canada.

# WYLD-DARLING

COMPANY, LIMITED.

CHRISTMAS

NOVELTIES

1900

WHITE VALENCIENNES EDGINGS AND INSERTIONS  
AND LACE EDGE FOOTINGS.

LARGE VARIETY. ——— NEW PATTERNS.

Baby Ribbons--6 qualities--Silk, Satin and Moire--in all shades.

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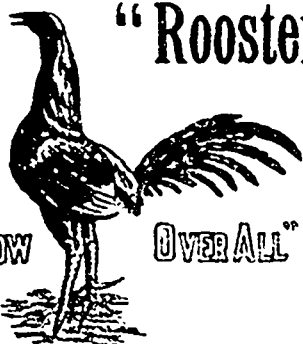
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BLACK AND COLORED VELVETEENS--At old quotations  
BLACK FIGURED DRESS GOODS--Values better than ever  
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Latest Novelties in Exclusive Designs.

FANCY LINERS IN H.S. AND FRINGED  
TABLE COVERS, SIDEBORD DRAPES,  
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Bleached Damask Cloths, and Kapkins to match—all sizes.

ORDERS BY LETTER RECEIVE SPECIAL ATTENTION.

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"Rooster Brand"

"I GROW OVER ALL"

Big stock,  
all ready for  
sorting up.

WINTER SHIRTS,  
WINTER PANTS,  
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OVERALLS and JACKETS.

Winter Skirts: The latest "Check Back"  
Rainy-Day—Tweeds, Homespuns, Serges,  
Lustres, Repps, etc., etc.

Order by letter ; we will  
treat you right.

Robert C. Wilkins

188 MCGILL STREET

Manufacturer

MONTREAL

Perrin's Gloves

are the best.



"Grand Prix"

AT THE PARIS EXPOSITION OF 1900.

If you need any kid gloves for your Christmas Sales,  
send in your orders at once, while our stock is complete.

Perrin Freres & Cie., 5 Victoria Square, Montreal

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### DRESS GOODS.

CASHMERE, in Evening Shades.  
SILKS, Blacks, Colors and Fancy.  
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FANCY MUFFLERS, PLAIN AND FANCY HALF-HOSE,  
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METAL ENDS FOR RIBBONS,  
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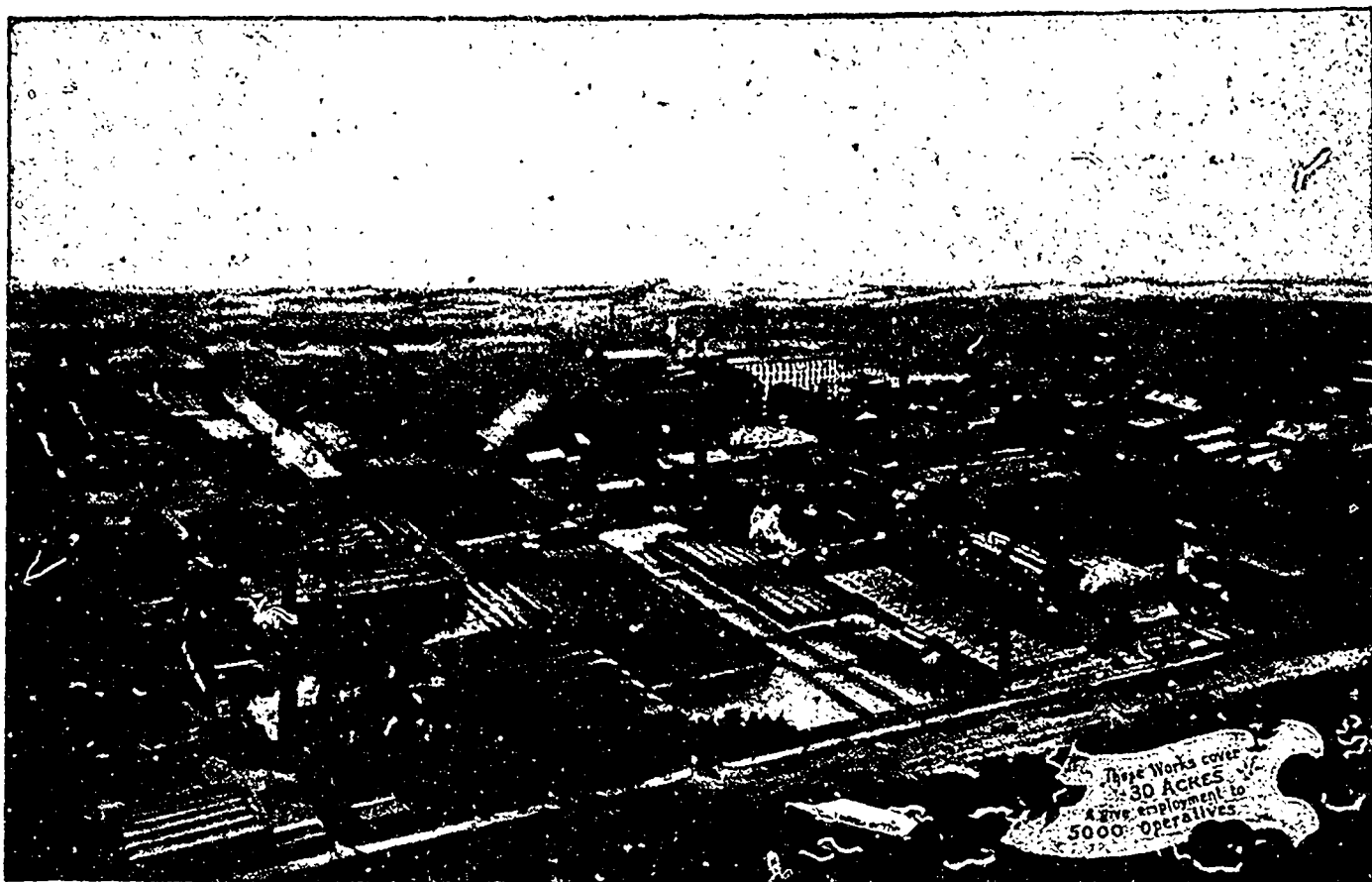
HAND-PAINTED PLAQUES, JAPANESE TRAYS,  
BISQUE FIGURES, GILT BUTTONS, PERFUMES,  
ATOMIZERS, MOUTH ORGANS.

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COTTON SPINNERS AND MANUFACTURERS.



**WORKS, PRESTON AND FARNWORTH, LANCASHIRE.**  
**WAREHOUSES, PICCADILLY, MANCHESTER.**  
**5 LOVE LANE, LONDON, E.C.**  
**7 MITCHELL LANE, GLASGOW.**

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

**Specially Finished for the Sewing Machine**  
And Suitable for all Parts of the World.

## HIGHEST AWARDS AT ALL EXHIBITIONS.

PRIZE MEDALS, LONDON	1851, 1862	GOLD MEDAL, CALCUTTA	1884
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**GRAND PRIX, PARIS, 1900.**

# RYLANDS & SONS

MANCHESTER, ENG. LIMITED.

Cotton  
Spinners

Bleachers

Merchants

Dyers

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Finishers



Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS

Heapey,  
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Gorton,  
Swinton,

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

## LIST OF DEPARTMENTS:

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| Plain Dress Goods, British and Foreign  | Bleached Calicoes, Sheetings   |
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| Muslins, Curtains and Handkerchiefs     | Ladies' Blouses                |
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{ Silks  
 Velvets  
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To be had from . . .

WHOLESALE DRY GOODS  
and MILLINERY HOUSES.

## LINDSAY, THOMPSON & CO., Limited

Linen Thread Manufacturers and Flax Spinners.

Mulhouse Works :

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✻ ✻ BELFAST.

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648 Craig St., MONTREAL.

..THE WORLD RENOWNED..

# "Oxford"

FLANNELETTE  
UNDERCLOTHING.

Write for Samples and Price List.



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## W. F. LUCAS & CO.

129a LONDON WALL,

LONDON, ENGLAND.

# "PLANTAGENET" FRILLINGS

Highest Award, Paris, 1889.

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



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

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



SOMETHING NEW.

READ THIS.

**Henry Campbell & Co.**  
Limited  
**BELFAST**

Who have a world-wide reputation  
 as manufacturers of . . . .

**LINEN**    
**THREADS**

HAVE APPOINTED AS SOLE SELLING  
 AGENTS FOR CANADA

**John Gordon & Son**  
**MONTREAL.**

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

As these threads have just arrived they are fresh goods,  
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Full length and full weight—all as represented.

All orders will have immediate attention.

# Initial Silk Handkerchiefs

COMPLETE ASSORTMENT IN STOCK.

Prices : \$1.50 \$2.00 \$2.25 \$2.40 \$2.75 \$3.75  
4.50 6.00 6.50 7.50 and 8.50

*Plain and Fancy Silk  
Handkerchiefs at all prices.*

## K. ISHIKAWA & CO.

20 Wellington St. West - TORONTO

Mail  
and  
Telegraphic  
Orders  
PROMPTLY  
ATTENDED  
TO.

Ask the Trade for  



**COLONIAL  
PRINTS**

Fast Colors and Up-to-Date Styles.

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

NOT BEST BECAUSE WORN  
BUT WORN BECAUSE  
BEST

*Cravenette*

THE  
BEST CLOTH  
FOR  
RAINY WEATHER GARMENTS.

## THE AUER GASOLINE LAMP

The Light of Eight Oil Lamps  
for the Cost of Two.

Safe,  
Strong, Satisfactory.

Covered by the broadest possible guarantee. The construction, finish and appearance are unequalled, but it is your satisfaction which we guarantee. If you don't like the lamp for any reason you can get your money back. No other lamp in Canada is so broadly guaranteed, for no other is as good.

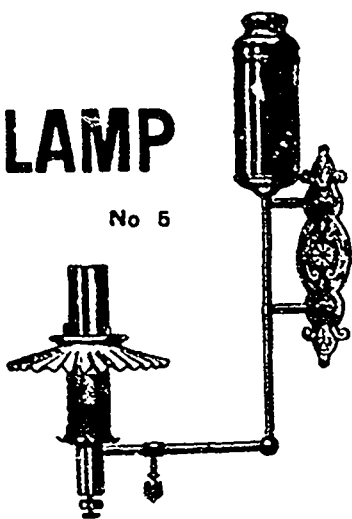
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### AUER LIGHT CO.

E. Simpson & Co.,  
Moose Jaw, Agents for the Territories.

1682 Notre Dame St.,

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Wholesale Men's Furnishers

ROMAIN BUILDING, TORONTO

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## Young & Rochester

LONDON and LONDONDERRY.

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

Full ranges for Spring, 1901, now ready.

Special ranges Flannel Outing Suits.

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

TRESS & CO., London, Eng.

—High-Class—

## HATS and CAPS.

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

### DR. JAEGER'S SANITARY WOOLEN UNDERWEAR.

For Gentlemen, Ladies and Children.

For 15 years the STANDARD OF THE WORLD.

For 5 years steadily growing in favor in Canada.

UNITED GARMENTS.

For all Climates. For all Seasons.

FAVORABLE TERMS CAN NOW BE OFFERED TO THE TRADE.  
If no agent in your town write us



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**WHOLESALE**

**DRY GOODS.**

General  
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Canadian  
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**DRY GOODS**

**WHOLESALE**



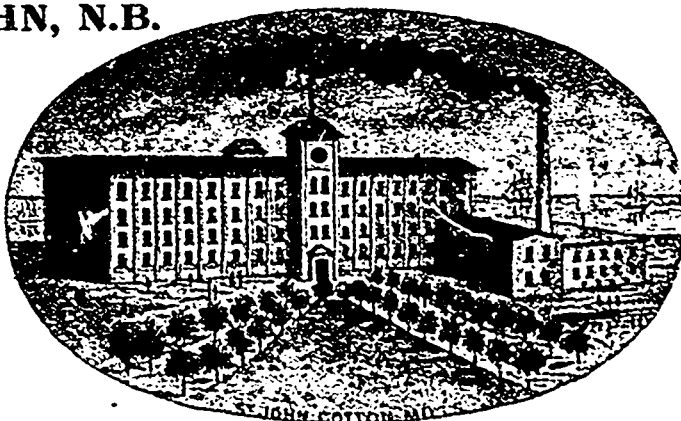
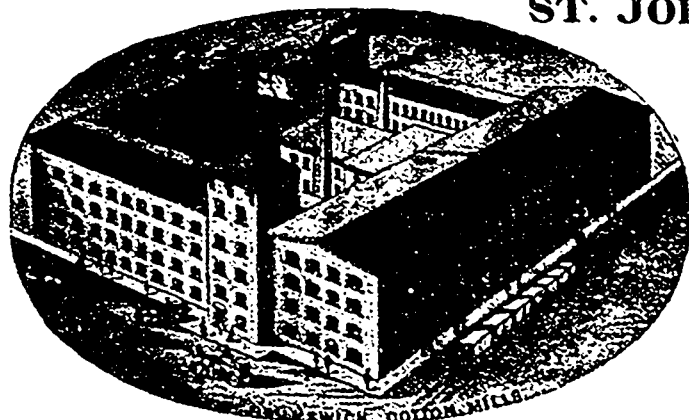
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**P. GARNEAU, FILS & CIE.**  
**QUEBEC.**

Sample Rooms :  
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**WM. PARKS & SON, Limited**

ST. JOHN, N.B.



**Cotton Spinners,  
Bleachers, Dyers  
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**Flannelettes,  
Saxony, Yarns,  
Beam Warps.**

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J. SPROUL SMITH, 71 Front Street West, Toronto.  
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JOHN HALLAM, 83 Front Street East, Toronto, Agent for Beam  
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The Only "WATER TWIST" Yarn Made in Canada.

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

**Toronto**

**B**

**Dept.**

*Will receive during the month  
of December their first de-  
liveries of*

**Spring Prints**

*including a large number of the  
season's novelties, such as:  
FOULARDS, WEDGEWOOD  
BLUES, HARVEST BLUES,  
ROYAL JAPS, OX BLOODS,  
OMBRES, NEW GREYS, -  
PASTELS, MERCERIZED  
PONGEES, SCHRINERED -  
SATINES.*

*and their*

**Xtra Heavy Wide Cloth**

*20,000 PIECES of which were  
contracted for in order to  
obtain sole control for the  
Dominion.*

An early selection from samples in the hands of their travellers or by  
Letter Order will secure the best designs.

# The Canadian Dry Goods Review.



Here ends a year and a hundred  
years.

Vol. X.

MONTREAL AND TORONTO, DECEMBER, 1900.

No. 12.

## TRADE IN MANITOBA AND THE NORTH-WEST.

(Conclusion of our Special Correspondent's Investigations.)

### MOOSEJAW.

**A**FTER leaving Regina the next stop was at Moosejaw, a divisional point on the C. P. R., and the terminus of the Soo road.

The town is very prettily situated in a shallow valley, through which flows Moosejaw Creek, a considerable stream, which has been dammed to form a lake for the town. As far as natural advantages are concerned, it would be infinitely more suitable for the capital than the site of the present capital, Regina. Moosejaw is in many respects a railway town, but as it is surrounded by a fine farming country it will no doubt in time assume the proportions of a small city. The Canadian Pacific Railway has done much to beautify it by the erection of a handsome station, dining hall and hotel, of red brick, and the laying out of most beautiful gardens and a small park along the banks of the stream. On the 15th of October the pansy beds in these gardens were a mass of bloom.

A great many of the buildings in the town, both business houses and private residences, are of red brick, and the effect against the wide sweep of cultivated prairie on one side, and the trees and lake on the other, is very good.

Owing to the laying off of the Imperial Limited a day earlier than was anticipated, your correspondent was obliged to leave Moosejaw at 5.30 Sunday evening, and in this way had no opportunity of calling on the trade generally, but from a few inquiries made Saturday evening it appeared that busi-

ness was in a fairly prosperous condition, and crops were turning out very well indeed. Near Moosejaw is Buffalo Lake, the celebrated shooting ground for wild geese, and here, the very day after your correspondent left, Mr. Simington, one of the business men of the town, met with a fatal accident.

### EDMONTON DISTRICT.

At Moosejaw your correspondent met with several grain men returning from inspection trips in the Edmonton country. They had gone up to Edmonton on the 2nd of October, and on the 3rd and 4th it had snowed all day, until the magnificent crops of the district lay in stook under fully seven inches of wet snow. Everyone concluded it was all up with the crops. When these men returned on the 13th, all along the line from Edmonton the threshing machines were in full hum, and the wheat was yielding 40, 45, 50, 55 and even 60 bushels to the acre, and showing remarkably little damage from the snow. Four days of bright sunshine and crisp wind had thoroughly dried the grain. The crop of the Edmonton district is the largest and heaviest they have ever had.

### NAPINKA.

Reaching Brandon, on the return trip, on Monday, the 15th, your correspondent proceeded south-west to Napinka, a distance of some 75 or 80 miles. This branch of the C. P. R. runs through a good farming section, and the same scene of

**TRADE IN MANITOBA—Continued.**

threshing and stacking, was again and again repeated. Inquiries at Souris and Hartney, where the train made short stops, elicited the same story of better yield and quality than had been hoped for. Napinka was reached at 6 p. m. This also is a railway divisional town, and is chiefly notable for its row of tall elevators. When the grain season is in full swing the air resounds with the shrieks of shunting engines and the rumbling of heavily laden grain cars.

Hamlin & Cameron are the chief general merchants of the town, and have branches at Lauder and Melita. They report business good and collections very fair at all their branches. They anticipate a heavy November trade.

Samuel Titus, general hardware and stoves, reported business in his line very quiet at present, but trade during the summer had been good. 6 45 seems an early hour in October, but it was worth getting up to see the shimmer of hoar frost on the stretches of open prairie, the elevators like tall, sheeted ghosts, and the first faint rays of the sun turning the horizon to deep violet. As the train gets under way it is delightful to watch the smoke from the engine. It rises first in great dun-colored puffs, twenty feet from the engine it has become pure white, and dips until it almost touches the ground, rises to a height of twenty feet, dips again, the sun comes up and catches it and it becomes a golden haze. As far as the eye can reach behind the rushing train is this long trail of smoke, rising and falling. It is one of the peculiarities of the prairie, that long before you can either hear or see a train you see, perhaps ten, twelve or fifteen miles away, against the sky line, this long, thin cloud rising and falling in a regular pattern, and know that if you but wait long enough you will see a train rush by with its load of passengers, or perhaps forty or fifty box cars full of wheat.

The strip of country from Deloraine to Minga has suffered more than any district seen by your correspondent from the rains, and the land was still too wet to plough. Yet, even here, people were not disheartened. From Minga east the appearance of everything improved.

**CRYSTAL CITY.**

This little town was for years chiefly noted because of the fact that Hon. Thomas Greenway's celebrated farm "Prairie Home," is situated near it.

When Mr. Greenway was Premier of Manitoba he frequently said he was more anxious to be known as the "premier farmer" than the "farmer Premier," and in this respect his wishes are likely to be gratified. Under the able management of Mr. James Yule, a graduate from Guelph, the farm is fast becoming a model of diversified agriculture. This year they have threshed the crop from 1,000 acres, there are 175 pedigreed cattle in the stable, 140 pure bred pigs in the piggery, and the day of your correspondent's visit a man all the way from the State of Kansas was negotiating the purchase of some of the fine Shropshire sheep.

The town of Crystal City shows more growth for the year than any point in Manitoba or the Territories touched by your correspondent. A low estimate of the building and improvements to buildings for the year is \$50,000. Some of these improvements are of a most substantial character. One block erected jointly by Sparling & Lauder and Hon. Thomas Greenway is of brick on stone foundation, two storeys with basement; the size 62 x 65. This building will be finished in the most up-to-date manner, plate-glass windows, metal ceilings,

and lighted throughout with acetylene gas. The south half will be occupied as a hardware store, with tin shop above, by Sparling & Lauder, and the north-half by Sharp & Mutch, general dry goods, etc. The Oddfellows have erected a handsome brick block, 26 x 50, two storeys and basement. There are stores below and a handsome fraternal hall above. Some 8 or 10 good private residences have also been erected, and many residences and business blocks have been improved. Last year Mr. Greenway erected the Royal Victoria Music Hall, which is a great acquisition to the little town. It has a seating capacity of about 450, is furnished with fine opera chairs, and good acoustics are insured by the walls and ceiling being lined with tongued and grooved basswood. The coloring is a delicate shade of green, brightened by handsome floral designs, and further enhanced by life-size portraits in oils, of the Queen and the Prince of Wales. The stage, dressing rooms and lobbies are all commodious. The building is lighted throughout with acetylene gas. The possession of this hall insures the town a superior class of entertainments.

In calling on the trade everyone was in good spirits. Sparling & Lauder, general hardware and stoves, who, by the way, occupy the first store erected west of the Pembina, report business good indeed. This was partly due to the activity of building operations in the town, and also to the fact that farmers throughout the district were improving both their houses and stables. They had sold 14 furnaces during the past season.

P. A. Young & Co., general dry goods, groceries, clothing, boots and shoes, etc., reported business very fair and indications of a good fall trade. Business was, of course, delayed, but it would come. As compared with former years, the trade in mits, boots and shirts for threshers this year to date had been small, but was on the increase. J. G. Steacy, general store, carries a large stock of dry goods, clothing, groceries, etc., and his report corresponded very closely with that of Mr. Young. Lewis Treble, clothing, boots and shoes and general groceries, endorsed the statements of his fellow merchants.

The creamery at this point has had a fairly successful season.

Your correspondent is much indebted to Mr. Finn, editor of The Courier, and Mr. J. W. Greenway, for acting as cicerones, and to Mr. and Mrs. Yule, for their gracious hospitality.

**PILOT MOUND.**

The next stop was at Pilot Mound, only some eight miles east of Crystal City, but the centre of a different type of farming country. Crystal City is on the open level prairie; Pilot Mound district is rolling, with hills covered with trees and scrub. It is an especially good dairy country as well as having a fine soil for wheat.

The Fairplay Creamery is one of the best known in Manitoba, and this year it has made close on 90,000 lb. of butter, which will net the farmers very close on 15c. per lb. Mr. William Grassick, secretary of the Creamery Association, very kindly drove your correspondent some 18 miles through the district, and she enjoyed the hospitality of Mrs. Grassick for a night. This is a district of well-to-do, prosperous farmers and one bad season would not affect them seriously, as they are nearly all in receipt of a good monthly income from their cows; but the season with them is by no means a failure. Threshing had been finished on many farms and a very fair crop was the result. In addition to wheat-growing and dairying large numbers of cattle are raised. In the town of Pilot Mound, which is rather a sleepy little burg, calls were made on

THOS BROPHY  
FRED L CAINS  
A W D HOWELL



23 St. Helen Street,

Montreal, November 28, 1900.

DEAR SIR,—

*It is impossible for you to buy or for us to sell Spring and Summer 1901 Dress Goods in the month of November or early in December. We are speaking now of English, French and other Foreign Goods, etc., of New Goods, Fashionable Goods, of Novelties in Weave, Pattern and Cloth, of Exclusive Designs, such as the trade of Canada know we make a specialty of.*

*By earnest hard work, we have earned the title:*

*“The Dress Goods House of Canada.”*

*We mean to maintain it. We can only do so by leading in the lines referred to. You have never had reason to regret waiting to see our selection before placing your dress goods order.*

*We have no hesitation in saying that our selection for Spring 1901 will be the richest, handsomest and best we have ever had.*

*We will be with you after the holidays, when the rush is over, when your stock shows that you profited in buying from us last season.*

*There is no department so hard to buy for as that containing Dress Goods, Silks, Satins, Velvets, etc. The time to buy these is not when you are busy selling this Season's Goods, but after the season's rush is over, and you can sit quietly down in the sample room with our representative and go carefully through our samples, giving them the attention they merit, and taking time to make a selection that will do your own good taste and judgment credit.*

*Our selection has been made and the goods bought. Wait for our representative, place your order with him, and the best trade of the town is yours.*

*Yours very truly,*

**BROPHY, CAINS & CO.**



**TRADE IN MANITOBA--Continued.**

Chalmers Bros. & Bethune and D. H. Graham, hardware and stoves, and Endicott & Preston, and MacLean & Co., general stores. These firms carry fair stocks in all lines. Their report of the state of things was hardly so cheerful as might have been looked for from the prosperous state of the surrounding country. There did not appear the energetic tone here, noted in other towns.

**MANITOU.**

From Pilot Mound the line winds down through the lovely Pembina Valley, one of the prettiest spots in Manitoba, to the brisk town of Manitou. It is 18 months since your correspondent's last visit, and a number of new buildings were noted, more particularly residences.

Like Crystal City, Manitou is situated on open prairie. The surrounding country is as fine farming land as could be wished.

Extensive stock-raising is done in the district, and the line of huge elevators testify to the grain-raising.

Calls were made on P. Winram & Co., C. R. Gordon and Herald & Arnold, general stores, and Chalmers Bros. & Bethune, hardware and stoves. The reports as to trade tallied very closely with those of other districts. Yields were larger and samples better than had been hoped for, and they anticipated a good trade, once the wheat began to move.

**MORDEN.**

It was the intention to visit Morden, but time would not permit. However, from the report of farmers from that district, things were turning out very well. This district makes the proud boast of marketing 30 bbls. of fine crabapples this season.

**THE WHEAT CROP AND PRICES.**

Careful observation and close inquiry from reliable sources go to show that there will be from 12,000,000 to 15,000,000 bushels of wheat to be sold, after making due allowance for loss in sprouted wheat, moving shocks, etc. The smaller quantity has cost less to harvest and put on the market. Prices are so much higher that "no grade" is bringing more to-day than No. 1 hard brought last year. There will, therefore, be nearly as much money in the country when the stock is disposed of as there was last year.

**DRAWBACKS.**

The continued rains, delaying threshing, have curtailed the amount of ploughing to date, and how far this will be remedied by fine weather now is mere guess work. Business has been delayed anywhere from a month to six weeks, and merchants have had to pay interest for that additional length of time. When fall buying is delayed from October to November there is never quite as much done. The extreme slowness of collections has made money tight and interest high. Though there is no general failure of crop, there are small sections where it is a total failure, and in these sections the local merchants will have to carry the farmers, and the jobbing houses and the banks the merchants. We may say, then, that while there is no sense of failure or disaster, taking Manitoba and the Territories as a whole, 1900 will not rank as a banner year—neither will it have caused any general setback.

**THE GAINS.**

There are "no gains without pains," and equally there are "no pains without gains." The dry seeding and wet harvest

have sifted the good farmers from the bad as chaff is sifted from wheat. Crops that were planted by drill on well summer-fallowed land yielded good crops which matured and in many instances were garnered before the rain came, proving conclusively that it is more profitable to crop land once in two years rather than every year. Another lesson pressed home is the value of cows and dairying. In the districts where the farmers keep from 10 to 20 cows and send the product to the creamery and cheese factory they can largely afford to ignore the partial failure of a wheat crop. The wisdom of keeping more stock and more pigs has also been emphasized. In one word, that mixed farming is the only thing that will pay and pay well any and every year. And if this year has taught even 20 per cent. of our farmers that lesson it will be worth five times over any loss that may have been incurred.

In conclusion your correspondent is much indebted to the superintendents of the experimental farms at Brandon and Indian Head for valuable information, and to the local press for courteous notices of the magazines.

**NOTES.**

An increasing demand for women's ready-to-wear goods, especially in dresses, is a feature in Western trade.

Merchants in Manitoba and the Territories are more and more coming to depend on the Winnipeg jobbing houses for their supplies.

E. C. H.

**DRY GOODS BUSINESS NOTES.**

**T**HE stock, accounts, etc., of W. F. Latimer, dry goods merchant, Gananoque, Ont., have been sold to George Taylor.

The stock of L. Houle, dry goods merchant, Montreal, has been sold.

Esther Gregory, dry goods merchant, St. Thomas, Ont., has assigned.

D. F. Jardine, dealer in dry goods, etc., Gorrie, Ont., has sold out.

The stock of Archambault Bros., Montreal, has been sold.

George Stevenson has opened a dry goods business at Harbor Grace, Nfld.

Jennie Komiensky, dry goods merchant, Digby, N.S., is about to sell out.

Ducoffe & Rukin have opened a dry goods business in Bridgewater, N.S.

Kerby & Co., dry goods merchants, Sarnia, Ont., have sustained loss by fire.

Purder & McKenzie have opened a dry goods and grocery business in Dutton, Ont.

Chas. H. Bailey, dry goods merchant, London, Ont., is retiring from business.

Joseph Gregory, dry goods merchant, St. Thomas, Ont., has assigned to E. A. Smith.

Miss Eliza Kerr, Lennoxville, Que., is advertising her dry goods and millinery business for sale.

R. A. Jones, dry goods merchants and grocer, London, Ont., has sold out to Burns Bros.

E. G. Hall & Co., dry goods and boot and shoe merchants, Rat Portage, Ont., have opened a branch store in Keewatin, Ont.

**CLERKS ON DUTY AT NIGHT.**

The Montreal grocery clerks have adopted a resolution which bears upon the cases of clerks in all stores who are on duty at night :

"That, in our opinion, there would be no financial loss by closing early, because as the movement becomes general, the same amount of business will be done in shorter hours

"That employers will get brighter and more energetic clerks, and, we believe, the long hours are the means of driving the bright boys away from the grocery trade. A clerk can be courteous and obliging for 10 hours in the day, but certainly not for 15.

"That in almost every other line of business the persons engaged in it have the evening for themselves, and there are no good reasons why the grocery clerk should not enjoy the privileges of domestic and social life in the same manner.

"We believe the day should be divided into three equal parts—sleep, work, recreation. Without these it is impossible to have perfect health, which, in our opinion, is more desirable than riches."

**AVOIDING KID GLOVE RETURNS.**

An importing house had trouble with one of their customers through the constant return of gloves. An investigation on the part of the importer was a revelation and supplies something unique in glove selling. It was found that the saleswoman having charge of the stock had a way of testing gloves peculiar to herself, which was to stretch each glove crosswise at the base of the fingers. Each and every glove was given a good pull, so the strength of the gusset could be thoroughly

tested. It is not much wonder that about half of the goods thus tested were returned as imperfect. It is safe to say each pair returned was imperfect after it had been submitted to a test no self-respecting glove would stand.

It is the duty of every retail glove salesman to educate the store's customers up to the proper handling of kid gloves. If the person selling gloves is careless in handling the stock in the presence of customers it is but natural customers will take the same liberty with each new pair, resulting in a number of returned pairs sufficient to take the enthusiasm out of the glove buyer.

One thing is certain, at any rate ; a salesman behind the retail glove counter who cannot give some valuable information about wearing kid gloves is more of a detriment than a benefit. No sensible person is averse to receiving suggestions if decently given. To be able to impart information without offence is a knack the good salesperson possesses. One who can't do this has no business to try to sell kid gloves.—Chicago exchange.

**LINEN THREAD AGENCY.**

Lindsay, Thompson & Co., Limited, manufacturers of linen thread and flax spinners, Belfast, have recently decided to push business upon the Canadian market. This firm are the largest linen thread manufacturing concern outside of the combine just formed and were most resolute in the maintenance of their individual identity. Messrs. Geo. D. Ross & Co., of Montreal, have been appointed Canadian agents, and, no doubt, they will be as successful in doing business with Lindsay, Thompson & Co's threads in the future as they were with Knox's threads in the past.

**We can supply SORTING WANTS**

IN . . .

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



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

**SPRING LINES. . . .**

Samples of following in travellers' hands—see them :

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

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

# Knox, Morgan & Co.

Wholesale Dry Goods,

= =

HAMILTON, ONT.

## ACCORDING TO SEASON.



THE dry goods and millinery trade needs a new calendar. A schedule differing from that of the "old school" must be drawn up. There must be a new apportioning of seasons, a regulation which shall stem this tide of advance showings and early clearings, and bring the season of selling within the period when conditions of temperature are more favorable. For some years past it has been a growing custom in all lines of trade to advance the season, with the result that to day the Spring season begins in midwinter and the Fall season in midsummer.

The calendar gives the months of September and October to the Fall season, the dry goods trade claims them for the Winter. February is scheduled as belonging to the Winter, and proves its claim right well by furnishing the most extreme, exasperating and disagreeable weather, together with the lowest temperature of the year. Yet, the retail dry goods stores are, during this month, full of the suggestions of Spring, with midsummer fabrics galore on display.

Because September and October fail to produce a temperature like that of December and January, and March refuses to give May bloom, the dry goods trade take it as a personal injury, doled out by the weather man. When temperature gives no suggestion to the consumer for need of Winter clothing the trade is in the slough of despond.

The weeks mapped out as belonging to certain seasons with corresponding sales in certain lines of goods, pass rapidly by with weather conditions unfavorable to trade. The demand is based on the needs of the consumer, who feels no necessity for Winter clothing on mild Autumn days, nor desire to purchase Summer wear with Boreas blowing a freezing blast.

The fact of the matter is that the American dry goods trade has heretofore adhered too closely to the two-season idea. The 12 months have been divided into two instead of four seasons. It has been Winter and Summer with Fall and Spring left out of the reckoning.

The two-season plan was borrowed from Europe. Some years ago it was necessary that the European method should in a measure be the American method of business. This, however, is no longer the situation. With increased facilities for rapid delivery of goods, and the vast development of American manufacturing interests, it is no longer necessary to blindly follow the lead of Europe. American mercantile interests should adopt a policy of their own in the preparation and distribution of goods.

The first step would be to sell goods according to the season. To trade not in futures but in the present. In this section of the United States the seasons have changed most radically. Winter comes later and stays later. The old dates for the beginning and end of the season are proven entirely wrong by the conditions of weather that prevail at these periods.

The January clearing sale is a relic of past ages. January really marks the commencement of Winter, the time when the

people have greatest need for Winter clothing, and, therefore, the time when the merchant should do his best business in seasonable goods. As January is not Spring, neither is September Winter. But each have their proper places in the changing seasons, and their needs to be supplied by the trade. Slavish adherence to dates and precedents is a dangerous method. A much safer and more profitable plan is to conduct business on lines closely adapted to the needs of the day.

Production should be brought more closely to the period of distribution, and distribution should be conducted with closer regard to the actual needs and desires of the consumer. Let each present day take care of its need. Buy conservatively and often. Keep stocks fresh and up to the minute, but do not too greatly anticipate.—Chicago Dry Goods Reporter.

### A SEASONABLE OFFER.

WE would draw the attention of the trade to a special offer being made by S. Greenshields, Son & Co., Montreal, in their handkerchief advertisement on page 59. They have laid in a stock of handkerchiefs for the Christmas trade which they claim has never been excelled in Canada for novelty, excellence and price. To bring these to the attention of the trade, they are making this offer which certainly ought to make business for them. It is no clearing sale of old goods, as they have all been recently imported to meet the trade of dealers who want up-to-date Christmas goods. There are many styles to choose from. Indeed, in the ranges is a large line of Swiss goods, to retail from 12½c. to \$1.25, mourning Swiss goods, Japanese handkerchiefs, plain, hemstitched or with printed borders. Three lines of initialed goods are also shown in the same stock. A full range of lawns with printed borders is offered both in ladies' and men's sizes. Children's picture handkerchiefs are shown in 25 seasonable novelties, to retail from 2 to 5c. Ladies' and gentlemen's lawn handkerchiefs are to be had at all prices. Lawns with initialed corners are shown in six ranges, both ladies' and men's sizes. The lace handkerchiefs, a style now popular, are exquisite in design and display admirable taste. Moreover, they can be depended upon. There are also some good cambric handkerchiefs with lace borders to retail from 10 to 25c. Ladies' motto handkerchiefs, to retail at 10 and 15c., are another important line. Applique lace stuff is carried in about 40 lines to retail at 25c. A nice range of goods is some initialed pongonese, in two pieces, to retail at 25c.

Colored goods bid fair to furnish the handkerchief novelties of the Christmas season, particularly in the more fashionable circles. These come almost entirely in lawn, with printed borders and plain centres and also with colored centres and plain, colored or striped borders. They are all fast colors. Ladies have also caught the colored handkerchief idea and plain, hemstitched lawn with fancy centres are shown. Plain lawns, plain linens and hemstitched lawns are shown at all prices.

While the advertisement of S. Greenshields, Son & Co. offers a certain number of handkerchiefs at \$50, any firm not feeling disposed to lay in such a large stock may obtain an assortment of half the number for \$25.

We regret to report the death of Mr. William H. Hopgood, junior partner of the firm of Reuben Tuplin & Co., general merchants, Kensington, P.E.I., which occurred on the morning of November 3.

Are you getting all you can out of your Skirt Binding Department?

See that you have a complete range of shades. Have a memo. in your diary to go through your stock at least once a week and order

**S·H·&M· SKIRT BINDINGS.**

By selling these celebrated lines exclusively you can meet every legitimate Skirt Binding want, and do the largest Skirt Binding business on the smallest investment.

And not only this, but they pay you the largest profit of any Skirt Binding on the market.

Give your Skirt Binding business exclusively to the largest concern in that business in the world--The S.H. & M. Co. We can help you make money.

S.H. & M. Skirt Bindings have the place of honor in hundreds of progressive, up-to-date trimming departments and the only place. Put them along side of any other skirt bindings that you know. Pick them to pieces and examine construction. There is only one decision you can come to :

**S. H. & M. Skirt Bindings are the Best.**

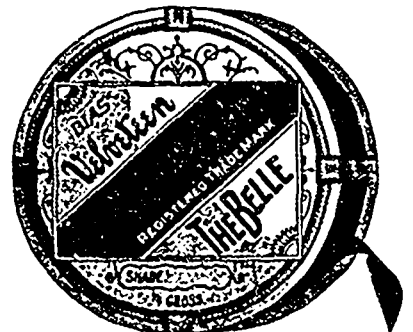
*Both to ...  
S. H. & M. Co. ...  
22/4/01 ...  
page 192*

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



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

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



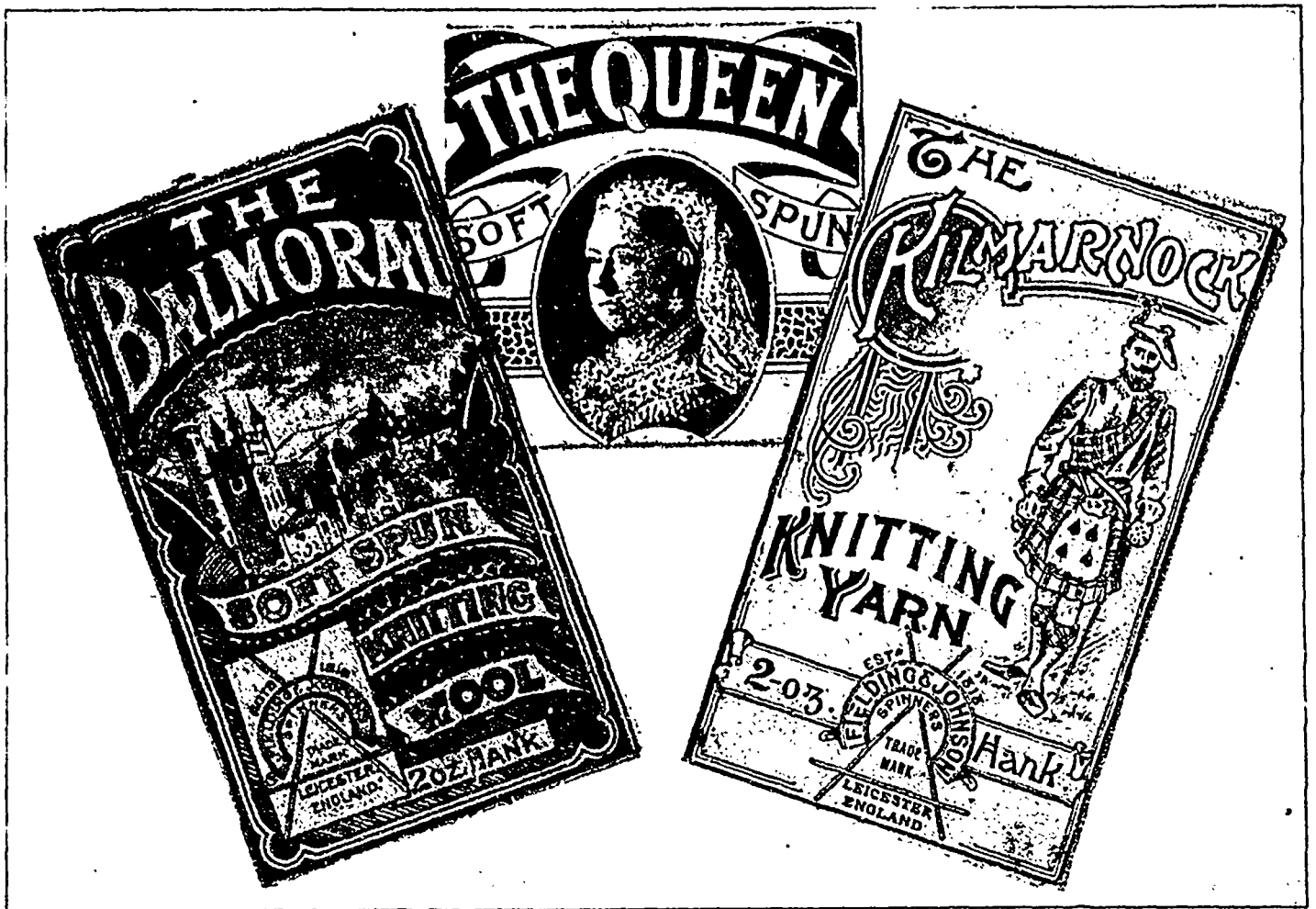
WRITE FOR SAMPLE AND SHADE CARDS AND PRICE LIST.

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

Originators and Manufacturers of Bias Velveteen Skirt Bindings.

24 Front St. West, Toronto, Ont.

Manchester, England.



**FIELDING & JOHNSON'S**  
**Knitting and Fingering Yarns**

Noted for Softness, Fullness and Wearing Properties.

**KNITTING**

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

In Spindles, or Banded  
 and Boxed.

**FINGERING**

In Six Well-Known  
 Qualities.

**STOCK IN MONTREAL.**

Careful attention to Letter Orders.

Sole Agents for Canada

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

# McINTYRE, SON & CO.

13 Victoria Square,

Importers of Dry Goods and  
Manufacturers' Agents.



**MONTREAL.**

Desirable Goods for the

## **Holiday Trade** Now in Stock:

New Styles and Patterns in French Printed  
Organdies.

Special Values in White and Colored Organdies.

New Designs of French Printed Flannels.

Plain Opera Flannels, in all the Leading Shades.

A Large Range of Black and Colored Silk Velvets.

Plain and Fancy Silks.

Household and Fancy Linens.

Handkerchiefs and Smallwares.

Dress Goods in Great Variety.

Kid Gloves—The Latest Styles and Shades.

Careful Attention Given to Letter Orders.

TORONTO:  
25 COLBORNE STREET.

WINNIPEG:  
McINTYRE BLOCK.

OTTAWA:  
Carleton Chambers,  
SPARKS STREET.

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



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

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

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

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

### A RIP VAN WINKLE AWAKENETH!

THE LAST OPPONENT OF ADVERTISING LAYS DOWN HIS ARMS.

JUDICIOUS advertising is an investment. Some regard it as an expense. As viewed and treated, results are apt to confirm the estimate. But, happily, the need for the advocacy of advertising is over. It has been put in the balance and not found wanting.

In truth, a treatise on its merits and utility would, at this late day be somewhat akin to an argument in favor of "gravitation," or in support of the contention that the "earth do move." In the late American campaign, Bryan promised that, if elected President, he would neither seek nor accept a second term, to which a Republican paper wittily replied: "The sentiment is excellent, but superfluous." Equally superfluous, howsoever excellent, would prove an essay in advocacy of advertising on this, the eve of the 20th century.

Notwithstanding this, there are still here and there—much more frequently, in fact, than one might imagine—many merchants, otherwise progressive and up-to-date, who, as yet, fail to realize the force or appreciate the influence of intelligent publicity. Of this, a most striking and shining example is furnished by the experience of a leading firm of American clothiers. Decriers of that art have long cited Brokaw Brothers—one of the oldest and most popular of metropolitan outfitters—as practical disproof of the value of advertising.

"There," said these croakers, "is a house which made their way to the forefront against most aggressive advertising rivals, and held their ground without the expenditure of a soumarkee in printers' ink. If," argued these tacticians of the ostrich school, "a firm like Brokaw's can get where they got, and keep there, without blaring of trumpets or beating of drums, of what avail is all that vast outlay for publicity?" Sounds plausible, doesn't it? Every time a newspaper canvasser would approach one of these anti-advertisers, the only answer to his argument or entreaty would be Brokaw. That word, in his eyes, seemed to settle the controversy and close the case.

Unhappily for them, however, even the "Brokaw" reed is broken. That firm have finally turned traitors to their ancient principles and practice. In other words, they have jumped on to the typographical band wagon and are now to be numbered among the believers in the policy of publicity. Why this thushness?

Brokaw Brothers, it seems, started in New York many years ago, when conditions were radically different from those

now obtaining, and, by dint of hard work and sheer ability, soon attained the premier position in metropolitan clothing-dom. Their productions were excellent and uniform; their methods reliable; in fact, their name became a synonym for clothing perfection. New firms, however, sprang up around them—firms whose productions compared favorably with theirs—firms who labored under the halucination that if one had a good thing to sell, it might be well to noise it abroad among those who might want to buy. Of these ideas, Rogers, Peet & Co. were the leading exponents. They believed in advertising, and considered the best none too good for them. They hired the most expert talent available, and began building up a trade against that of the old and conservative Brokaws.

With what result? Within a few years Rogers, Peet reared a clothing business second to none in New York.—Fact No. 1. Now, after years of inflexible opposition thereto, the Brokaws become converts to advertising.—Fact No. 2.

Draw your own conclusions, Mr. Canadian Merchant. If Brokaw Bros. couldn't longer do without advertising, who could? Can you?

### A SMALL AD—BUT.

YOU would like the lamp chimneys that do not amuse themselves by popping at inconvenient times, wouldn't you?

A chimney ought not to break any more than a tumbler. A tumbler breaks when it tumbles.

Macbeth's "pearl top" and "pearl glass"—they don't break from heat, not one in a hundred; a chimney lasts for years sometimes.

Our "Index" describes all lamps and their proper chimneys. With it you can always order the right size and shape of chimney for any lamp. We mail it FREE to anyone who writes for it.

Address: MACBETH, Pittsburgh, Pa.

Here is a small ad, but one well worthy of study. It is written by the king of all ad.-writers—the nestor of advertis-

# BELDING'S

## ...STITCHING SILK



**S**TITCHING continues in high favor, and many costumes are decorated with innumerable lines of it, forming all sorts of designs of greater or less elaboration; stitching of a contrasting color also to match the goods is now very popular for Skirts and Jackets, also Mantles.

All the fashionable and modish street costumes in New York in Tailor-made Jackets, Reefers, Suits, Mantles are elaborated with stitching silk.

Manufactured by . . . . .

### Belding, Paul & Co.,

Put up on ounce spools for manufacturing trade, and on 100 yards reels per dozen for dress-makers and retail trade.

Montreal and  
Toronto.

# Umbrellas

FOR . . .

## Christmas

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

### The Irving Umbrella Company, Limited.

20 Front St. West, TORONTO.

# The Bagley & Wright Mfg. Co.

318 St. James St.

MONTREAL.

We are clearing out the following lines at cost price. Must be sold before end of year to make room for new stock :

C 15, Hose, 8½ to 9½, . . .	at \$3.30	Usual price, \$4.00
C 16, " " " . . .	at 3 60.	Usual price, 4 20
No. 95, Hemmed Towels, 16x33, at	0.90 per doz.,	usual, 1.10
No. 95, " " 18x39, at	1 10	" " 1.30
C 87, Fringed Towels, 20x40, at	1.50	" " 1.70
A, Cretonne, . . . . .		7½c. per yard
D, " . . . . .		10½c. per yard
No. 30, 28-inch Art Muslin . . . . .		3¾c. per yard

**ALL THE ABOVE ARE THE BEST VALUES EVER OFFERED THE TRADE.**

*We are showing a splendid range of Christmas Handkerchiefs, at prices below any other House. It will pay you to see our samples.*



**GOOD ADVERTISING—Continued.**

ing—Powers. Powers, it will be recalled, was the originator of the Wanamaker style of ad.-writing, once called the Powers' school.

You see he doesn't take much space to tell his story. A few plain terse facts in monosyllabic Saxon. But how much is packed in those few sentences! It will repay study.

**A NOVEL WAY TO BOOM SALES.****FORTUNE-TELLING FANS THE MOTOR POWER.**

With a view to emphasizing the advantages resulting from the distribution of novelty articles as an advertisement, a recent experience of a department store in Massachusetts might be interesting, possibly instructive.

The concern in question found that a certain department (gloves) was afflicted with that "tired feeling" and needed a tonic. In this case, the "Hood's Sarsaparilla" took the form of what was called "Fortune" fans. This fan is an ingenious contrivance whereby certain questions printed on the fans are answered by a set of replies printed on a revolving card attached thereto. Five thousand of these fans were ordered. Attention was called to the plan by the distribution of coupons, reading:

"This coupon with payment of 2c. entitles the holder to a handsome fortune-telling fan. At the glove department."

The charge of 2c. was based on the theory that a person willing to pay for an article must be somewhat interested in it, and, in fact, the trifling outlay was frequently returned to the holder of a coupon who also made a purchase. As stated, the glove department was selected because it had been running behind in sales and needed a stimulant.

The coupons were thoroughly distributed. They were enclosed in every package that left the store and in every letter. The drivers of the delivery wagons scattered them broadcast, and batches of 25 were sent to the foremen of the various factories with the request that they be distributed among the employes. In fact, the name of that Bay State firm became a household word in their city and vicinage.

To impress people with the real value of the fans, they were artistically displayed in the glove department, and bore the price-mark, "10c.," the firm thus getting the credit of giving an article really worth 10c. for the paltry pittance of a penny.

Results were instantaneous and far surpassing most sanguine expectations. Coupons began to pour back into the store in a continuous stream. "Fortune" fans were to be seen everywhere throughout the city, and, as their advertising man put it, became the "talk of the town." The supply of 5,000 lasted only about 10 days, but before they were exhausted the previously unprofitable glove department took a new lease of life and became one of the most active sections of an otherwise busy store.

From this incident three distinct lessons are deducible:

First. The coupon bearing the announcement fulfilled its mission by arresting attention and arousing curiosity.—Advertisement No. 1.

Second. The 10c. price tag on the fan as displayed at the counter indicated that the article was really worth something and asked price was purely nominal.—Advertisement No. 2.

Third. The fan was of such a character as to interest both old and young.—Advertisement No. 3.

By the combination of these three features, results were secured and business notably boomed.

Had the fans been merely stacked up on the counters and given away indiscriminately such a success could not have been achieved. It was not the character of the novelty, nor its apparent cheapness that brought results, but its manipulation. This experience has a moral, which is too apparent to dilate upon. Study it ye scribes of the store quill.

**A UNIQUE SCHEME.**

One of the most original advertisers across the line is a Dayton, Ohio, clothier, by the name of Mose Cohen. His schemes are principally planned to interest the children, and among the boys and girls of that city the name Mose Cohen is one to conjure with, being in a class with Santa Claus.

First arrest the children's attention, seems to be Mr. Cohen's policy, and, through them, that of the parents. He recently came out with the following announcement, which illustrates a new phase of advertising well worthy of study:

TO MY . . .

**13,800 SCHOOL FRIENDS!**

I HAVE ENGAGED

**PROF. WM. F. FRIER,**

The World's Greatest Magician and Sleight of Hand Performer, to entertain you with his wonderful magic and London Punch and Judy, at the Armoury, Cor. Sixth street and Canal. I will give 11 entertainments, beginning Saturday morning at 10 o'clock. Tickets will be distributed to you all this week, so my good little friend, if you do not get your ticket to-day, you will to-morrow or a day or so after. Don't you lose your ticket—give it to papa or mama to keep for you, and, by all means, remember the date, day and exact time.

If you have a Blue Morning Ticket, it is good only for Saturday morning, September 15th.

(Ten other colors were mentioned, each color for a specified entertainment.)

Now get ready for lots of fun. Don't you run when you come. Hold your ticket real tight in your hand, and take your time. The show won't begin till you get there. No, it won't. You needn't put on your Sunday clothes to come, either. I promise you a real good time, and lots of fun. Don't stand up, unless the boys in front of you do; holler all you please, and when the show is over tell papa and mama what a good time you had, and how the tricks are done, and don't forget to tell them about the nice Clothes, Hats, Caps and Fixings I've got for you, when the time comes to get them.

*Don't forget the color and date of your ticket, read it over and over, till you know it by heart. Please do.*

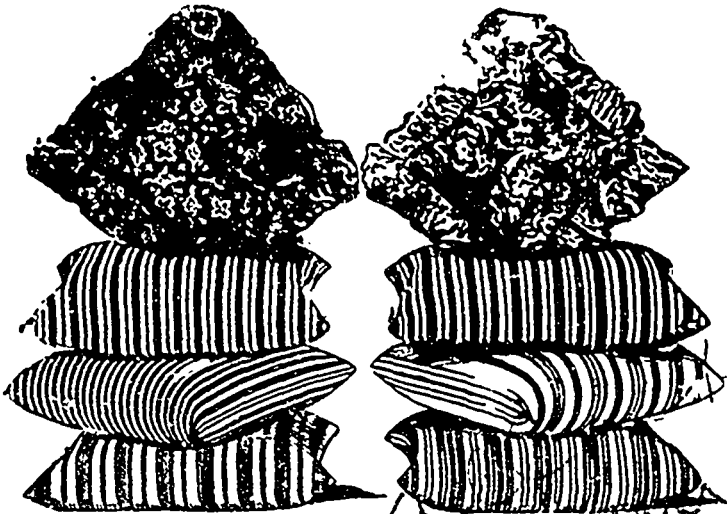
Yours to always please.

**MOSE COHEN.****NOTHING NEW UNDER THE SUN.**

One of the latest and certainly most novel contrivances ever invented, much less patented, is a machine for printing advertisements on the asphalt pavements of streets. It is a species of bicycle, the tire of the front wheel having a series of raised letters on its periphery. These letters, as the wheel revolves, print the name of a soap, or what not, while an automatic blower at the bottom of the fork blows the dust away from the pavement in front. This is akin to the scheme of throwing ads on the clouds by means of huge magic lanterns. Next!

**EFFECTIVE BORDERS.**

Borders are now much in vogue, and of their variety, like the making of books, there appears to be no end. Better than



## SOFA CUSHIONS.

We claim that if one dry goods dealer in a town carries "Alaska" Brand Cushions and another dealer some other make, the former will have the reputation of keeping the best and highest-class stock in that line, and eventually will get all the best trade; that is to say, the woman who uses her judgment in buying will go to him for her cushions. This is the trade you want. Write for our special Christmas cost-price job in satteen-covered down cushions.

**ALASKA FEATHER & DOWN CO.**  
 ... LIMITED  
**MONTREAL.**

### THESE ARE PILLOWS



What you will offer with confidence to your best and most particular customer.

Why?

Because they are "Alaska" Brand: in other words, they are plump and buoyant, odorless, free of quills and dust, and the tickings are elegant.

If you sold only once to the same customer you would not need our goods, but the woman who buys over and over again will be satisfied only with "Alaska" Brand Pillows and Cushions.

Every pillow we make has a label sewed on with the word "Alaska."

Write for price list or call at

**VICTORIA SQUARE,**  
 Cor. St. James St.

**ALASKA BRAND**  
 ODORLESS  
 FEATHERS

# Deimel Linen Mesh Underwear

**IS TOO GOOD AN ARTICLE FOR  
 INDISCRIMINATE DISTRIBUTION.**

*That's why we give the exclusive sale to one Merchant in every Town and City, excepting a few of the largest.*

**D**O you know what it is to have a line of underwear which, after it once gets started in your store, gathers business constantly, rolls up an ever-increasing profit account, and is always worth 100 cents on the dollar?

DEIMEL LINEN MESH UNDERWEAR enjoys that prestige, and the best stores in the country are finding it one of the most profitable and satisfaction-giving lines they ever handled. Investigate the matter before your neighbor fore-stalls you.

## The Deimel Linen Mesh System Co.,

2202 St. Catherine St.

10-12 BREAD ST., LONDON, E. C.

**MONTREAL, CANADA.**

**GOOD ADVERTISING—Continued.**

all others, however, seems to be that kind of which illustrates the goods advertised. Take the Pillsbury advertisement herewith reproduced. Are not these barrels just as decora-



tive, from a typographical standpoint, as a plain rule border? yet how infinitely more effective, as regards impression and illustration.

The idea is applicable to almost any article of merchandise. Such cuts can be produced quickly and cheaply, and the advertisement appreciably enhanced in appearance thereby. For a shoe sale, use border of Oxford ties. Is it a collar sale? Border it with collars. And when the cuts are once made you have them for all time, and can use them at any time when such goods are on special sale. Some of the most effective display advertisements recently appearing in New York papers owed much of their novelty and uniqueness to this innovation. Why not be the first to introduce it in your locality?

**ANSWER TO A QUERY.**

A large general, or departmental firm in a small town, midway between two cities, which draw considerable trade from their circle of territory, write saying that they think of issuing a small monthly advertising newspaper or pamphlet. They now advertise in the local newspaper, but its circulation does not extend to all the people they want to reach. They ask for suggestions as to means of extending their trade.

To answer such a query with satisfactory confidence entails a study of local conditions which is only possible in a degree to the critic. Yet, most of the circumstances can be understood. The town is in a rich agricultural section. Both of the cities mentioned are outside the county the town is in and both are about 45 miles distant. The town is about the same size as the county seat which is 19 miles distant. The population of the county is about 75,000. This much we can be sure of.

But, as our correspondents do not inform us, we cannot be sure what they consider their "own circle of territory," what turnover they have or what they are willing to expend on advertising. We will presume, however, that the weekly turnover is \$1,000. A fair expenditure on advertising for such a return would be about 1 per cent., or, say, \$10 per week. Thus we have an allowance of \$500 per year for advertising—a moderate expense to obtain a big turnover in the face of strong competition.

As the local paper does not cover the field which our correspondents desire to reach, they should extend their advertising to the papers which do. A double-half column could, we presume, be secured in four of the most widely circulated papers in the district for about \$200. An allowance of \$50 a year for the cuts necessary for the most effective advertising would leave \$250 for other methods. A small pamphlet is suggested. This proposal has undoubtedly merit in it, but it is questionable whether this scheme would prove advisable when the ground is well covered by regular newspaper advertising, which is the most economical offered to the merchants in the towns and smaller cities.

In many of the towns of the Northwest catalogue advertising has been resorted to with excellent results. The critic has before him a catalogue recently gotten up by A. Sweet & Co., of Winchester, Ont., a town of about 1,000, 32 miles from Ottawa. This was printed by the local printer, contains 32 pages, and is full of illustrations and prices, which go to prove that A. Sweet & Co. can compete with any competitor.

Two catalogues such as this might be issued; one in early Spring, the other in the Fall. If these were attractively illustrated and printed and if the prices were right they should do much good.

An alternative suggestion would be to follow the example of a Brandon merchant who made a contract with the publisher of the local paper for a page advertisement and sent the latter to every customer whose trade he sought. This is a more expensive method of advertising than where a sufficiently wide circulation can be made sure of without gratuitous distribution. But it proved a profitable one.

**APPOINTED CANADIAN AGENT.**

The Canadian mantle and clothing manufacturers will be interested to know that Messrs. Anton and Alfred Lehmann, of Berlin, the largest manufacturers in beavers and other cloths, specially suited to clothing manufacturing purposes, have granted Mr. M. Markus, Montreal, the sole agency of their goods for Canada. Samples are now out and Mr. Markus expects to do a large trade here in these celebrated fabrics.

**SPRING STYLES OF WAISTS.**

Mr. J. Cars, the designer for The American Silk Waist Manufacturing Co., Montreal, has made a trip to New York this month to gather in the latest ideas in waists and to complete his designs for Spring samples. The firm expect to have their samples on the road by December 15 and say they will show the greatest range of fancy waists ever put upon the Canadian market.

**CHANGED THEIR ADDRESS.**

The G. Weeton Manufacturing Co., manufacturers of silver-plated ware and specialties, Toronto, have moved their Toronto office from 326½ Spadina avenue to the Confederation Life Building.

The Valleyfield strike that inconvenienced The Montreal Cotton Company for some days is now almost a thing of the past. One of the men accused of intimidation during the trouble has been found guilty by Judge Sicott, of St. Hyacinthe, and sentenced to three months in jail at hard labor. Other cases are to come up in court. By the time the town pays the bill of expense incurred at the time, it will wish that the law had always kept the upper hand, as it is doing now.

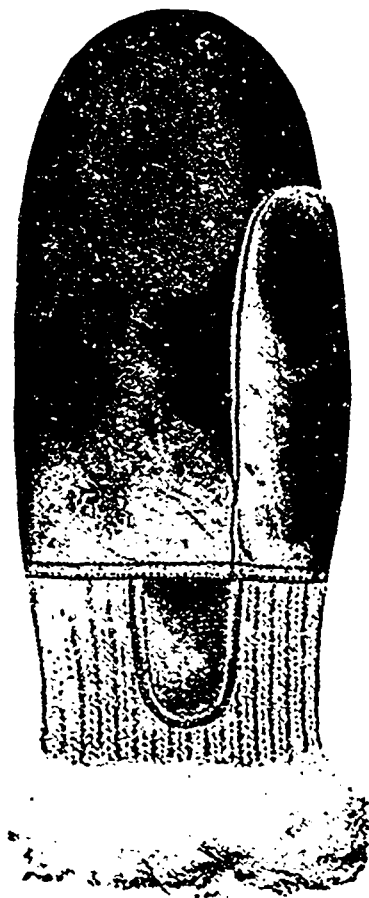
# Lose or Win?

What you *lose* by *not* carrying the "Kumfort Mitt" in stock is a good deal *more* than you can *make* carrying *other* kinds of warm mitts.

No other warm mitt wears like the "Kumfort Mitt" because no other warm mitt has the *wear put into it*.

In the "Kumfort Mitt" your customer gets a muleskin palm, oil-dressed leather back, a patent knitting controlled by us that *can't ravel*—he gets a corking good 50 cents' worth—and there *is no guessing*.

*You* get a good profit. The "Kumfort" costs you \$4 50 per dozen net 30 days; you sell it for 33 1/3 per cent. on—that's a good profit.




---

## Hudson Bay Knitting Co.,

30 St. George St.

— MONTREAL.

FOR . . .

# YOUR CHRISTMAS TRADE IN GLOVES

ORDER

AN ASSORTMENT OF

# PEWNY'S KID GLOVES

BEST VALUE. BEST SELLERS.



## S. Greenshields, Son & Co.

Sole Agents

MONTREAL and VANCOUVER.

# BATTING...

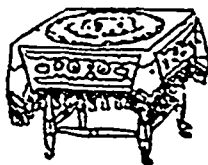
Guaranteed free of Threads and other  
weak and lifeless stock

*NORTH STAR,  
CRESCENT  
AND PEARL*

# ..COTTON BATTING..

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

## North Star, Crescent and Pearl Batting.



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

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

If you see the print of any cut anywhere that you would like to use in your advertising, clip it out, send it to us, and ask for price of electrotype of it. Write to-day. Don't wait.

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

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

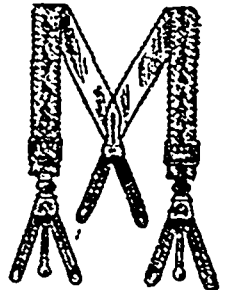
Send for proof-sheets. Hundreds of cuts to select from.  
Half-tones, Zinc Etchings, Electrotying, and Stereotyping.

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

Electrotypers and Photo-Engravers.

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

Distributing Agents for the Dominion of Canada.



S. Richard.

L. A. Moisan.

The *Victor Manufacturing Co.*



Manufacturers of  
*Ladies' Cloaks and Suits,*  
*Misses and Children's Garments.*

QUEBEC, November 30, 1900.

TO THE TRADE:

Gentlemen,--Having foreseen and anticipated a Spring Season of unprecedented activity and concentration, we earnestly and confidently invite your critical and careful personal examination of as comprehensive and complete a showing of Women's garments, as patience, brains and capital can combine to produce.

In looking through our Samples you will find an unusually complete and convincing collection of new and correct styles in the hands of our representatives. They will show you

SPRING Tailored SUITS for Ladies and Misses,

Children's Reefers,

Separate Skirts, in Woollens, Crashes, Piques, Mohairs and Lustres.

Summer Suits and Crash Suits.

They are the best made, the best to be had. That is the claim. Out of the multitude of offerings your own judgment must make choice. In this field, more than in any other, experience--successful experience--tells. The knowledge of cloths, the services of the expert designer, of the skilled operator; the appreciation of the necessity of minute care in each detail of the making.

Our garments stand as Canada's standard for every merchant who has handled them so far, and although from a quite young firm they are really the

"VICTOR"

on the market.

For these reasons we respectfully solicit a share of your esteemed order through our travellers, who will reach you very shortly.

Cordially yours,

*The Victor Manufacturing Co.*

## Meeting the Popular Taste.

### Dress Goods.

A fair trade has been done in dress goods during the past month, the demand running principally on friezes and vicunas. It is one of the disadvantages of the trade that plain goods continue to be the only favorites. Plaids are in only moderate request, while mohairs have not come up to expectations.

Grey is the most popular color, with red running a close second. There has been a heavy run on opera flannels again this month, so heavy indeed that some houses have been cleared out of their stocks. One noticeable feature of this trade is the turn in favor toward a finer make of twill in spots and stripes. The newest thing is the hairline and other fine stripes. The popular colors are legion, including blues, pinks, cardinals, heliotropes and black and white in combination. For Spring the tendency is still toward plains and small checks in the new tans, fawns, browns and slates. There is a noticeable Spring movement toward cashmeres of fine henrietta finish in pastel shades. Some samples of bright new printed French delaines have been shown for Spring; they are very handsome and bid fair to be in the line of popular fancy.

### Silks.

It seems to be a good time to buy silks, for the market is low and the taste seems fairly well defined. Plain soft silks are selling well in tamalines, taffetas and such varieties. Old-fashioned peau de soie is being used by a great many people, as are black broche silks also. It is thought that the Spring will augment the sale of colored taffetas. We are to have a season of plain cotton and wool fabrics, and such goods call for silk foundations. As no substitute for taffeta has been brought forward, silk experts count on the continuance of the vogue of the present favorite. Many retail windows are being dressed with taffetas, which are being pushed for winter wear. Mousseline de soie will be much seen in waists this Winter and may be a favorite for Spring.

### Velveteens.

During the last two weeks dealers have sold more velveteen than for some time, showing an unprecedented demand for general wear dresses. It is used in all colorings. On account of its extreme durability, non-crushing and elastic properties, as well as its rich appearance, it has come to be used extensively for trimmings and waist garniture.

### Linens.

Although linens have advanced 15 to 20 per cent. within the last few months the movement has not reached its zenith. We hear that the crop of Russian flax is going to be shorter than at first thought, and one large Canadian importing house has recently been informed that the price of yarn has advanced again. It seems to be a good time to buy. A heavy trade will probably be done in linens during the first two weeks of December, when Spring dating can be secured.

### Ladies' Belts.

Fancy belts are good property at the present time and bid fair to improve during the coming months. Patent leather is still considered the correct thing, both in plain and trimmed. The latter is gaining in favor at the moment, taking on the craze for all sorts of bright "addenda." Combinations are being made with gold tinsel,

gilt braid and gold and silver buckles. A patent leather belt now being shown by some houses with two or three rows of white or gold stitching gives a very good effect. Gold tinsel belting is so popular the fashionable world over that German manufacturers are not taking orders except for delivery three months hence. Gold braids have all advanced in price about 50 per cent. There are also on the market numerous combinations of gold braid, velvet and satin, while others are shown of the braid alone or edged with velvet. In some gilt belts strips of the material are used in place of a continuous band, being held together by two, three or four ornamental slides. A device just coming upon the Canadian market is the further ornamentation of belts by the addition of satin streamers finished with ferrets or ribbon ends. These ribbon ends are now being imported by the Canadian houses, and may be used on the back, front or sides of dresses with effect. Separate belt buckles are being shown in great variety, in gold, nickel, black and steel. The old style of clasp opening behind like a large hook and eye is displacing the late favorite which opens at the centre.

### Christmas Handkerchiefs.

A large range of handkerchiefs is being shown by the trade for Christmas, in a variety of styles and make-ups to suit all lines of trade. These include Swiss goods to retail from 12½c. to \$1.25, mourning Swiss goods, Japanese, hemstitched or with printed borders, and initialed goods. Lawns with or without printed borders are shown in both ladies' and gentlemen's sizes, and as a staple will take the lead. Children's picture handkerchiefs seem to have lost none of their favor, for they have again been brought out in a multitude of patterns.

In ladies' handkerchiefs the novelties run almost entirely in lace goods; cambric handkerchiefs with lace borders will retail extensively from 10c. to 25c. Applique lace goods are all selling well and one house alone has 50 lines of assorted edges to retail at 25c. There will be quite a number of lace handkerchiefs of the higher class sold at Christmas.

For men the novelty is printed handkerchiefs with either the border printed and the centre plain or vice versa or both colored in different patterns. In the latter case many of the borders are striped. Nearly all gentlemen's handkerchiefs are lawn this season, linen not attracting the usual attention paid to it. Full ranges of lawns are shown in Turkey and white and indigo and white. It is likely that printed handkerchiefs will flourish about Christmas in fashionable centres and wholesalers are prepared for a big rush on them in the first few weeks of December.

### Dress Trimmings.

Trimmings are extensive enough just now to warrant their being placed on a broad basis in a department of their own, for the popularity for dress garniture is becoming more and more pronounced and mounting higher and higher. We have been gradually approaching an era of richness through the use of laces, embroideries and rich fabrics. Not only are fabrics to be trimmed with laces and embroideries and be braided and corded, but laces and embroideries and Honiton and Battenberg braids are to be made up into rich appliques in set pieces for collars, collarettes, revers, vests, shoulder straps, cuff pieces, bands in skirts, borders and edges. The tendency in this direction is unmistakable, and the highest fashion will demand the highest class of these goods. Whites and butter and deep creams will be the prevailing colors.

But the movement in trimmings has advanced farther than this. The craze for gold now so much talked about is only

# The Lace Warehouse of Canada



SEQUIN ROBE, No. 200.

**"LETTER ORDERS CAREFULLY EXECUTED."**

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

## Sequin Robes . .

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

## "Spring, 1901"

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

Our Spring samples of **Dress Goods** are now in our travellers' hands. They are **specially attractive** this season.

# Kyle, Cheesbrough & Co.

16 St. Helen Street

**MONTREAL.**



ono fractional part of a broad movement towards richness in trimmings of all sorts in combinations of red, gold, steel, velvet, velveteen, satin and metal threads. There will be combinations of laces with braids, satin cords and other materials which give a wonderful effect at medium prices. Jet bead work continues to assert itself, and satin cord and chenille will move in black as well as other colors. The use of shaded metals is considered exquisite in very fashionable circles, but it is doubtful whether the popularity of irridesents will be pronounced in Canada. However, signs of the fever are already noticable here, for the gold idea has been readily taken up and the trade is not turning away even at this early date from the latest designs in buttons.

**Buttons.** Buttons are certainly going to be a feature next season. At present pearl buttons are good stock for flannel waists. The new buttons are steel, gold, horn, pearl, cameo or glass. As a rule they come in combinations in striking styles. They are looked upon to furnish finishing touches to the braid, lace and cord trimmings of dresses; the one suggests the other. Mantle pearl buttons have been in good demand this month and stocks are run low; 40 line has been the best seller, while 50 line has been very good.

**Notes.** Stray-lock ornaments for the back of the hair are coming in extensively, made in the form of a gold buckle from  $1\frac{1}{2}$  to 3 in. long. The shapes vary.

There is quite a craze among the ladies for crocheting silk bags, trimmed with cut jet and cut steel beads. It has been difficult to find any house to carry these frames, but we see that one house are now showing an extensive line. The sizes are  $3\frac{1}{2}$  and  $4\frac{1}{2}$ -in. frame tops. They sell at \$6 to \$12 a dozen, and are made of oxidized and French silver.

Small closing tops to make little silk purses, in gilt, grey and oxidized, are on sale at \$2.50 to \$4.50 a dozen.

Jean cushion tops are shown extensively in a variety of novel patterns.

There is some talk of blouse sets coming in again, and the manufacturers are preparing for the demand.

Chateleine bags are at present considered good in seal, alligator and fancy leathers. Finger purses are also enjoying a season of popularity.

There has been a heavy run on ribbons this last month, particularly in the varieties that go well with cluny and plain laces. Plain black and white taffetas in the narrow and medium widths have filled the bill.

In embroideries there has been an improved demand for gagoon insertions in black and white; fine muslins and nainsook embroideries and insertions have also been good sellers.

#### MR. CHAS. REID'S NEW POSITION.

Mr. Charles Reid, late of the firm of Charles Reid & Co., has accepted the position of secretary with S. F. McKinnon & Co., Limited. Mr. Reid is to be congratulated upon his appointment, and S. F. McKinnon & Co., Limited, are equally fortunate in securing a man of his ability. Mr. Reid will be pleased to meet his friends in the trade at his new address.

Mr. E. L. Rosenthal of The Beaver Rubber Clothing Co., Limited, Montreal, has left for Europe to make a three weeks' study of the latest waterproof cloak designs in the English, Scotch and Paris markets. He will be back in time to have his Spring samples ready for his travelers about the first week in January.

#### A NEW BUYER APPOINTED.

**T**HE many friends and acquaintances of Mr. C. W. Dunning will be very much pleased to know of his appointment as foreign buyer for the staple department of Messrs. John Macdonald & Co., Toronto. Mr. Dunning is well and favorably known throughout the dry good trade as a thorough business man. He is conversant with every detail of linens, foreign and domestic staples, and there is no doubt that he will make the great department of which he is now head a greater success than ever. He is a keen buyer and close seller; believing firmly in the old maxim, "Small profits and quick returns." There is a big increase looked for in the sales of this department. Mr. Dunning was a most successful salesman in the warehouse and on the road; his affable address, truthfulness and attention to business gained for him many customers. What he has been as a salesman, THE DRY GOODS REVIEW earnestly hopes he will be as a buyer—successful.



C. W. Dunning.

#### MR. CALDECOTT'S IMPORTANT AGENCY.

The retail trade of the Dominion will be pleased to learn that Mr. Stapleton Caldecott has become the representative in this country of Messrs. Debenham & Freebody, of London, England, who are the largest silk dealers in the world, having houses and depots in all parts of the Empire. They have become so impressed with the value of the Canadian trade that they have decided to carry a stock in Canada, which they are selling at direct importation prices. Mr. Caldecott's agency is located in Toronto, where he is one of the best known of that city's business men.

#### TRAVELERS' HOTEL GUIDE.

The hotel is practically the commercial traveler's home, so one of the objects of the Dominion Commercial Travelers' Association is to secure all possible comforts and conveniences in hotels. To do this to a maximum degree the association has published a Guide containing the names of the best hotels throughout Canada. This list has been compiled from information secured by circulars sent out from the Montreal office, and only the names of those hotels are inserted which guarantee good wholesome food; clean, warm and well-ventilated sleeping rooms; satisfactory sanitary arrangements; large, clean, warm, well-lighted and well-ventilated sample rooms and safe arrangements for escape in case of fire. In the Guide, which is gotten up in the form of a pocket book like last year's, are the names of about 1,300 hotels whose rates for board and sample-rooms and transfer charges are shown. Altogether it is a handy little publication that will be appreciated by the members of the association, and the executive is to be congratulated upon its publication.



# MEN'S FINE TAILORED GARMENTS

## NO BUYER

who aims to make his clothing department a success should pass up our salesmen when soliciting an examination of our samples.

Our designs are **Original, Up-to-Date, and Exclusive.**

Every suit, overcoat or pair of odd pants is handsomely boxed

**NO BRAND ON GARMENTS, EXCEPTING IN POCKET THUS**



Sample cuttings and special measure forms furnished cheerfully on application.

THE . . .

# Lowndes Company, Limited

61 Bay Street . . .

**TORONTO.**

# NOVELTIES

.. IN ..

# WOOLLENS

Our range of qualities and colorings is the largest in Canada. . . . .

***REVERSIBLE  
HOMESPUNS***

For . . .

**TAILOR-MADE COSTUMES  
ULSTERS and  
STORM SKIRTS.**

Fashionable colorings with handsome check backs.

***FRIEZES***

All qualities and  
**COLORINGS.**

***BLANKET  
CLOAKINGS***

For . . .

**WOMEN'S WRAPS  
and  
CHILDREN'S CLOAKS.**

In Cardinal, Scarlet, Royal, Light Royal, Navy, Myrtle, Silver Grey, Old Gold and Black.

These lines are profit-paying sellers, and every merchant should secure or complete his assortment for the holiday trade.

---

**NISBET & AULD**  
**TORONTO.**



## The MacLean Publishing Company, Limited.

President, JOHN HAYNE MACLEAN, Montreal.

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

### OFFICES:

MONTREAL (Telephone 1255)	Board of Trade Building.
TORONTO (Telephone 2148)	10 Front St. East.
LONDON, ENG. (J. Meredith McKim)	109 Fleet St. E.C.
MANCHESTER, ENG. (H. S. Ashburner)	18 St. Ann St.
WINNIPEG (J. J. Roberts)	Western Canada Block
ST. JOHN, N.B. (J. Hunter White)	No. 3 Market Wharf.
NEW YORK (Edwin H. Haven)	221 Am. Tract Society Bldg.
Travelling Subscription Agents	(T. Donaghy, J. F. S. Y. Ard.)

Subscription, Canada and the United States, \$2.00.

Great Britain and elsewhere 12s.

Published the first of each month.

Cable Address: "Adscript," London; "Adscript," Canada.

### CANADIAN BUYERS IN GREAT BRITAIN.

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

MONTREAL AND TORONTO, DECEMBER, 1900.

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

### CHRISTMAS PRESENTS IN DRY GOODS STORES.

NOTWITHSTANDING that the best and most acceptable kind of present is one that is useful rather than merely ornamental, there is a great trade done by the jewelry and fancy goods stores at Christmas time, which should, to a large extent, go to the dry goods places, as there is a greater choice of goods that would make suitable and useful Christmas presents here than can be found in any other business.

To encourage the public to make use of the drygoodsman's wares it is necessary to show what can be done for them in the way of supplying presents for Christmas. This can be accomplished only by advertising certain articles as Christmas presents; first, in the local newspapers, and then by displaying them in the windows with cards attached, giving the price and calling attention to the fact that they would be very acceptable presents.

It is often difficult to decide just what to select for a present, and it makes it much easier for the purchaser if a number of things are thought out by the dealer and then put on exhibition, so that a choice may be had.

Probably one of the reasons that books or jewelry are so often given as presents is that the donor cannot think of anything else suitable, and merely chooses them to relieve him of further bother, when, as a matter of fact, he would prefer to give something of a different nature, and which he could get in a dry goods store if he cared to go to the trouble of looking all over the stock to decide what to buy.

Among the goods that may be found in almost every jeweler's establishment at Christmas time are ladies' umbrellas, and these, nicely mounted, are a valuable line to carry, as they are very often given as presents. There is not much chance of the dry goods merchant selling them if he allows the jeweler to place them in his window as special Christmas goods while he, himself, shows them only as a regular part of the stock.

One of the most prominent city dry goods dealers says that among the goods they sell largely at Christmas, and which they suggest to customers as presents, are ladies' and gentlemen's gloves, fancy silk shawls, fancy sofa pillows or pillow covers, all kinds of handkerchiefs—laced trimmed, silk, initaled and linen—and ladies' ties and scarves.

These are not goods that were placed in especially for the holiday trade, but they make good presents, and the dealer says so, with the result that they are bought for the purpose.

### GOLD AND PAPER MONEY.

THE Canadian banking interest is opposed to the establishment of a mint in Canada where Canadian gold could be coined into money. At the recent meeting of the Bankers' Association, an expression of their views to this effect was made.

Although our money is based on a gold standard we have no gold coinage. By law the British sovereign and the American eagle are made legal tender, and when gold is demanded these coins are used. As this system gives Canadian money the requisite stability without any expense, it would appear that the bankers are not wrong when they oppose the establishment of a mint, especially as it would entail considerable cost on the country, probably from \$50,000 to \$100,000 per year.

But that is not the reason the banks are opposed to it. A great deal of the money in circulation is in the bills of chartered banks. These bills are as safe and good as gold. Their circulation is a source of profit to the banks. As a matter of convenience most people in Canada prefer paper money to gold coins. It is more easily handled.

But, if having a mint and a coinage of our own leads to the use of gold instead of bills, the banks will be partly responsible since they allow their bills to get so filthy. The Dominion of Canada is equally responsible for the dirty condition of its one and two dollar notes. Besides the distaste which people have for carrying dirty bills, there is the danger that these bills spread disease.

Our Pacific Coast cities are naturally in favor of a mint, because they believe that a gold coinage will keep trade there

instead of diverting it to the United States cities. For this reason the establishment of a mint is to be desired. On any other grounds we could do without it.

The possibility that our richer classes would do their retail trading in gold rather than in bills is not so very remote. Once establish a gold coinage and it would to some, though perhaps only a limited, extent displace the bank bills. It would, quite conceivably, displace the \$5 and \$10 bills employed, especially among city people.

Our advice to the banks, as it was long before this mint agitation arose, is to keep their bills clean and make them attractive.

#### TAXES ON BUSINESS.

JUDGING by the evidence already presented to the Ontario Assessment Commission the balance of testimony is against the personalty tax, and it would not be surprising if the commission reported in favor of other methods of taxation.

The evidence which is being laid before the commission is valuable to merchants outside of Ontario, because the system of assessment generally is liable to change by the Provincial Legislatures and the testimony of Ontario merchants will enlighten people elsewhere.

The prominent business men who have appeared before the commission in Toronto have not wasted their time. They have done good service to the cause of business generally. They are entitled to the gratitude of the trade for speaking out plainly and for giving their own experience so intelligently. In fact, no better opportunity has been afforded in recent years for business men to voice the reasonable complaints they have regarding their treatment by Legislatures and Parliaments.

It is notorious that most of our legislative bodies are controlled by lawyers and professional politicians. Perhaps, through ignorance, they allow measures to go through which are distinctly bad for business and omit to pass measures which would do business good.

An instance of this is the Act passed last year by the Ontario Legislature taxing the selling agents of outside incorporated companies doing business in Ontario. It is all very well to say that direct taxation is necessary and that someone must be taxed to raise a Provincial revenue. But, in this case, it looks as if the measure was hurried through at the last moment and is really going to act as a deterrent to trade.

It is supposed that under our constitution the provinces have no power to enact laws "in restraint of trade," but, if we are going to tax business men who have agencies for companies from outside, we are really restricting trade. Not being lawyers we give no legal opinion on this point. But the principle underlying the Ontario Act referred to is vicious and injurious.

The only way to call attention to these matters is for business men to come boldly out and draw the attention of the general public to what is going on.

#### TO BRING VISITORS TO MONTREAL.

THE retail drygoodsmen of Montreal and their invited guests gathered to enjoy an oyster supper at the Monument National on Wednesday evening, November 20. A very pleasant social evening was spent, but it was not all fun, for an idea was thrown out in one of the speeches made after the feast which, if acted upon, and it likely will be, will mean a great deal to the retail business men of the Canadian metropolis.

Mr. Tetrault, of La Patrie, threw out the suggestion. He spoke of "Merchants' week," as it is known in large American cities, like New York, Boston, Chicago, etc. For five consecutive days great popular fairs are held, during which merchants give special bargains. It is special week also in connection with the theatres, places of amusement, hotels, elevated railroads and street cars. Reduced prices and fares are in force all through the cities. The consequence is that immense crowds flock into the cities whose business men adopt this method of increasing their business.

The idea immediately found favor in the meeting, and it is probable that it shall be acted upon in Montreal. Approbation was shown in speeches of Messrs. Marsolais, Charbonneau, W. A. Grenier, A. Germain, Couture and others. The association will likely request the railways to give reduced fares to Montreal from neighboring towns and villages; the merchants will advertise special bargains for the same days for which the railway tickets are good, and various other attractions to visitors to come to the city will be found. How often these "bargain days" will be held is an undecided matter, but, no matter how often the association find it advisable to bring visitors to town, the members will find that the scheme will increase their business.

#### RETURNING GOODS.

THE dry goods section of the Toronto Board of Trade intends to deal with the question of returning goods, their attention having been directed to it by the following letter from Mr. Chas. Reid, secretary of S. F. McKinnon & Co., Limited:

"I am directed by the president and directors of this company to draw your attention to the steadily-growing evil of customers returning goods that have been sent them in accordance with their orders, and to request that you will bring the matter before the council of the board of trade, in order that some concerted action may be taken and an attempt made to mitigate this unbusinesslike habit. It is practised by nearly all classes of traders, and has grown to such an extent that the damage to goods and the annual cost of express and freight charges on these returns has now become a very serious tax on business.

"A few years ago action was taken by the board of trade in this same matter, and a circular issued by you drawing the attention of merchants, etc., to the evils of this practice. The circular had an excellent effect, and the practice was to a great extent stopped, but, after a few years, it would appear the matter has escaped notice, until now the habit is far worse

than before. In many cases we have this month goods that were sent out in August, September and October last are being returned in November, without asking permission, and, we believe, for the sole reason that this season has not been quite favorable to these retailers, and they want to unload by re'urning the goods. I therefore hope the board of trade will take action and endeavor to stamp out this growing evil."

On many occasions THE DRY GOODS REVIEW has dealt with this question and proposes to do so again. It has consulted both wholesale and retail merchants on the subject, and believes that by the exercise of ordinary care and good business methods most of the trouble can be avoided.

In fact, we are quite convinced that the cases which give ground of complaint are exceptional, and that the vast majority of merchants have no trouble whatsoever. The experience of most good merchants is that where returns are really necessary no objections are raised, and that where goods are sent back promptly, in good order, and with a letter of explanation, the trade express no dissatisfaction.

But, where returned goods are damaged by careless packing—and we have seen some grievous instances of this; where they are kept so long as to give rise to the suspicion that they were put on sale and, not being sold, were sent back to be got rid of; or where no letter of any kind accompanies them—what can be said of such cases? Surely it is poor business to do this kind of thing! No other explanation is possible than that the proprietor is unaware of what is going on, and some careless employe is responsible.

One wholesale firm state that some goods come back without a mark of any kind to indicate who sent them, and that this is, in some instances, never discovered! This we take to be proof that the retailer does not, in such cases, know of the return, since no credit note is demanded and he is loser.

We hope to hear from our readers on this question so that the whole matter may be thoroughly ventilated.

#### PRINTS AT POPULAR PRICES.

There is an opening for our Canadian print mills to make some high-class novelties to retail at 15c. per yard and over. The staple lines shown this year have been highly praised, both by wholesale and retail buyers. No fault can be found with the designs and finishing of Canadian prints shown of late, and the products of the new print works at Montreal have been especially a mark for complimentary references.

But the prices of prints are high this year in Canada, as elsewhere, and it is not easy to get popular lines for 10c. and 12½c. retailing. Prints to sell at these prices the retail trade are bound to have, and, if they cannot get them of Canadian make, they will get them of some other.

Some importers, to meet this popular demand, have had to bring in lines that can be offered at the prices mentioned. There will doubtless be a large sale for them.

In order to command the highest prices for prints the Canadian mills may be expected to go in for more novelties, and from the class of stuff already shown there is no reason to doubt their ability to produce something especially good.

#### OTTAWA BUSINESS MEN DISCUSS.

IN the city of Ottawa the Board of Trade has been discussing the question of taxation, and we are pleased to note that great interest is taken by the local business men in the evidence to be laid before the Assessment Commission. We notice that Mr. Crawford Ross has made some sensible remarks on the subject, and is thus reported in one of the local papers:

Mr. C. Ross said that the capital stock of joint stock companies was exempt from taxation, but the dividends or revenue was taxable. The clauses in reference to joint stock companies were contradictory. In unincorporated companies it was the unknown quantity which was taxed. The personal property was taxable, but the question was, what did this mean? He maintained that it was not rightly interpreted by the city assessment department. The personal tax had driven out of business in Ottawa a hundred concerns. It matters not whether they were earning anything or otherwise. It was an inquisition tax. There was a clause in the Act whereby the business tax could be substituted for the personal, and based on the rental value of the building at 7½ per cent. The law provided for this, and it could be adopted in Ottawa. Seven and one-half per cent. was the extreme limit, but it could be made less. Go along Sparks street to-day and take the personal tax, and it would be found that it was more like 15 per cent. on the rental value of the buildings. He could give an instance where the personal tax was 37 mills on the dollar. This was worse than in Broadway, New York, and the personal assessment on Ottawa's main business thoroughfare was much higher than in other cities. He maintained that the assessment commissioner did not properly interpret the Act. He said Mr. Pratt assessed personal property no matter whether the money expended for it had been borrowed from the bank or not. The fact that the money was borrowed from the bank should be regarded the same as a debt owing to the wholesale houses. In conclusion, Mr. Ross remarked: "There are not half a dozen men in the city council we would put up with in our own businesses, and yet they are put there to run the affairs of the city, and the assessment commissioner is supposed to provide them with money. We should send some one there among the conglomeration of anomalies. There are certain things that should be straightened up. We should make provision for the substitution of the business tax for the personal tax."

The remarks of Mr. Ross are so much to the point that they are quoted here in full for the benefit of other cities.

#### ORGANIZATION OF MERCHANTS.

There is, we are glad to note, a movement in different quarters to form business organizations for the purpose of promoting good government.

One such body has just been formed in Vancouver, and is called the Vancouver Citizens' Association. One of its aims is to see that the municipal council is filled with good men, and announcement is made of the intention to bring out a business man for mayor next year and to secure the nomination and election of as many business men to the city council as possible. This is a wise move and we wish it success.

In some of the leading towns and cities in Canada the municipal councils are not representative of the business interests at all. People find their way there whom one would never think of choosing to act for one in any business matter. In many cases, doubtless, they are "good fellows," popular and well-meaning but not really fitted for managing municipal affairs.

Good men can always be had to devote part of their time to the public business if they really think they are wanted. But, naturally, they don't desire to fight for positions in municipal life which are more bother than pleasure and which they would only fill from a sense of public duty.

Wherever boards of trade do not consider it convenient or desirable to take part in municipal politics, then the formation of citizens' or taxpayers' associations should be resorted to.

# A DRY GOODS LETTER FROM NEW YORK.

Improvement in Silks—What about January Muslin Sales?—Underwear and Dress Styles  
The Flannel Waist Trade—Fashions in Cloaks—Men's Neckwear  
and Hosiery—The Holiday Goods.

FROM THE DRY GOODS REVIEW'S CORRESPONDENT.

New York, November 23, 1900.

TO what extent politics and dry goods are connected was forcibly illustrated by the great revival of business which immediately followed the election. Numerous large contracts which were placed contingent upon the results of the election have been confirmed and furnish the basis of a renewed period of activity, which was all the more welcome that it succeeded to a partial stagnation which had set in at a period which should have been marked by unusual activity. These remarks apply more to the wholesale than to the retail trade, as the latter was more influenced by the lack of seasonable weather than political considerations. But the conjunction of the two—favorable elections and widespread cold weather—was sufficient to start a boom whose effects have been far-reaching and of immediate benefit to the entire dry goods trade. With the great disturbing elements removed, the balance of the Fall season promises to be a record-breaker and the outlook for Spring is certainly encouraging.

#### THE STRONG FIRM.

Trade circles were stirred to their depths by a notable failure, that of W. L. Strong & Co., the senior member of which was prominent in New York City's politics. The crash was precipitated by the death of Col. Strong, and while the liabilities are heavy they are spread over a large number of creditors, and outside of the Stott Woollen Mills, which were closely allied with the commission house, no other houses have been carried down with it.

#### THE SILK MARKET.

Coincident with the revival of business the silk market has taken on a firmer tone than it has known for several months. Gradually the position of the market has been strengthened, the odds and ends that were thrown on the market have been absorbed and a healthy condition exists, which argues well for the Spring business. The elements that are largely responsible for this are principally a marked increase in the demand for silks in retail channels, the larger use of silk linings in long cloaks and jackets, the revival of business in silk petticoats and greater confidence in silks in general.

Contrary to the general run of Spring tendencies, the demand for Spring silks is running toward the plain weaves with soft finish. Of course fancies are not neglected and will doubtless show more strength as the season progresses, but the orders that have been placed by early buyers all favor plain weaves. Despite their long run taffetas are holding their own to a remarkable extent, and, although louisines are in some favor for waists and petticoats, taffeta is still the unquestioned leader.

For the Spring demand surahs promise to be in the front rank. There is a pronounced movement in favor of printed foulards, but to what extent the demand will develop is an open question. The ribbon market, so far as silks are concerned, is not particularly active, as velvet ribbons still hold the strongest position. Tinsel effects harmonize with velvets,

and both narrow and wide velvet ribbons, edged with gold of one kind and another, are particularly favorites.

#### TRADE IN COTTONS.

The cotton market did not respond so readily to the general upward movement of prices. This is probably accounted for by the fact that cottons had already been marked up to an abnormal extent, and the demand for actual consumption has not developed into proportions that warrant further advances. The print market has not had enough activity to give any significance to the slight price changes which have taken place. It is true that the prices were advanced a trifle, but, in the face of a quiet market, the rise is more or less nominal. The Spring demand for many cotton fabrics is late, and this will largely influence the trend of the immediate market and hold back buyers in general.

#### JANUARY MUSLIN SALES IN LESS FAVOR.

Muslin underwear sales in January, which have been so generally popular for many years with American retailers, are being looked upon with less favor, and will be dispensed with by a number of prominent concerns who have been foremost in pushing these sales. Probably the reason for this is found in the lack of enthusiasm that was shown in these sales last season, and their absolute failure in many instances. The forcing of sales of Summer goods in January is an anomaly in itself, but so long as success attended these efforts, the unusual features were lost sight of. The demand for muslin underwear has thus been turned from its ordinary channels, and, whereas, in former years, late December and early January deliveries were called for, the deliveries have been extended to March.

In the Spring styles, hemstitched effects predominate in various forms of which the picked up hemstitch made on a special machine is the most popular. Straight drawers are in better demand than for several seasons past; umbrella drawers are cut much narrower and enable the manufacturer to turn out a more showy garment for the same money. Lace trimmings predominate on the medium and popular-priced goods. Cheap corset covers, which are the usual bone of contention on January sales, are less called for than ever, which is in itself a very good indication that a better class of goods is coming in. The most popular style of corset covers has V or circle necks, with blouse or French fronts and are intended to retail from 25c. to \$1. each for the medium class of trade.

In gowns there is a great diversity of styles which include the time-worn Empire, straight, high and square necks. Gowns in nainsook, trimmed with embroidery, and intended to retail from \$1 to \$1.50 are popular among the later offerings. Chemises are in favor in lengths ranging from 36 to 42 inches.

White petticoats are in high favor. They are not as wide as formerly, though the bottoms have a decided bell flare. Trains have been quite discarded. Among the newer models that have been well received are white skirts with scalloped flounced bottoms, trimmed with either lace or embroidery. It

**TORN** from the **PIECE** not cut



is the method used by the

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Every article is made on our own premises, and under the most rigid sanitary conditions.

Every piece is inspected and warranted to be perfect before leaving the factory.

Every article is full measured after it is hemmed and finished. Not before.

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TO MAKE SHEETS  
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Made of Defender Mills Sheeting.

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Made of Palma Mills Sheeting

Improves with laundering and finds favor among sensitive people who desire an article that is soft and smooth.



Made of Selkirk Mills Sheeting.

Very heavy and durable, resembling linen. In special favor with hotels, steamships, etc., where quality and hard service are required.



Made of Wexford Mills Sheeting.

The most beautiful sheeting made—strong, durable and fine in texture. It is considered the ne plus ultra of sheetings.



**NEW YORK LETTER—Continued.**

is expected that white petticoats will be the leaders in the Spring demand. Spring lines of silk petticoats show a general preference for lace trimmed effects. The mercerized cottons cannot follow the silks in this respect, but the new styles run more and more into plaitings of various kinds.

**FLANNEL AND OTHER WAISTS.**

In the waist field flannels are still the leaders. The demand has extended over a wide range of colors, which includes all the pastel shades, red, hunter's green, lavender, helio, various blues, castor and grey. What may be termed hybrids, made of flannel with the exception of the front which is made of taffeta, have been moderately popular. The Bishop sleeve, with a slight gather at the cuff, is the leader—the cuffs narrow, finished straight and with diamond point, usually trimmed with a gilt button. Spring lines are well under way, and, from present indications, it would seem as though light flannels and albatross cloth will be well represented, but, in the wash fabrics, lawns and shear materials will have the call.

The Spring season is already looked upon as a "white season"; while colored goods will be well represented in the sample lines, there is no confidence in them at present, and such orders as have been booked for medium and better goods are on the white goods. The much mooted question is one of collars and cuffs. The consensus of opinion favors soft collars and soft cuffs; there is little question about the latter, but there is quite a difference of opinion as to the former. On the very cheap goods it is impracticable to use anything but laundered collars. On the popular and medium garments it is argued that a woman can purchase a stiff collar if she wishes to, and that a soft collar should accompany the waist.

**THE CLOAK FASHIONS.**

This is horse show week, and such questions of style as have not yet been definitely settled, will find a solution in what is worn by the elite on this occasion. The long cloak has evidently come to stay, and has more admirers than ever. The extremely long garment has been adopted by the classes, but the 26 in. jacket has the call with the medium. The jaunty short jacket is not yet out of the race. Long capes are in better favor than the short, especially in velours and plushes. The season has been retarded by warm weather, but a sharp cold spell has put new life into the business, and moved retail stock sufficiently to make room for new goods.

**MEN'S NECKWEAR.**

The trade in men's neckwear is centred on holiday business. The butterfly and the batwing are giving way to the imperial and the four-in-hand, though the diversity of tastes distributes the demand over the whole field. The derby has made a place for itself, and is increasing in favor. They are made both straight and graduated, and in the usual run of baratheas, twills, etc., in solid colors and neat figured and striped effects. Puffs and tecks are in limited demand, principally outside of the large cities.

Mufflers are in good demand, both in plain and fancy figured striped silks. The very light shades are favored and plain white. Among the novelties may be mentioned plaited shapes, which are favorites for evening wear.

**THE SHIRT WAIST IDEA.**

The agitation in favor of men's shirt waists has cooled down considerably, as manufacturers have accepted only absolute orders. A great variety of styles are included in the Spring lines, but the demand has not settled down to definite

designs. Plaits back and front are favored; also a full back, a la raglan, and full sleeves.

**FANCIES IN HOSIERY.**

The early Spring demand in hosiery shows a distinct inclination to favor fancies. Lace effects have taken the market by storm, and are easily the leaders. There is almost an endless variety of stripes, vertical and ring, and various embroidered effects and combinations of these. In colors, the pastel shades are prominent; also royal, cardinal, helio and tan. Present indications all point to a big Spring season for fancy hosiery.

**THE SMALLWARES TRADE.**

In the notion and smallware trade, holiday business has absorbed attention, and such novelties as were brought out during the season have already had their run. The gold craze is still unabated. The shortage of the supply was responsible for the continued advances in price. There has been a big demand for belts in gold, and in patent leather and velvet with gold trimming. The straight belt is conspicuous by its absence; bodice belts have the call. Everything is "L'Aiglon" nowadays—even belts. The accepted model is a pronounced bodice shape, which gives a long-waisted and straight-front effect. Another favorite model is made with three strands of gold braid, converging to the front. The ribbon fastening is favored. Pulley belts are still in vogue, but not to the same extent as formerly. L'Aiglon belts come in prices (wholesale) from \$3 to \$12 per dozen.

A novelty belt is made of fine kid, gilded. Chate-laine bags have sold freely, made with cut steel and black jet beads. The beads are woven so closely as to resemble cloth in texture. In manicure and toilet sets, hand mirrors, etc., which usually sell best in sterling silver, the most popular are made of ebony, either real or imitation, silver trimmed. The genuine ebony is very expensive, but the imitation is, in many instances, scarcely to be distinguished from the other, and brings the prices in direct competition with the sterling silver articles.

Dipped goods in sterling silver have also been very popular. The usual demand for holiday toys has kept that market in good shape. Mechanical effects predominate.

The trend of the designer's fancy has followed in military lines—soldiers, cannon, armoured trains, etc., are conspicuous in the holiday exhibits of the great toy bazaars.

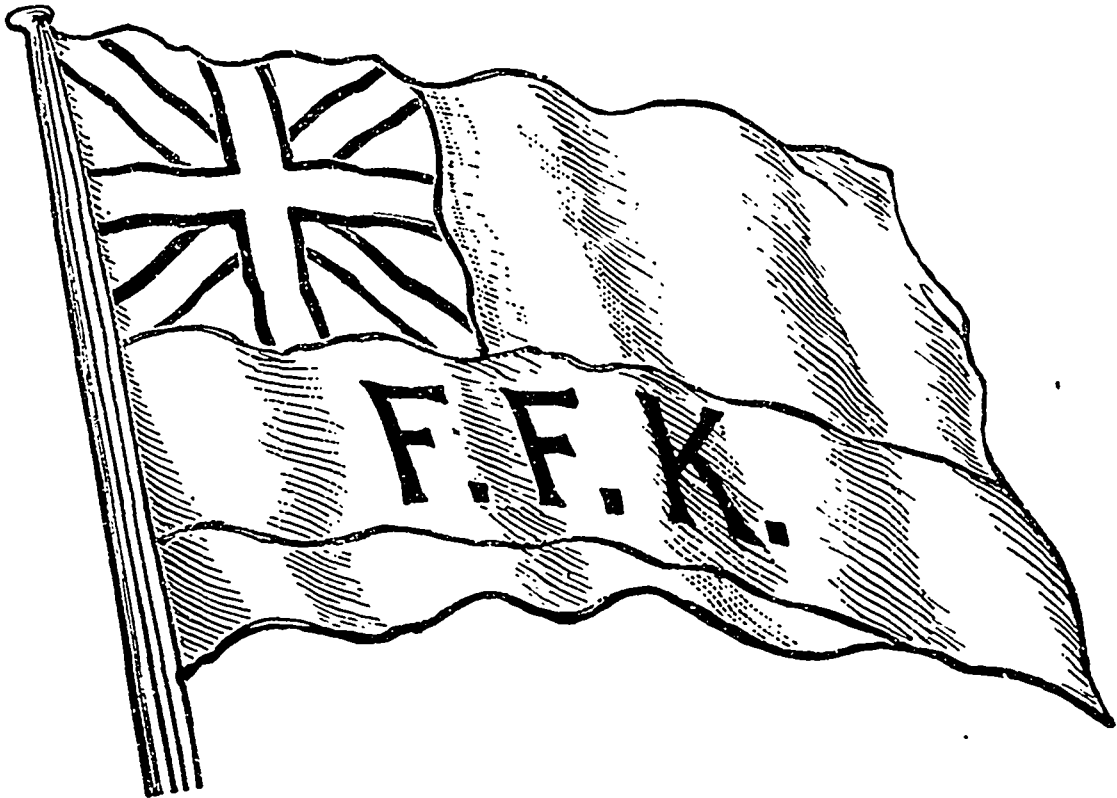
WM. J. BRANDT.

**A SIGN OF THE TIMES.**

In Canada, the surest index to the general prosperity of the business community is the increase or decrease in the consumption of articles of wearing apparel that are not necessities.

Neckties are not actual necessities of life, but rather come under the head of luxuries. This being so, there is no doubt Canada is enjoying a period of great prosperity.

After enlarging and adding to their premises every year since 1891, when E. & C. Currie bought the block of warehouses on Wellington street west, Toronto, and occupied the largest a year ago, it was thought they would now have enough room to supply the wants of the Canadian market. To our surprise, on calling the other day, we found men busy making connecting archways into the warehouse to the west. In answer to inquiries, we were told that they were so crowded, owing to the unexpected increase in business, that more room was absolutely necessary. Fortunately, the warehouse next door west belonged to them, and, after having let their tenants go from the upper flats, they were tearing down part of the connecting walls in hope of getting sufficient room.



# GENERAL CLEARANCE.

This month sees the end of our stock, so far as Fall and Winter goods are concerned.  
Would you buy Desirable Staple Furnishings, etc., at a Discount? If so, let us hear from you.

FULL LINES OF...



**Mufflers,** *Black, White and Fancy,*

*Also* **Japanese Silk Handkerchiefs,** *Plain and Initial.*

**Embroidered Swiss Handkerchiefs, etc.,**

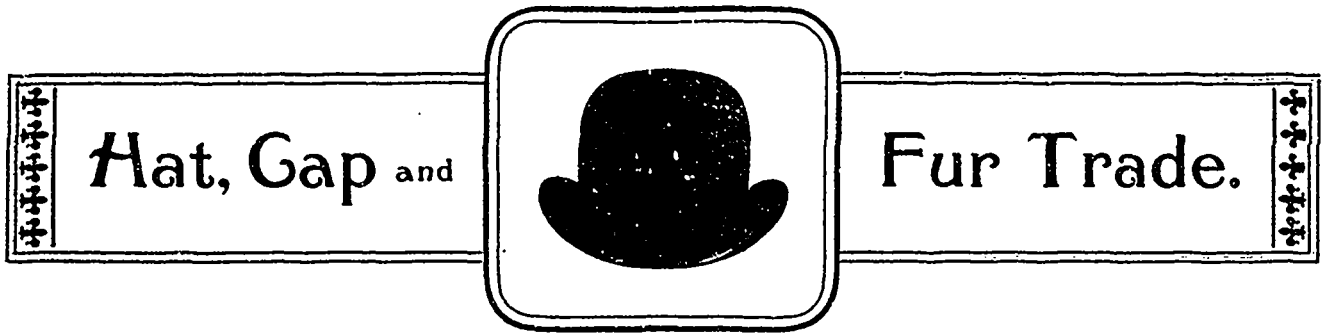
*All to be Jobbed Out.*

Early Spring Blouse Orders now in work. Order at once if you want Satisfactory Delivery.

**F. F. KELLY,**

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— **MONTREAL**



### The State of Trade.

The retail hat trade may be said to be done for the season. Although there are a number being sold, it is only the trade that continues all the year around. The rush for the fashionable shapes, however, is now over.

The fur trade this season is better than it has been for a number of years. Ever since September furriers have been very busy, and one house, The W. & D. Dineen Co., Limited, of Toronto, even with their greatly-increased capacity, have been forced by the rush to refuse many orders. A week or so of mild weather, though, will enable furriers to get the trade in hand. With the increased demand for furs, the price has gone up, and the best qualities of Alaska sealskins are this year 50 per cent. higher than last, and indications point to a still further advance next season. This is only in the skins, though, as the jackets this season, being smaller and requiring less goods in making, are only 25 per cent. higher. The better grades of Persian lamb jackets are 10 per cent. higher. On the cheaper grades of furs there has been no advance.

For ladies' jackets, sealskin is the popular fur, with Persian lamb a good second. The better grades of electric seal are also in great demand, as the price places it within reach of the masses, a good jacket being obtainable for \$35. Grey Persian lamb is not in much demand, except for children's garments, collarettes, caps, etc.

Caperines or Persian lamb collarettes are now fashionable for wearing over tailor-made costumes. An immense variety of these is shown, ranging from \$5 up to \$125, in all combinations of furs. A caperine having a Persian lamb yoke and Alaska sable border, with a cluster of tails, is a very fashionable garment this season. Caperines are also worn in royal ermine, chinchilla, Alaska sealskin, and all shades of foxes—blue, red, brown and pointed. For Fall and Spring, and mild Winter weather, scarves are a popular article for wear. They are made in almost all furs, Alaska sable, mink, Russian sable, Hudson Bay sable, ermine and stone marten being the favorites.

Ladies' cloth driving coats in various shades, trimmed with mink and lined with warm Russian furs, are now in great demand. Box coats and long coats reaching to the bottoms of the skirts are also going remarkably well. They can be had for \$35 to \$75. In the colder parts of Canada racoon is worn considerably in ladies' coats and jackets.

In men's furs, for city wear, fur lined coats, with otter or Persian lamb collar, are now worn more than anything else. They are sold for \$50 to \$100. Outside of the city racoon and other heavy furs go well, running from \$25 to \$45. Black astrachan is another popular fur for men; nothing seems to be able to replace it. They sell for \$25 to \$50.

In men's caps and gauntlets the city trade runs wholly on

Persian lamb and otter, while beaver, astrachan and other heavy furs sell best in outside places, or in colder districts.

Coachmen's furs, in the city, are this year a good portion of the fur trade.

### A Fashion Authority on Men's Styles.

One of the best authorities on men's fashions in New York said the other day that it is rarely the case that a man of advanced age can look well in the shapes and styles of hats worn by young men.

In the silk hat, for example, there are usually two styles kept in stock, one for young and the other for older men, the difference being in many instances readily noticeable. The young man's shape is lighter in weight, but has a somewhat more tightly curling brim and a slightly less belled crown, which give it a smaller and more dainty look, more in keeping with the features and coloring of youth than a heavy, broader brimmed and more substantial hat would be. For the man of 60, especially if his hair is grey, or he wears a beard, the heavier and less dainty-looking hat is the better, and if the older man also is inclined to stoutness, this is more than ever true. Of course, it is sometimes the case that a young man, if he is large and heavy, looks better in a hat not too light and dainty, while an older man of light weight and small stature will find a smaller and lighter-looking hat the most becoming, and when such is the case each should wear the shape which suits him best.

One often hears an older man remark that he does not like to wear such and such a thing because it is too young and "giddy" looking. If it is as a matter of fact so "giddy" in looks as to be noticeably out of place as a part of his apparel, he is right in not wearing it, but the point to be considered is, not whether the article is in itself young looking, but whether it looks too young for him. An apparent attempt to ape youth in dress, as well as in manners, is apt to be ridiculous in a man of past middle age; but it is almost equally absurd for a man to think that because he has seen the snows of 50 Winters he must cease to have his cloths well cut; that he must no longer tie his cravats according to the fashion of the times; or that he must wear Wellington boots and suits of sombre black.

As with the silk hat so it is with the opera, the derby, the alpine, felt hats, caps and straws. Their style, and whether or not they should be worn, depend almost entirely upon the individual physical characteristics of the man. Generally speaking—and I can deal only in generalities—the man of past 60, or at most 65, should not wear an opera hat, especially, as it likely to be the case, if his hair and beard are white. If he has a smooth face and is comparatively young in looks, well and good, but by imagining a venerable-looking old man with white hair and long white beard in an opera hat, sitting

Fur Goods,

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<u>Men's Fur Lined Coats</u>	Otter Collar	\$ 45.00	up
	Perian Lamb.	\$ 40.00	"
<u>Men's Coon Coats</u>	Natural	\$ 35.00	"
	Tipped	\$ 30.00	"
<u>Ladies' Coon Jackets</u>	Natural	\$ 32.50	"
	Tipped	\$ 27.50	"
<u>Ladies' Swamp Wallaby Jackets</u>		\$ 16.50	"
<u>Ladies' Astrachan Jackets - no Pelts -</u>		\$ 22.50	"

We have also a choice lot of Selected Persians and Alaska Seal Skins, and can fill orders promptly

The Trade only supplied Letter orders carefully filled

James Cochrane & Co Limited  
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Can be accomplished by taking out an

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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.

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**W. C. MACDONALD,**  
Actuary

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

**THERE'S A DIFFERENCE  
IN GLOVES.**



**SEE THAT  
YOU  
GET THE  
RIGHT  
KIND.**



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

THEY NEVER DISAPPOINT.

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

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

**HATS AND CAPS—Continued.**

opposite to one in the cars, my meaning will be understood. It is not that there is anything distinctly wrong or in any way bad style about this, but simply that it is out of keeping, and therefore strikingly noticeable to the ordinarily observant person.

The derby, like the silk hat, for an older man and one inclined to stoutness, should be of fair proportions rather than of small crown and tightly curling brim. It should be becoming, and that a hat which resembles a thimble on the top of a haystack cannot possibly be. This applies, however, equally well to young men as to men of advanced age; and I have always contended that it is better to wear a hat which looks well in preference to an exaggerated style which does not, simply because the latter may happen to be the strict fashion or fad of the moment.

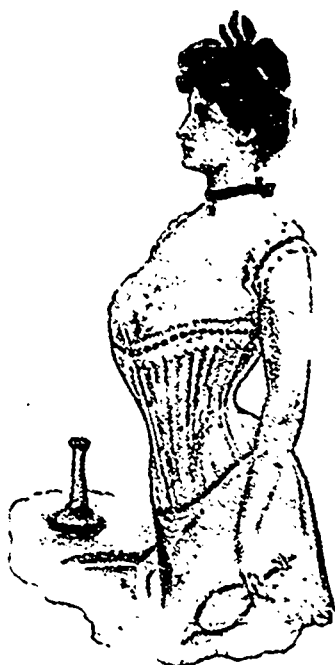
I have known many men to sacrifice looks entirely to the name on the inside of a hat, preferring to have a shape associated with and easily recognized as the shape of a fashionable hatter rather than one which is becoming to them personally. I do not mean to imply that the fashionable hatters have only one distinct shape, or that it is not always the best plan to buy from them when one can find there a style which is becoming. There is always a certain satisfaction in knowing and in feeling that others know one's clothes have been made by a maker of smart reputation, especially if he has the reputation of being rather expensive. It is one of the weaknesses of human nature, and the result of the unassailable fact that society and the world at large is given to judging according to the value of money.

In respect to other styles of hats there is less danger of a man making mistakes. The felt sombrero with twisted band in color is now much less in fashion than it was a year or two ago, and even then it was so distinctly a young man's hat that I doubt if it ever occurred to a man of middle age or beyond to wear one. The golf or traveling cap of tweed is not usually worn by men of more than 50 years old, but is permissible for a man of any age in the country or on shipboard. The grey alpine of proper shape may be worn by a man of any age, and the flat-brimmed straw hat is also proper for him who is still on the sunny side of 80. The shape and style should not, of course, be extreme; that is to say, a man of more than 60 years should not wear precisely the same kind of a straw worn by his son at college, and the colored band should be omitted by men some 20 years younger, except perhaps a band of plain dark blue. But a hat of straw in Summer, preferably of not too coarse a weave and with medium crown and brim is entirely proper.

**The Price of Persians.**

Some comment has taken place in the fur trade over the report in our last issue that the price of Persian lamb had not recently advanced. The report turns out to be an error, as the prices of these furs have been advancing. Being asked by THE DRY GOODS REVIEW, Mr. James D. Allan said emphatically that there had been an advance in the prices paid for recent purchases in Europe of fully 25 per cent. over last year's market. There can be no doubt that, as far as values are concerned, the situation in regard to these skins is strained. Large importers are asking an advance of \$1 per skin for Persian lambs.

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**B. & C. Erect Form Corset**

**STRAIGHT FRONT.**

THIS New Corset does away with the curve in the front which is not only injurious to health but forces the muscles of the chest and abdomen into an unnatural position. There can be no interference with respiration, which every lady will welcome. The old shape is doomed as it is no longer the fashion, and is now looked upon as bad form.

Made in  
**WHITE,  
DRAB OR  
BROCHE JEAN**  
TO RETAIL AT \$1.00

Sample Orders Solicited.

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New Century . .**

**THE OLDEST AND ORIGINAL** Cord, Fringe and Tassel Works  
IN THE DOMINION.

**Barrel Braids, Cords, Fringes,  
Buttons, Gimps, Chenille, Tassels,**

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**DYEING  
DRY GOODS AND MILLINERY**

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Cottons and Velveteens,  
Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

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

**EDGAR,**  
**HATS**  
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**FURS.**

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

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 St. Paul St., **MONTREAL.**

Successors to GREENE & SONS COMPANY.

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Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.  
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Known throughout the land for their individuality, admired for their exclusiveness of design and perfection of fit, and handled everywhere by the best trade.

We Want Your Order  
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THE . . .  
**Maritime Wrapper Co.**  
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Agencies in  
 Halifax, St. John, N.B.,  
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 nipeg, and Victoria, B.C. **WOODSTOCK, N.B.**

**Display Fixtures**



We manufacture everything in the line of Window Display Fixtures, Papier Mache Frames and Window Figures, all the latest designs. Price within every merchant's reach.

Write for Catalogue.

**Toronto Brass Mfg. Co.**  
 91 and 93 Richmond St. West.

## 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."

### THE HOLIDAY TRIMS.

**H**OLIDAY window trims yield better returns than work done at any other season. This is because people look at the goods displayed more carefully at this time.

The way to make a good holiday window is to call attention to some of the desirable features of your stock, but so arranged that there is a feature in some manner connected with the display.

Have some special attraction, either for a centrepiece or in the whole display, mechanical or otherwise.

#### A FEW SUGGESTIONS FOR CHRISTMAS WINDOWS.

Don't put your best windows in first. Save them for the last ten days before Christmas. Let them grow more beautiful at the approach of Christmas.

Don't put the best selling goods on display first, either. If you do, you will carry over some "stickers." The good sellers will sell anyway and it is best to use just enough of these in your displays to render the whole attractive to the observer.

Don't crowd the Christmas windows. Create a "stocky" effect without overcrowding. If you confuse the eye, half the selling effect will be ruined.

There is more scope for the fancy in Christmas trims than in those of any other character, and many pleasing themes are worked out by the thoughtful and enterprising trimmer. These may be carried too far, for, when the "picture" or "tableaux" effects are so absorbing that the people fail to see the goods, then the object to be accomplished is lost.

Don't forget that the primary aim is to attract attention to the goods and from that gain custom.

Have the windows bright. Use as many lights as possible. You can't have too much illumination. Have every trim tending on the suggestiveness of the joyous season.

#### MECHANICAL CONTRIVANCES.

Nothing draws a crowd as well as some mechanical effect; something moving. Especially is this so at Christmas time.

In the following drawings and explanations I will try to convey as minutely as possible the workings of a few simple and practical mechanical devices.

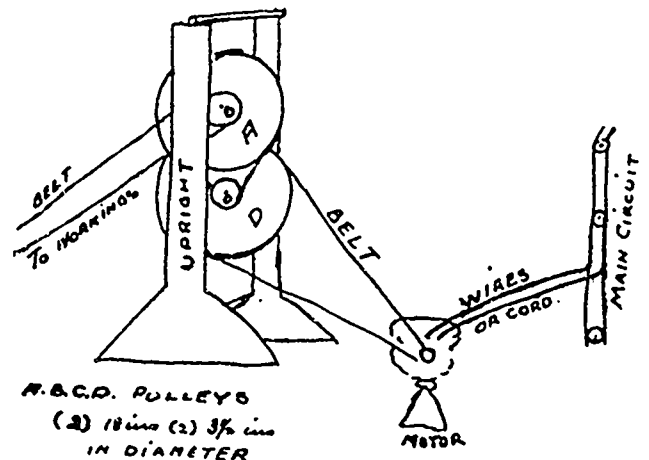
Before explaining these drawings, I must not forget to say that all the following devices are worked by a small fan motor. Every house where window trimming is recognized should have one of these little motors. Nearly every store nowadays is lighted by incandescent lamps, from which almost any inexperienced trimmer can connect a length of electric cord from the light to the motor.

The motor can be used to run hundreds of mechanical devices. All that is necessary to put it in readiness for attaching to the machinery is to unscrew the fan from the shaft

and in its place put a 2-inch pulley, which can be made for a trifle.

Fasten this securely so that it won't slip on the shaft, attach the wires or electric cord to motor, connect it with the main circuit that runs the lights and then it is ready to attach to the works of the device.

As the speed of these motors is about 10,000 revolutions per minute, and as the general speed required to run most of these mechanical devices is about 10 or 15 revolutions per minute, a set of gear wheels has to be made. (See the drawing—No. 1.)



No. 1.

The above sketch may convey the idea (to one who has never tried anything of the kind) that this is a lot of trouble and would take a lot of time and expense to build. Such is not the case.

You will be surprised how simple it is to make. If the firm will not pay a dollar or two to have the pulleys made at a factory, then go to the grocery department and get four lids of candy pails, about 18 or 20 inches in diameter, and nail them together in two's.

This gives you the two large pulleys. There will also be a groove for the belt to lay in, as the tops of the candy pails are always beveled, and when two are nailed together it forms a splendid groove for the belt to play on. The same can be done for the little pulleys with small lids off pails of lard, etc.

Get any old boards lying around and these will do for supports when nailed together as in drawing. The shafts can be made from pieces of round sticks. A curtain pole sawed into two pieces, each 1 ft. long, makes a good shaft.

For sockets for these pulleys to turn on, get shade curtain ends. They only cost a few cents and make the finest and easiest bearings.

To make my meaning plainer: Go to the shade blind department and ask them to give you four roller blind ends and sockets, same size as the curtain pole shafts (about one inch is the right thing).

When this is put together you have a speed reducer that you can keep and which has cost you very little, and from which you can work hundreds of mechanical contrivances with the aid of the motor. If at any time you want to run

**FAIRE BROS. & CO., Limited**  
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Manufacturers of

**SMALLWARES**

SKIRT BELTINGS  
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 SHOE LACES  
 CORSET LACES  
 BINDINGS  
 BELT WEBS  
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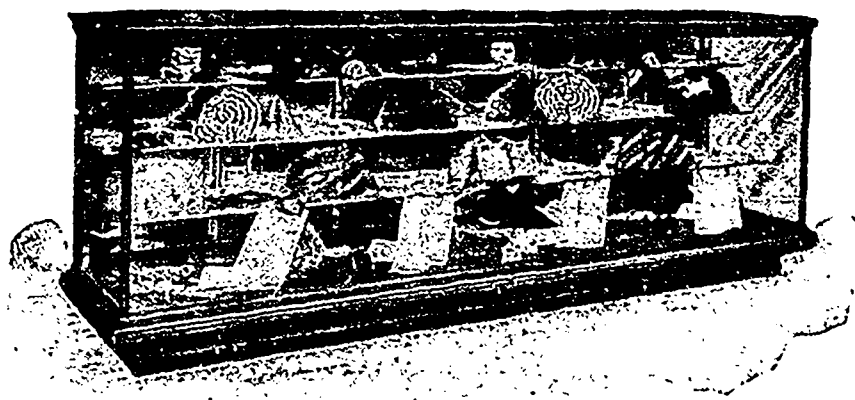
**Phillips' Illuminated**

*Silent Salesman*  
 TRADE MARK

*Radiant as a burst of sunlight.*

**T**HIS is undoubtedly the best and most practical case on the market. It is lighted by concealed lamps and wired ready for connecting onto your lighting system.

Send for a descriptive circular. One of these cases will assist you greatly in selling your Christmas Novelties.



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

**ORDER EARLY.**

**John Phillips & Co., Limited, Detroit, Mich.**

ESTABLISHED 1864.

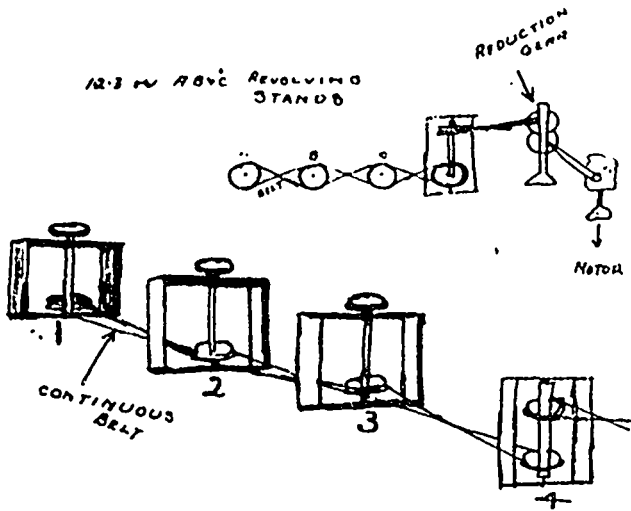
Canadian Branch: WINDSOR, ONT.



**WINDOW DECORATING—Continued.**

anything a little faster or slower all that is necessary is to change one of the pulleys for one smaller or larger.

Drawing No. 2 suggests a device that can be put to different uses and run by the little motor and the reduction gear (as just described).



No. 2.

The above sketch is easily understood. The supports for each stand are made about 1 ft. high by 8 in. wide. The pulleys are secured to pieces of curtain poles. The bearings are roller blind sockets, same as those mentioned. The pulleys are made about 6 in. in diameter. Holes are bored through top of supports, large enough to allow the shaft to work freely. These should be well greased, so as to have as little friction as possible.

The number of these revolving stands to be used in the display must be determined according to size of window. The reduction gear and motor must be hidden, also the stands.

On the stands almost any line of goods can be shown. This is a great scheme for a millinery window. At the opening of the "Emporium" in Chicago, their immense window was trimmed on this principle. A pretty pedestal stood on each of these stands and on top of each was a ladies' wax head, on which was shown a pretty hat.

There were, I suppose, 50 of these revolving heads, showing all sides and views of each bonnet or hat. As the background, sides and top were mirrors, there appeared to be hundreds of heads and hats. The sight was magnificent and the display was admired by thousands.

If any trimmer undertakes to try this idea in the way of a mechanical device, he will be surprised how simple a scheme it is and how easily it will run.

From this same idea dozens of others can be constructed.

Sketch No. 3 shows another idea in a revolving stand. It is made about 10 feet in height. Four circles are placed one above the other on a curtain pole. Same bearings are used as in the other stands. On this can be shown confectionery in boxes or dishes, fancy chinaware, dolls, toys, shoes; in fact, anything that is small and not too heavy.

It should be evenly balanced all around, so as to make it run smoothly.

Each stand can be covered over with colored crepe paper, etc.

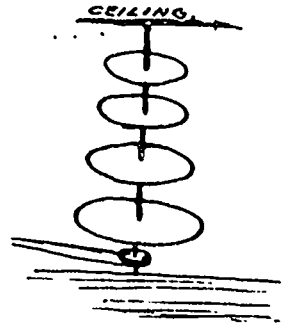
With the motor and the reduction gear, all sorts of arrangements can be run.

In future numbers of THE REVIEW I will explain and illustrate some good practical mechanical and electrical devices that can be run by the reduction gear and motor.

If any of our readers interested in window trimming have never tried any mechanical ideas in their windows they should be able with these few suggestions and drawings to carry out some clever ideas that will do themselves credit and bring in dollars for every minute expended in getting up such a trim.

THE REVIEW will be pleased to furnish all information that it can give to any trimmers requiring same about mechanical attractions or any other line.

We present a photo of a neat little Christmas handkerchief display that will convey ideas for a holiday handkerchief trim.



No. 3.

**TO AVOID FROSTED WINDOW PANES.**

A number of merchants are again struggling with the difficulty of frosted windows and are viewing with envious eyes and unhappy feeling the clear transparent panes of some of their competitors in business who seem to have solved the problem.

It is soul harrowing and mind disturbing to see one window as opaque as a sheet of felt, and another loom up as transparent as a crystal, when both are apparently under the same conditions.

One sees a window free from frost when it is entirely enclosed, and that seems to explain the reason.

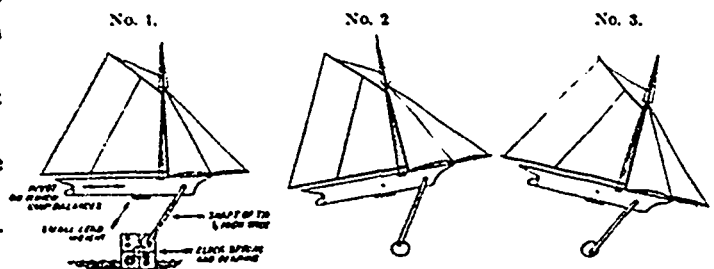
But a few doors further on another window, similarly enclosed, is covered with ice. Some windows that have a half length enclosure inside are clear and others are frosty, and some that are entirely open to receive the heat of the store are clear while others are not.

A great deal of money has been expended by merchants in the large cities to determine the remedy for frosted windows. The whole secret of keeping windows free from frost when the thermometer is below zero, is in having plenty of ventilation.

If the inside of the window is as cold as the outside the moisture will not condense and there will be no frost. Some merchants bore a number of small holes in the casing, others use fluids, such as glycerine, ammonia, etc., on the glass. However, it has been fully demonstrated that if the window is kept cold it will not frost over.

**ANSWERS TO QUERIES.**

THE MOVING SHIP SCENE—"H. L. H."—In answer to your request for information regarding a "moving ship" scene, I have never used the clock spring for anything, as I find the motor and reduction gear as described in this edition suitable.



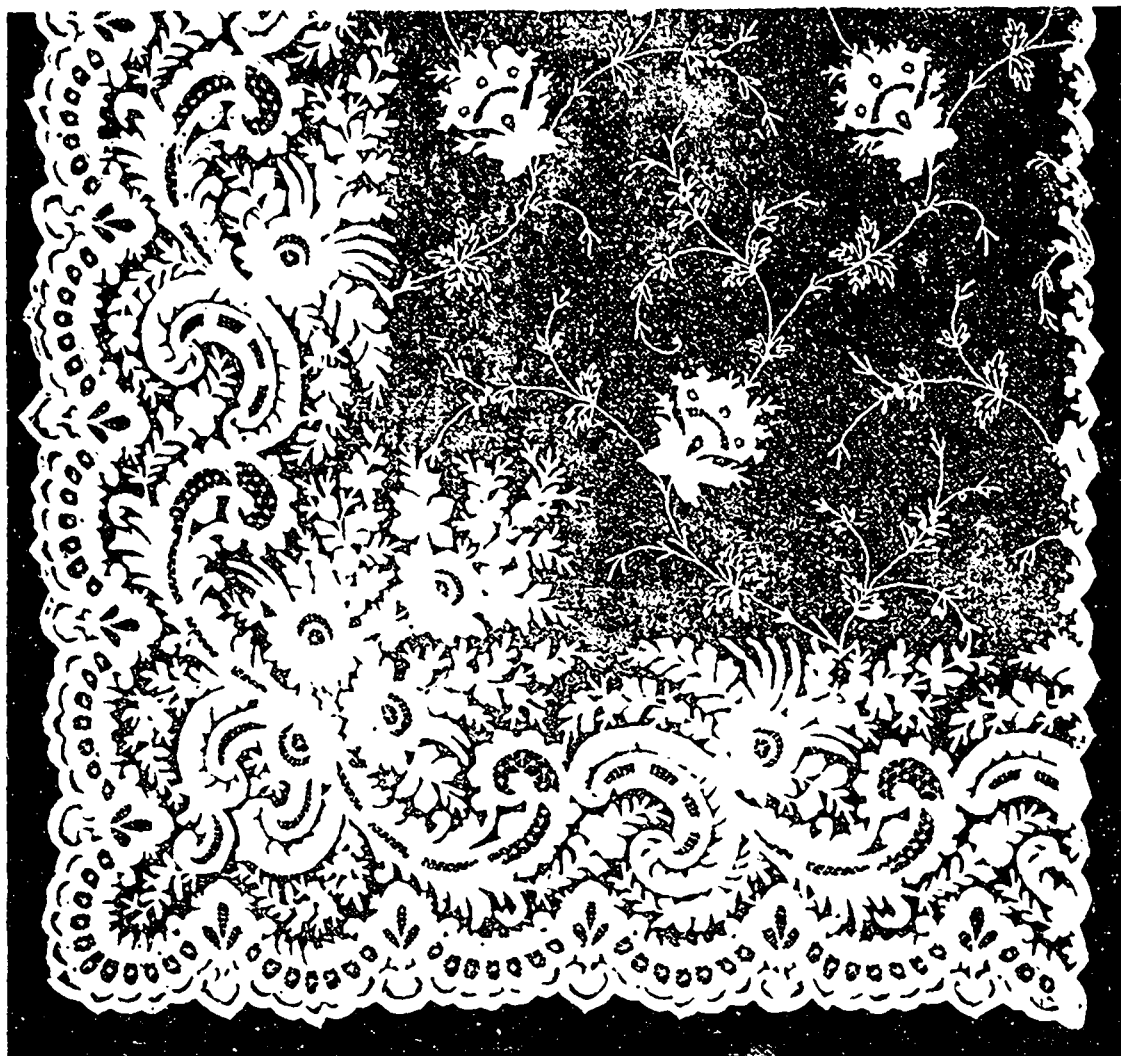
MANCHESTERMONTREAL

# THE GAULT BROTHERS CO.

LIMITED

## ...Curtain Department...

Spring samples in our travellers' hands now, of all Curtains, Curtain Nets and Muslins. Every pattern represents stock, consequently prompt delivery. Buy from us, and you will get your goods at once, and at close prices.



We have the best assortment of popular prices in the market.

Our line contains everything pertaining to Lace Window Draperies.

Swiss, Irish Point  
Renaissance  
Lace Curtains.

Cotton and Silk  
Damask Curtains  
and Portieres.



## ...Lace Department...

This department is now complete in all the novelties of the season. Leading and popular makes are: Point Venise, Cluny, Guipure and Vals, in Edgings, Galloons, Insertions, Allover Nets.

Don't forget that we are headquarters for Embroideries of all kinds, Edgings, Insertions, Galloons, Allovers.

ALL GOODS IN STOCK AND PROMPT DELIVERY GUARANTEED.

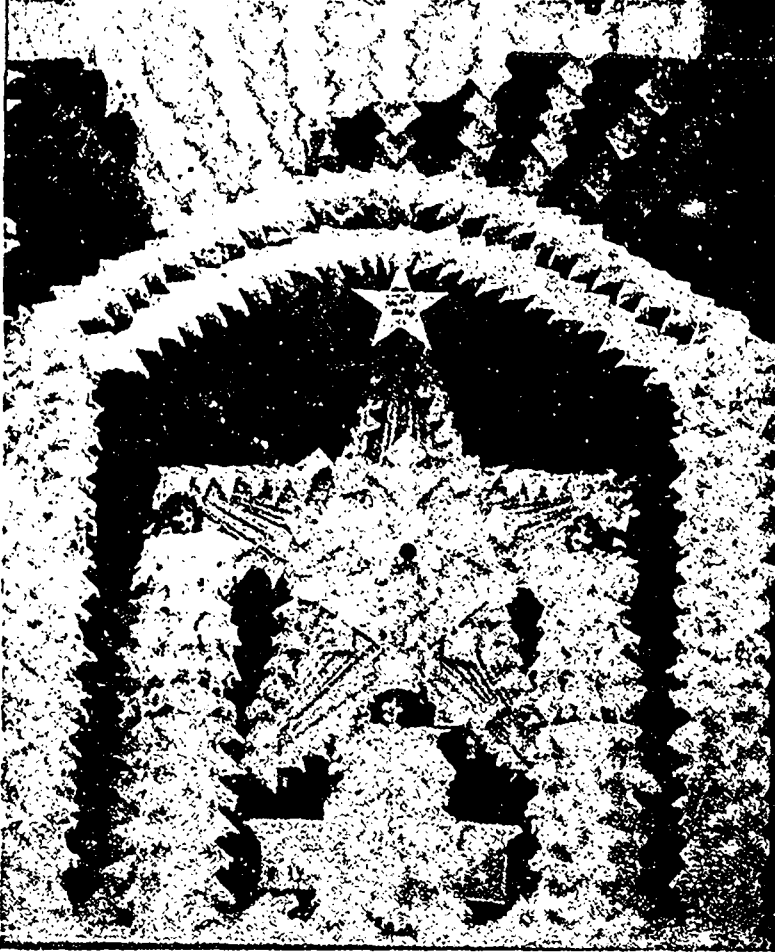
SOLE AGENTS IN CANADA FOR FOWNES' GLOVES.

WINNIPEGVANCOUVER

**WINDOW DECORATING—Continued.**

However, I don't see why the works of a clock would not answer your purpose. I have made a sketch and think it quite practical.

Fig 1. shows ship, evenly balanced in centre with a small lead weight on bottom. Through centre of the ship's hull runs a pivot on which ship works. This pivot is nailed on the wall



A Handkerchief Display.

or on an upright support, and must be strong enough to support the whole weight of the ship. This should be made of wood or a round piece of metal and a pin put in the end of it so that the ship will not slip off.

≡ Having done this you will find that the least little touch at either end of the ship will set it in motion, showing what little strain there will be on the clockwork. Nail the clockwork to the floor, or on an upright, take a strip of tin about a quarter inch wide and, say, 1 ft. long, at both ends cut a hole large enough to admit a small screw nail, but not enough to let the head of the nail through. Then cut another screw nail in two and solder the end with the head on it to the outside edge of one of the wheels of the clockwork, after attaching the tin strip. Attach the other end of the tin strip to the bow of the ship, wind your spring and you will find a nice movement and a good representation of a ship on the waves.

Figs. 2 and 3 show how when the shaft is fastened to the outside edge of the wheel of clockwork, that, as the wheel revolves, it must necessarily push the ship up and pull it down. The speed of the wheel can be easily regulated by any clock repairer or watchmaker, by the taking off or putting on of one of the wheels. I think this is easily understood. It is a very simple problem.

A good idea for water and waves is to tack a piece of green cambric, as nearly water color as possible, along the bottom side of ship and then daub on glue here and there and lay on a patch of white batting on the glue to represent the foam, a daub of light grey paint here and there will give it a better appearance.

This scene is heightened by placing a sky line at back of ship. This is easily done by painting a large square of cotton over with sky blue paint and then streaking it over here and there with white to imitate clouds. I would remind you to look up the back numbers of *THE REVIEW*. You will find a similar idea of mine in the October number (I think it is) of *REVIEW*, which may be of help to you in arranging such a display.

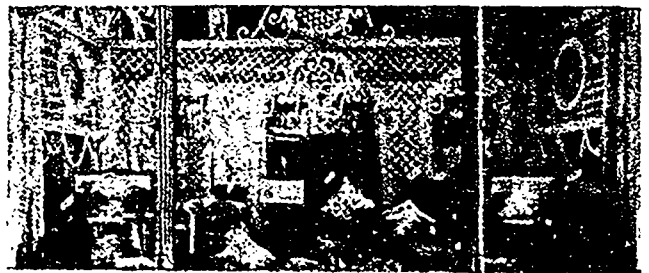
**MATERIAL FOR FROSTING—"TRURO, N.S."**

—You desire to know what is used for frosting. I have used mica ground up in small particles, but the better frosting is a chemical made in the form of a powder and can be procured at any drug store for about 25c. an ounce.

You would also like to know what would make a nice trim for a window 9x13 and 3½ ft. deep. As I was not informed what class of goods you desire to trim with and not knowing what kind of goods you deal in I have to draw my own conclusion. I might infer that you desire to show Christmas novelties in dry goods. As your windows are only 3½ feet deep they are difficult to do much with in the way of mechanical trims, but I think if you made a pretty background, similar to the one in the accompanying furniture trim, and used as many electric lights on the arches as your resources will allow and fill in the bottom with bright goods, Christmas novelties, etc., I think it would make a pretty window.

The arches are made from cheap lumber and are covered over with puffing. The lattice work is made from white tape

and does not cost much and is very effective. The scroll work is easily made, being only long tubes of white cheese cloth gathered together on stovepipe wire and twisted into the shape of a scroll design, being kept together by pins. If you can get a similar design set it out about one foot from your



wall. Run a rod across the wall about six feet high and hang colored China silks all the way along it to the floor, taking care to have the colors blending. This will make a pretty, bright background for a Christmas trim and you can show almost any line of goods in this window. Use white cheesecloth shirred on the floor and put a border of pale blue cheesecloth or other material all around the edge. You could

**WINDOW DECORATING—Continued**

make up some nice designs in arches, circles, etc., and cover the whole thing over with white and then cover the whole design over with holly with the red berries—\$5.00 worth would cover the whole window nicely. This makes a lovely background and will keep nice and green until New Years. Holly can be had from any seedsman in Toronto or elsewhere.

H. H.

**SUGGESTIONS FOR TRIMS.**

**HANDKERCHIEFS.**—Here is a suggestion that will work out an effective display of handkerchiefs. First, take a half circle and fasten it to the top and in the centre of the background so that it bows straight out in the window. Cover the background with yellow lemon bunting, arranging a double pleat about every 15 inches. Next, get some  $\frac{3}{4}$ -in. hemp rope, new and clean. Cut this in pieces to reach from the half circle to the base of the window. Measure a lady's fancy handkerchief across opposite corners, and arrange these pieces of rope around the half circle at intervals to equal the result. Select a number of nicely embroidered handkerchiefs and pin them to light yellow glazed paper, such as samples come pinned on, or cardboard. Then pin these, corner to corner, and arrange them between the ropes, pinning opposite corners to the ropes. Cover the background with fancy handkerchiefs, pinned flat between the double pleats. Arrange a border along the top of the background and cover the half circle with handkerchiefs by pinning in the centre. Puff the entire base of the window with yellow bunting and arrange handkerchiefs in boxes, loose and on display stands. Letter one large show card, reading "Advance show of holiday handkerchiefs," and place it in the centre of the window near the glass.

**GLOVES AND UMBRELLAS**—Two lines that figure prominently as Christmas gifts are gloves and umbrellas. Many stocks are limited and do not give the trimmer much chance to construct a window of one line, especially gloves. A neat and striking display can be arranged by using both lines. Clear out a window and clean it. Then puff the entire background with orange yellow bunting, trimming the edges and top with a heavy roll. Down the centre of the background, and about two feet either side, run wide ribbon, fastening it in loops about every nine inches. In these arrange umbrellas, handles out and tips crossed in the centre loops. Arrange two arches in the centre of the window. The front and larger one about a foot or 18 inches from the glass, as the depth of the window suggests. The other arch should be proportionately smaller and arranged about two feet back of the larger arch. Puff these arches with yellow bunting and arrange ribbon on the inner edge, fasten it every six inches. In these loops arrange umbrellas, handles toward the glass. On every other handle arrange a pair of gloves.

Then puff the entire base with yellow bunting. Arrange about the base umbrellas and kid gloves. The umbrellas can be nicely displayed with umbrella rings, holding three umbrellas, or tying them with a bow of yellow ribbon.

In the centre of the arches place an upright display stand, on which arrange gloves. Letter a large show card, reading "Christmas suggestions," and place it in the centre of the window near the glass.

**YARNS.**—A very pretty and attractive window can be arranged with yarn. Some stores cannot spare yarn enough from stock to put in a very large display. But all have material enough to put in a good window by taking yarns and

what is made of yarns. With your window cleared, start by covering the entire background with yellow, putting it on plain and double. Then puff a narrow border along the top with blue, green or purple bunting, or, if you desire a strong contrast, use black. Then, with black yarns arrange a draped border along the top. With black yarn work out the words, "best yarns." Now, with flat boxes, build a base in the centre of the window. Now, cut out of a piece of pasteboard a lyre harp. To get this true, take a piece of paper, fold it once, then cut out a half shape of the harp; lay this on the pasteboard and mark it out, then cut it out with a sharp knife. Wind the harp with green clouded or yellow yarn; finish the upper ends and the base, which cannot be wound very handy, by puffing a bit of yellow silk or bunting. If you prefer, puff the whole harp with yellow bunting. Make strings of yarn. Fasten the base to the edge of a piece of board so that it will stand up straight. Then set it on top of prepared base. The balance of the window can be arranged with nickel display stands, on which you can arrange knit goods. Fill in the base with yarns. Price and appropriate show cards will help the display in its mission of selling. One large show card, reading "We Harp on ——— Yarns, Because They're Best," would fit the idea well.

After you are through with the harp in the window, it will help to make things pleasant about the store if arranged in a neat display on top of the centre shelf, or spool case, or ribbon case.

**BLANKETS AND QUILTS.**—With your window cleared and cleaned, start by covering the background with fancy blankets. Then arrange at intervals of, say, a foot apart, across the top of the background, brackets with a round shelf about the size of a candy pail cover. On these arrange comfortable and blankets. Select some pretty patterns in the better grades, double one corner and hang the comfortable on the bracket shelf so that both sides show, and place a pair of nice blankets rolled and tied with two bands of ribbon on the shelf. A description or price card on each comfortable and pair of blankets shown completes your background.

On swinging arm brackets, at the sides of your window, arrange blankets, rolling each pair and tying them with two bands of ribbon.

Cover the base of the window with dark colored blankets; grey and black plaids would do best. For a centrepiece, take an ordinary shoe box about three feet high and fasten five strips three feet long to the top of the box, arranging them fan shape.

Drape a pair of blankets around the box to cover it. Then roll five pairs of fancy-bordered blankets lengthwise with the stripes as they come folded, and tie them with ribbons. Arrange these on the five strips. Around this centrepiece about the base arrange five comfortable and blankets. Each comfortable and pair of blankets should have a descriptive or price card.

**BLACK DRESS GOODS.**—There is never a time when black dress goods are not in line. Their rich and elegant appearance make them particularly strong for window displays. The hardest feature about a black goods trim is the background. To get the color combination and arrangement to produce a good effect and bring the goods within easy seeing is not easy. With most black goods windows it is necessary to get close to the window and shade the eyes to get a good idea of the goods.

Try this arrangement and we think you will feel pleased with your effort. With your window cleared and cleaned,

**WINDOW DECORATING—Continued.**

start and puff the entire background and sides of the window with red bunting. This red must not be a bit dull. A cerise red would be best. At the top of the background fasten short sticks, so they stick straight out in the window, and arrange them about two feet apart, all around the back and sides of the window. Next take ivory white cloth, something with a nice finish like sateen or nicely-finished henrietta, and drape it from stick to stick, by gathering a puff at each stick so as to stretch the cloth straight at the top, leaving it drop in graceful folds. This should be done on sticks as described, so that the drape will hang out from the background. Don't drape flat against the background. The effect is quite different in bringing out your black goods. With this done, the arrangement of the goods had best be done in the most simple manner. Arrange your drape stands in about three rows, each row a bit higher than the one in front of it, and each stand to show between the two in front of it. Drape your black novelties on these stands in the simplest manner. On each piece have a neat style card such as "Latest," "Imported," "Very Stylish," and so on. A neatly-lettered show card with simply the words "Black Beauties" and a wide red border around the edge of the card will be sufficient to arrest attention and start the reader's mind on an investigation tour. With your window completed you will find that you have a rich and decided color combination.

**MILLINERY.**—A window in rich, soft red makes one of the handsomest and most attractive settings for nicely-trimmed hats. If hats and trimmings run to red and black, all the better. With your window cleared and cleaned, start by covering the entire background with red material, preferably silk-finished henrietta. Allow it to hang straight in heavy folds. Next take one large and two smaller half circles and puff them with red material. Fasten the large one to the top and in the centre of the background so that it stands out a bit. The two smaller ones fasten across the two corners. Next arrange a drape of sheer red material, beginning at the outer end of one corner arch, to the centre of that arch, and then to the opposite end and then to the centre arch, repeating the arrangement, finishing with the other corner arch. Arrange feathers and trimming ornaments about the background. With your background arranged, puff the entire base with red material and arrange your hat stands, displaying nicely-trimmed hats.—St. Louis Drygoodsman.

**POINTS OF PHOTOGRAPHING.**

The following points are well to remember if you wish to obtain good photographs: If there is a broad street before your window or an open space, it will be almost impossible to make a picture by day, for, plant your camera where you will, it is always darker in your window than it is outside, and the opposite conditions should prevail. But you can get at it at night. See that your electric lights, while flooding the window, are themselves hidden from the street. If you have a good lens, from 20 to 30 seconds' exposure will be enough; a lens not specially rapid will require more time. The size of the diaphragm also counts. The smaller the diaphragm the more time is required; but the smaller diaphragm also gives more sharpness to the picture. The time required is also influenced by the rapidity and make of the plate. Therefore, you have three things to consider in timing your picture—lens, plate and diaphragm. A good time to photograph a window by

daylight is early morning on a clear day, just before sunrise. The light is clear and penetrating and a good picture usually results. Remember, the interior of your window must be light. If the window is darker than the street the glass acts as a mirror, reflecting everything on the opposite side of the street.

By keeping these points in mind, any photographer can get a good picture of a show window. If the photographer doesn't know them, it should be well to call his attention to these facts.—Chicago Dry Goods Reporter.

**THE PROFESSIONAL WINDOW TRIMMER.**

Who is he? And did he become a professional, asks F. C. Mitchell in *The Show Window*? First, he is the gentleman having charge of all the decorations in the store. How did he become an expert? By hard work, great patience, many experiments, and some failures. He is ambitious to succeed, with a proper and just pride in his work; a man of quick perceptions, good judgment, an accurate colorist and an excellent judge of effects. That is why he is a professional. He is a man who draws his designs either in his mind, or with pencil, before he begins his work. He knows, for he has learned by experience, how to build the framework. He knows how to cover it and what to cover it with. He is ever aggressive and often original, because he gets away from that which is common and ordinary. He is always learning, he never "knows it all," or does it all. Coming into contact with other minds and seeing other men's work, he absorbs the practical and good. He keeps out of a rut. He reads all he can of things in his line and is up to-date. It's the fellow who never reads, never sees another man's work intelligently, never comes in contact with his fellow workman who is not an expert. Nor even a good trimmer. I often meet trimmers who tell me, "I never pay any attention to any other trimmers' work or methods. All I do is original." I walked half a mile the other day to see one of these brand new original trims and I saw it; I believe there are to-day 2,000 duplicates of it, and it was a trim hoary with age 10 years ago. The firm who pay money for that kind of work have "money to burn," or are imposed upon by the "artist." He is a long way from being an artist who will not avail himself of every opportunity to study and improve his work.

**DISPLAY OF CHILDREN'S MILLINERY.**

A pretty novelty in window-dressing, and one which greatly interested ladies and children, was exhibited in Frederick Couse's window on Main street, Winnipeg. A large handsome doll was tastefully dressed in a red box coat, with a kilted skirt of the same color and material and a pretty red hat. The doll itself was very pretty and had long, golden curls of real hair. Another smaller doll dressed in white reposed in a baby carriage. The window also contained some beautiful examples of children's millinery, one of which was a white Napoleon hat. The drapings and blendings of color were artistic, and enhanced the general appearance of the window.

The creditors of Frank Dowler, department store, Guelph, decided to sell the assets to Mrs. Dowler at sufficient to pay the creditors 50c. on the dollar, at three, six, and nine months, secured. The assets are placed at \$62,203.37, with liabilities of \$45,018, leaving a surplus of \$17,185.37. There are about 90 creditors.

# Brock Company, (Limited)

Late Jas. Johnston & Co., Montreal.

## The First Month

... OF ...

## The First Year

... OF ...

## The New Century

will be marked by a large holiday business.

The reputation of this firm for always carrying in stock at this season **the latest novelties in Christmas goods** is still maintained and fully endorsed by the trade.

INSPECTION INVITED.

# CARPETS, CURTAINS AND WALL PAPERS.

## UNITED STATES OILCLOTHS ADVANCED.

At a meeting of manufacturers of floor oilcloth and linoleum, held at Philadelphia, November 8, it was decided to advance the price of linoleum  $2\frac{1}{2}$ c. a yard and to put into effect the price list on floor oilcloth which was agreed to June 15 last, but was not generally adopted. This means an advance of 1c. a yard. These changes take effect December 1 next.

The advance is no surprise to the trade, for all who are familiar with the goods know what great quantities of linseed oil are used in making them and that the price of this oil has risen over 100 per cent. Last year it could be bought for 30c. a gallon. Two weeks ago it cost 70c. and the price quoted now is 75c. a gallon. This advance has added so very greatly to the cost of producing linoleum that the advance of  $2\frac{1}{2}$ c. a yard is really inadequate to meet the situation. Compared with last year, the prices have advanced from  $2\frac{1}{4}$  to 5c. per yard.—New York Carpet Trade Review.

## THE ENGLISH CARPET TRADE.

Carpet manufacturers, say Kidderminster advices to The Textile Mercury up to November 15, are fairly busy on the orders they are now receiving, but the encouraging point in the trade is the continued demand for deliveries. Much of this is for special carpets, and for odds and ends of various sorts, but there is no doubt that it all points to low stocks, and a healthy demand. The yarn trade is disappointing, for buyer and seller are far apart in the matter of price. Spinners will not saddle themselves with contracts at the prices offered, and, on the other hand, buyers can generally wait. Here and there prices are irregular, but those of the standard carpet yarns have been well tested, with the result that there is less inclination to press for business at present prices than there was a fortnight ago.

## PROFITABLE GOODS TO HANDLE.

Tapestry and chenille curtains, portieres and table covers. They make a handsome display, are always popular and always salable. Geo. H. Hees, Son & Co. have just placed on the market some new and very handsome patterns in these popular goods, and are selling them at a price that affords the retailer large profits. Hees, Son & Co. are also manufacturers of window shades, curtain poles and fixtures, stair plates, drapery pins, and many other goods that meet with a ready and popular demand.

## THE PREVALENCE OF GREEN.

In no recent season has green been more dominant in upholstery and carpets than in the present one. Of course, some critics will say that red is the leading color, but when one comes to study the work of the best decorators in the large cities, it is found that green is the color de resistance.

In portieres and curtains, green velvets and green moreens are obtruded before the shopper in nearly all the finer stores.

Burlap continues very popular as a wall covering for certain dining-rooms and libraries. Green applies well to burlap, as it does to other fabrics.

A year or so ago it might have been Pompeian red, but now it is a Carl sage green. A good effect is produced by covering the walls

with burlap and then making a pattern by stencilling a fleur-de-lis or some such conventionalized design in gilt at intervals upon the surface.—Carpet and Upholstery Journal.

## WHAT MATTRESSES ARE MADE OF.

The day of the corn-husk filled mattress with its top layer of cotton has passed. Hair mattresses are, of course, the best, but they are too expensive. Cotton mattresses topped with hair are not satisfactory, as the cotton filling soon packs tight and is only a shade better than a board for sleeping on. Next to cotton, excelsior is most largely used. Fine excelsior topped with a thin layer of hair or wool is cheaper than cotton, though heavier and not quite as yielding.

Shoddy and waste wool clippings and similar products of the sheep's back are utilized in various ways by mattress makers. There are also some pure wool mattresses made, but they are hardly cheap enough to be popular.

Many experiments with the fibres of certain plants have been made of late years with a view of using them for mattresses and pillows. Florida moss is used considerably as a bedding material, and it is said there are some 50 or 60 buildings in Florida where moss is fermented and ginned for use.

The latest innovation in bedding is, of course, the pneumatic mattress and pillows. They have never become very popular, however, as they are not altogether the most agreeable things to sleep on.—Exchange.

## LACE CURTAINS.

It is a great convenience to the trade to have right here in Canada over 100,000 pairs of lace curtains to select from, and then obtain immediate deliveries of the goods. Such is the stock of Geo. H. Hees, Son & Co., and they are reaping their just reward for affording such opportunities to the trade. Before Hees, Son & Co. began carrying these goods in stock, the trade had to place import orders and then wait a long time for deliveries, but now, by buying of this firm, they can find which patterns sell the best, and then duplicate right here at home and get quick deliveries. In many ways it will pay the trade to deal with Hees, Son & Co.

## U. S. INGRAINS ADVANCED.

It was announced at the opening of the carpet season, November 15, that makers of ingrain, while not advancing open prices, were selling at a reduction of  $2\frac{1}{2}$ c. from the opening price of last season. The New York Journal of Commerce learns that later on it was decided by the Lowell and Hartford companies to put back the prices on a level with those of last season. In other words, the 50c. price was changed to  $52\frac{1}{2}$ c. This change, however, is somewhat vitiated by the fact that the majority of the large jobbers of the country are so well supplied that they can be jobbed at 50c., so that future demand on these grades can be satisfied by jobbers at lower prices than those established by the manufacturers themselves.

It is a matter of interest to the trade what is to be done by the Philadelphian manufacturers of ingrain who have not as

GEO. H. HEES.

W. R. HEES.

STEPHEN HAAS.

# Geo. H. Hees, Son & Co.

MANUFACTURERS OF

## CANADA BEING A WOODED COUNTRY

WE HAVE SPECIAL  
OFFERINGS OF

### WOOD CURTAIN POLES AND WOOD TRIMMINGS

Splendid Finish,  
Handsome Patterns  
and Low Prices.

TRUSS

OUR FACTORIES:

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

## HEAD OFFICE: TORONTO, CANADA.

## OPAQUE SHADE CLOTH.

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

OFFICE TEL 2056

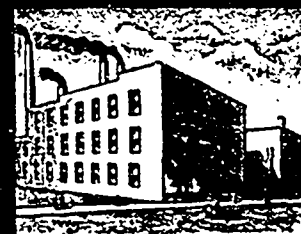
FABRIQUE TEL 4299

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HEES TORONTO



OFFICE 71 BAY ST



We manufacture everything in the line of

# Window Shades,

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

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

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

## UPHOLSTERY GOODS.

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

MOST OF THE ABOVE MENTIONED WE MANUFACTURE.

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



# CARPETS and RUGS

Standard goods, eleven different brands as follows :

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

YOU SHOULD SEE THEM

**Rugs, Mats, Curtains, Covers**

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

**ROYAL CARPET CO.**  
GUELPH, ONT.

# Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of . . . . .

## CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

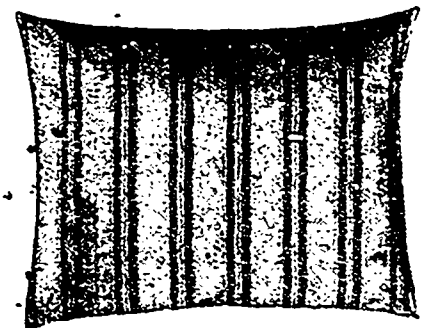
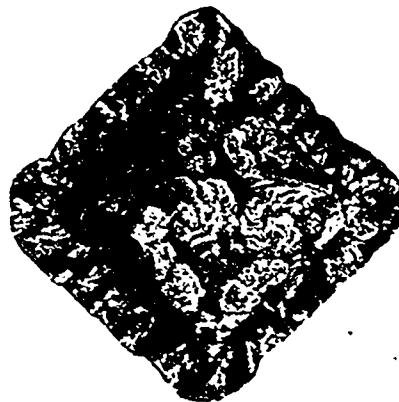
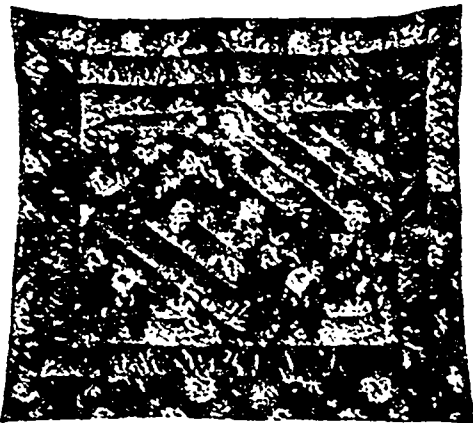
FOR SALE by all the leading wholesale dealers.

Sole Agent

**W. B. STEWART**

27 Front Street West TORONTO.

# Swell Goods for Christmas Trade



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

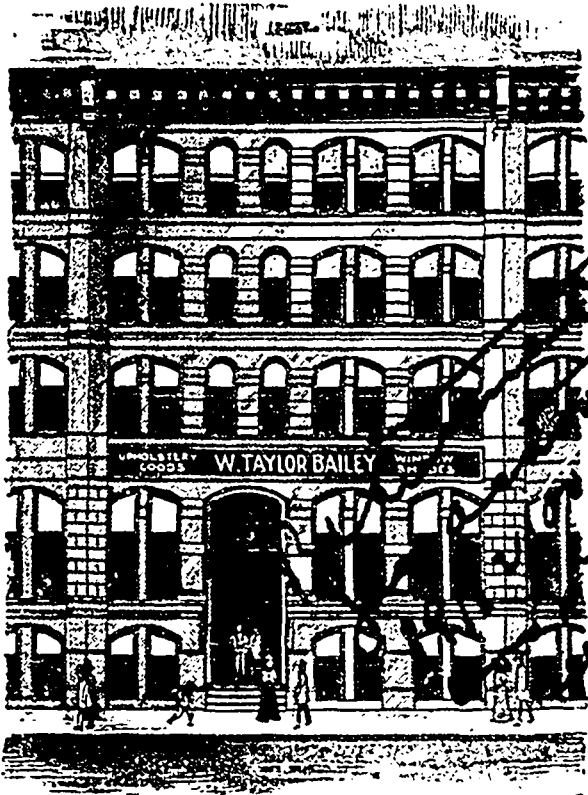
Large assortment of Fancy Cushions, all ready made, in Sateen, Silk and Satin. Besides a beautiful range of Fancy Japanese Silk Covers, 22 x 22, which we will sell filled or unfilled as desired.

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

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

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

# W. TAYLOR BAILEY



Upholstery Supplies,  
Drapery Fabrics and  
Brass Goods,

MANUFACTURER OF . . . .

Window Shades.

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

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

27 & 29 Victoria Square, Montreal.

*To Have a Good Healthy Carpet Trade You Must be Prepared to Satisfy the Tastes of Your Customers.*

YOU CAN ATTAIN THIS OBJECT BY HANDLING OUR LINES OF CARPETS.

In appearance, softness, richness, durability and value, they cannot be surpassed. We can best prove this statement by sending you samples and prices, which will be mailed for the asking. We have all the necessary requisites for supplying and satisfying your demands.

**BRUSSELS AND WILTONS** are of the finest quality—novel and splendid grade winners. 3, 4 and 5-Frame; Stairs to match.

**INGRAINS**—2 and 3-Pl—Standard Grades.

**ART SQUARES**—3 and 4 Yards Wide—all lengths.

PROMPT ATTENTION TO ALL ORDERS AND INQUIRIES.

The **GUELPH CARPET MILLS CO.**  
GUELPH, ONTARIO. LIMITED

**CARPETS AND CURTAINS—Continued.**

yet made their next season's announcements. A prominent distributor, speaking of the situation, said: "Last season, when the New England manufacturers were selling at 52½c., the Philadelphian makers made a 50 cent price, and, although nothing has been done as yet, it is very probable that, with jobbers quoting 50c., the Philadelphian mills will ask from 45 to 47½c. for extra supers.

The Philadelphian mills making ingrains have been idle for some time, the demand not having been sufficient to keep the looms in operation steadily.

**GOODS THAT HAVE BECOME STANDARD.**

It would be difficult to find an enterprising dry goods and furnishing establishment that does not carry more or less stock of upholstery goods, such as curtains, portieres, furniture coverings, draperies, table spreads, lace curtains, etc. These goods are made of materials all the way from silk to chenille, and are a class of goods that affords the retailer large profits. There have been many wholesalers of these goods in Canada, but always of a limited extent until Geo. H. Hees, Son & Co. established a plant at Valleyfield and began their manufacture. They are not only extensive manufacturers of these goods, but also large importers of such lines as would not pay to manufacture for so limited a country as ours. Hees, Son & Co. have 12 travelers on the road, who cover all points of Canada, and we are doing the trade a favor by recommending this firm for their patronage.

The Kidderminster Shuttle says that in axminsters drawing-room patterns in light grounds are the favorites, although there is demand for both smaller set patterns and large scroll patterns for dining-rooms.



Knowing that our "GLORIA" SHETLAND FLOSS is infinitely superior to every imitation, we have resolved to distribute some 3,000 pounds in Cream White only, for advertising purposes, at a figure enabling you to retail it at 5 CENTS A HANK.

Price per bale of 60 Hanks, \$2 40 net  
ONLY WHILE IT LASTS.

MENTION ADVT.

**F. ROBERTSON & CO.**  
20 Front St. W..

There Are No Wools  
Like The "Gloria."

Toronto.

**A DRY GOODS FAILURE.**

Mr. F. Joseph Pelletier, dry goods dealer, Montreal, has assigned, at the instance of Messrs. Thibaudeau Bros. & Co., with liabilities to the amount of \$15,000. The chief creditors are: Gilbert Gagnon, \$5,859; Thibaudeau, Bros. & Co., \$2,412; S. Greenshields, Son & Co., \$2,000; W. R. Brock & Co., \$1,518; Gault Brothers & Co., \$1,090.

**CHRISTMAS HANDKERCHIEFS.**

For the holidays, Brophy, Cains & Co. have just put into stock a line of children's and ladies' hemmed and hemstitched handkerchiefs, put up in ¼ and ½ dozens, in fancy boxes, to retail at from 15 to 75c. per box. The boxes are all exclusive designs, and very dainty, and the handkerchiefs are distinctly better quality than are usually put up this way. Those who have not already bought these goods are invited to write for samples.

**CHRISTMAS PRESENTS.**

Brophy, Cains & Co. have just opened up a new range of Swiss embroidered goods, including mats, 12 to 24 inch, put up singly and in sets, to retail at from 5 to 75c; table covers, to sell at from 50c. to \$2; sbams, bureau and washstand covers, singly and in sets, at all prices. All suitable for Christmas trade. These goods have not been shown by the travelers, except in one or two instances, as no samples were obtainable, but are all exclusive designs and the best value yet shown. In writing for samples some idea should be given of prices required, the assortment being too large to sample otherwise.



Design A.

**DORCAS  
THIMBLES**

(Hornor's Patent)



Design B.

**STERLING SILVER**

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

**The Most Popular  
Thimbles of the Day.**



Design C.

Canadian Agent

**H. PEARCE**

14  
Place D'Armes  
Square,

**MONTREAL.**



Design K.

# THE WATSON, FOSTER CO'S

1900-1901 LINE

## IS STILL COMPLETE

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

## WALL PAPER BUSINESS.

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

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

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

# THE WATSON, FOSTER CO.

LIMITED,

## MONTREAL.

## Montreal Wholesale Trade.

THE advent of the cold weather has done much to brighten trade during the latter half of the month. Pressed by actual need of goods, dealers throughout the country have not been able to defer all purchases until the first few weeks in December, when Spring dating can be secured, but have been compelled to come upon the market to make many good-sized sorting orders. A good trade in Christmas goods is anticipated for the first few days in December, and then comes stock-taking. Travelers have been busy during the last month taking orders for Spring, and they report the tone of the trade to be healthy and the outlook bright. No one is now looking for a decline in prices in any line. Cottons and linens are more likely to advance.

### THE GAULT BROTHERS CO., LIMITED.

The print department of The Gault Brothers Co., Limited, is as usual to the front. Their stock comprises one of the choicest selections of the latest novelties in English, Scotch and American manufacture, with a full line of Canadian goods. Harvest and foulard blues are two of the leading shades and are already largely in demand. Some particularly good lines in printed spots and figured muslins are also shown. For immediate delivery this firm have some special numbers in art muslins and cretonnes. A few drives are being made at the moment.

In dress goods they have some particularly attractive lines in "Tiger Brand" black goods. The Ziska cloth is a big seller for the skirt trade. Some extra values are being given in wool Henley serges, 45 and 48 in. wide, from 30c. up. There is a great run on embroidered flannels for blouses. For the best dress trade chevots are among the most fashionable. Plain estamene cloths are also in demand. Colored and black cashmere are also shown in special lines.

In the silk department the popular taste is being met with ranges of black satins, taffetas and black peau de soie. One special line of black broches at 85c., is a "clipper." New shades in colored taffetas and tamelines make up a lovely assortment. Added to these are some specially attractive lines in fancy evening silks.

The linen department is replete with extra values in napkins, bleached and loom tablings, towels and toweling. A job line of Turkey red tablings is now offering. A nice assortment of fancy Austrian linens, suitable for the Christmas trade, is being shown.

The woollen department of this firm cabled a large repeat low twill coating order the other day and the reply was: "Advance 1½c. per yard." Consequently, they warn the trade to buy while they can at present prices, as the market is stiffening again. They are receiving enormous orders for their black and blue 56-inch serge, selling in full pieces at 55c., a point worthy of note. The travelers are showing a book of beautiful samples of black costume broadcloth of the right finish.

Considering the late deliveries of carpets Spring 1900, it is worth mentioning that the Gault Brothers Co., Limited, have already received their new stock of Brussels, velvet, tapestry and hemp carpets, no pattern being shown by the

travelers that is not now in stock. They are giving their friends the benefit of close buying. The travelers have some samples of a late delivery of linoleums bought at old prices; they are going fast.

### W. R. BROOK CO., LIMITED.

In silks, the W. R. Brock Co., Limited, are showing a very special line of Japanese goods, 18 and 27 inches wide, in a variety of colors. Black and colored silk velvets and satins and glaze are also in stock.

White swansdown are finding a ready sale in the trimming department. Jet gimps, pearl, steel, black and colored braids are shown in a variety of patterns. This firm have just received a full range of Ax velveteens, as well as blacks, to sell at good prices.

In cloaks, nigger-heads, beavers and Irish friezes are selling well.

The handkerchief department is now replete with Christmas novelties. These include Japanese silk-embroidered handkerchiefs, at all prices from 50c. a dozen upward. Ladies' and gentlemen's neckwear, perfumed handkerchief satchets, lace collars, embroidered handkerchiefs, gentlemen's cozy mufflers, umbrellas, antimacassars and many other holiday goods are on sale in special lines. Pillow shams, bureau and washstand covers, doilies and table covers, etc., are to be had in all the newest makes. An immense shipment of these goods has come to hand for the Christmas trade. Swiss embroidered curtain nets have just been imported from the manufacturers. The knitted woollen department has a large assortment of Winter goods.

The smallwares department is showing a nice line of purses suitable for the holiday trade. A line of perfume is also good value. Pompadour combs have been good sellers, but are yet to be had in a very large range. They are making a specialty of hose supporters and garters, while new lines of belt clasps, in steel enameled and jets, are in stock.

Underwear is a feature with the Brock Company just now. Particular attention might be directed to the wonderful values shown in women's and children's wool hosiery; all sizes and qualities are kept up throughout the season.

### M. MARKUS.

M. Markus, Montreal, is showing a full range of the novelties that fashion is demanding. His lines of embroideries, laces, lace collars and lace collarettes are exquisite, and ought to be great sellers for next season's trade.

A fine range of buttons in all the fashionable styles is being shown by M. Markus, Montreal; they display up-to-date taste. Gilt buttons are, of course, the leaders; the demand for these is so great that only orders for future delivery can be accepted. An extensive range of the season's novelties is shown in conjunction with the staple samples.

M. Markus has received a new range of dress goods of Franz Schmieder's manufacture, and he is now showing fine samples of mohair and wool plaid effects in all the latest colors. Astrachans in curls and cap novelties for the fur and cap manufacturers are also in stock. He has a good line of gold braid for the coming season.

### S. GREENSHIELDS, SON & CO.

S. Greenshields, Son & Co. are making a specialty of handkerchiefs for this month; mention of a special offer will be found on another page. This will likely create quite a stir among the retail trade. In ribbons a larger demand than ever

# For Your Christmas Trade.

A good investment which will advertise your establishment and bring customers to your different departments.

## 50 doz. Handkerchiefs for \$50.<sup>00</sup>

### PROFIT \$22.00.

15 doz.	{ A good assortment of Hemstitched and Lace Corners, Hemstitched and Embroidered Corners, Scalloped and Embroidered Corners, Lace Edge and Embroidered Corners.	To Retail at	5 <sup>c</sup> or 60c. doz.	\$ 9.00
15 doz.	{ A good assortment of Hemstitched and Lace Corners, Hemstitched and Embroidered Corners, Scalloped and Embroidered Corners, Lace Edge and Embroidered Corners.	To Retail at	10 <sup>c</sup> or \$1.20 doz.	18.00
10 doz.	{ A good assortment of Hemstitched and Lace Corners, Hemstitched and Embroidered Corners, Scalloped and Embroidered Corners, Lace Edge and Embroidered Corners.	To Retail at	12 <sup>1</sup> / <sub>2</sub> <sup>c</sup> or \$1.50 doz.	15.00
10 doz.	{ A good variety, including Scalloped and Embroidered, Hemstitched and Embroidered, Lace Edge and Embroidered.	To Retail at	25 <sup>c</sup> or \$3.00 doz.	30.00
<u>50 doz.</u>				<u>\$72.00</u>
	Cost	-		<u>50.00</u>
	Profit	-		22.00

## S. GREENSHIELDS, SON & CO.

15, 17, 19 and 21 Victoria Square  
 and 730, 732, 734 and 736 Craig Street, Montreal

**MONTREAL WHOLESALE TRADE—Continued.**

is reported for velvets which go well with clunys and plain laces. Plain black and white taffetas, in narrow and medium widths, are kept in stock in anticipation of a good demand. Embroideries are shown in a full assortment, particularly galloon insertions in black and white and fine muslin.

The smallwares department is replete with up-to-date goods. Patent leather belts with two or three rows of white or gold stitching are being carried. What bids fair to make a very fashionable appearance is a new grooved belt to be worn with the new corset. Honiton and Bittenburg braids are made up into trimming and are to be had at \$5 to \$12 per dozen. Ribbon ends are now in stock. Stray lock ornaments that are coming in extensively are shown in different shaped buckles from 1½ to 3 inches long. The craze for crocheting silk bags combined with cut jet beads and cut steel beads is being well met by the house. It is also carrying the frames for these bags in oxidized and French silver.

A complete assortment of holiday goods is shown in their men's furnishings department. The manager of this department has given Christmas trade special attention, and customers will find everything in the line of goods for men's wear complete here.

S. Greenshields, Son & Co. will be pleased to answer any inquiries received by mail from their many friends as to what goods they have in stock, and will send an assortment if desired.

We announce with regret the death of Mr. Geo. E. Fraser, of G. E. Fraser & Son, Picton, Ont. Deceased had for many years carried on a general dry goods and boot and shoe business and was one of Picton's most prominent business men.

**TRAVELERS WITH SPRING SAMPLES.**

McIntyre, Son & Co. are showing through their travelers on the road new dress goods for the Spring trade, and an immense range of fancy and printed muslins, organdies and cotton goods of every description—novelties in design and exclusive styles.

**CANADIAN BLANKETS.**

Canadian blankets are considered by many merchants to be better than any imported goods, and the "Saxony" brand is among the foremost in the trade. They are perfect in manufacture and handsomely finished with new border effects. Nisbet & Auld are showing a stock in all weights from 5 to 10 pounds in fine and superfine. Their superior quality places them in the rank of novelties and has led to many orders for the Christmas trade.

**KNITTING MILL TO RESUME OPERATIONS.**

The machinery, plant and stock of the Wentworth Knitting Company, Hamilton, have been purchased by Mr. G. B. Perry, who has been well and favorably known in business circles for a number of years. He will at once proceed to put in new machinery with a view to increasing the capacity of the mill, and has engaged an experienced man from the knitting mill centre of the United States to look after the practical end of the business. Mr. Perry has abundant capital, and his honorable and successful business reputation bespeak for him a success in this new venture, which he certainly deserves. The mill has been closed for a year, but will resume operations at once.



## Giving Value to Your Stocks.

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

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

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

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

# R. Parker & Co.

Dyers and Finishers

Head Office and Works - 787-791 Yonge St.  
Montreal Branch - 1938 Notre Dame St.

**Toronto, Can.**

# Hosiery and Underwear

ARE LEADERS WITH US.

"This is the Month for Sorting."

*See Samples of our  
Christmas Novelties.*

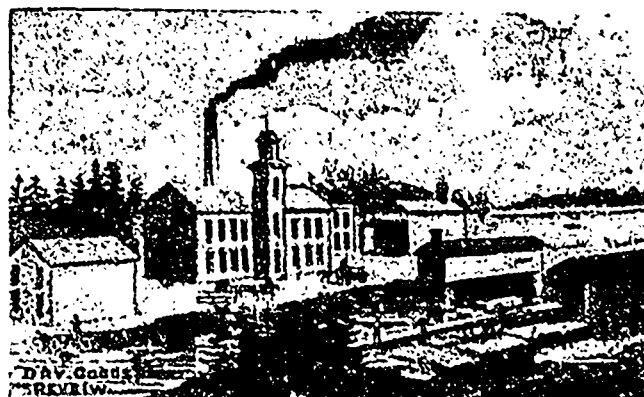
**The St. Thomas Import Co.**

ST. THOMAS, ONT.

## Harris & Company,

LIMITED

ROCKWOOD ONT.



### Ladies' Homespun Suitings,

LADIES' FRIEZE SUITINGS

FRIEZE OVERCOATINGS

YARNS

Sole Agents **DIGNUM & MONYPENNY,**

27 Mellada Street, Toronto

# DEBENHAM & FREEBODY

LONDON—15 and 18 St. Paul's Churchyard and Welbeck St. W.

PARIS—115 Rue Reamur.

BRUSSELS—18 Rue des Boiteux.

NEW YORK—111 Fifth Avenue.

MELBOURNE—236 Flinders Avenue.

SYDNEY—422 George St.

**TORONTO—45 Yonge Street.**

## Silks, Velvets, Ribbons, High-Class Dress Fabrics

STOCK CARRIED IN TORONTO of the following lines, which are offered to Buyers at quotations equal to Direct Importation:

**BLACK AND COLORED TAFFETA SILKS.**

**BLACK AND COLORED SATINS.**

**PEAU DE SOIES, MASCOTS, LUMINEUX, DUCHESS.**

**BLACK AND COLORED SILK VELVETS, FRENCH LACES.**

**SATIN AND FAILLE RIBBONS, BLACK AND COLORED.**

**RIBBON VELVETS, BLACK AND COLORED.**

**CHIFFONS, Black, White, Cream, and Colored,**

**MALINE NETS, Black, White, and Colored, etc.**

DURING DECEMBER our Representatives will be out with Samples for import orders in all The Latest High-Class Novelties in Silks and Dress Fabrics.

**Stapleton Caldecott, Resident Manager, 45 Yonge Street, Toronto.**



## Men's Furnishings.



**T**HE trade during the month of November has been fairly brisk, not only on the regular lines, but on many Christmas goods. The heaviest garments are now showing and some of the goods, which, until the very cold weather arrived, were experiencing a good sale, have dropped off greatly.

Some of the largest men's furnishers are

looking forward to the Christmas trade as one of the largest for years, and are making preparations accordingly.

THE TIES showing now are, with few exceptions, red and green, in plain or stripes. The batwing, which has enjoyed such popularity, has now disappeared, and the four-in-hands and flowing ends are likely to be the principal sellers for the Christmas trade. The stripes generally run diagonally. The green backgrounds with red or white stripes or figures are very popular.

Another seller is the bright red tie. It cannot be too bright or flashy. A number of light plaids are shown, which will probably go well for the holiday trade.

COLORED SHIRTS are still being bought more than white. All kinds of stripes are shown, including a new thin stripe, in black or dark blue, which promises to be a leading article for the Spring. Open-front white shirts are worn a good deal more than those opening at the back. There has been a large run on dress shirts during November. These are shown to good advantage in many windows in combination with black satin shirt-front shields.

Although the HIGH TURN-DOWN COLLAR is still in the lead, there has been a noticeable increase in the sale of the ordinary stand-up collar, which is a thoroughly up-to-date article, and preferred by many good dressers to the other. One of its advantages is that any kind of tie may be worn with it, and, with the disappearance of the batwing, the wear-

ing of the high turn-down collar has been somewhat diminished. There is very little sale, however, in the cities at least, for the stand-up collar with turn-down points.

In UNDERWEAR, owing to the sudden change in the weather, there has been an exceedingly large trade done. The natural colors sell the best, in fleece-lined and all-wool garments. Fancy colored goods are not going as well as last month, and some dealers say that indications are that for the Winter trade they will not be much in demand.

The trade in UNLINED GLOVES during the Fall has not been a very heavy one. The change from warm to very cold weather came so quickly that the first gloves bought were for Winter wear. Lined gloves of all kinds are going well. The reindeer variety with squirrel fur lining is looked upon with favor for the Christmas trade.

MUFFLERS are showing and selling in all colors and patterns. Dark colors, of course, prevail, and of these the polka dot patterns are selling best.

A good deal of COLORED HOSIERY is being shown in city windows, but reports say that the only color that is selling at all well, in comparison with black, is heather. Woollen and heavy cashmere make up the bulk of the sales. All ribbed goods sell well.

Among the articles that will take well for the Christmas trade are FANCY BRACES. These are all in light-colored patterns, with a silk thread finish, and strongly made.

Umbrellas, according to prominent men's furnishers, are also a valuable line for this season. They are often given as Christmas presents, and, when an attractive line is selected, no difficulty is experienced in getting rid of them.

Another is fancy vests in cloth, with a silk mixture. These are now worn a good deal more than the corduroy vests, and the patterns are very pretty. Woollen dressing gowns, and smoking jackets, in brocade, wool, and velvet, all colors, are thought well of for the Christmas trade. White silk handkerchiefs are also in demand.

In LEATHER GOODS, purses are by far the best sellers. There is a good sale for manicure sets. A number of fancy articles in leather are also being bought well.

Collar Styles and Tie Trade.

American dealers are suggesting that the manufacturers of neckwear should have a friendly meeting with the collar manufacturers in order to induce them to introduce styles of collars that will allow larger scarves to be worn. At present there is no sale for anything but ties, as these go with the high turn-down collar, which is being so much worn, better than the large

# CAULFEILD, HENDERSON & BURNS

17 and 19 Front St. West, Toronto.

## *C. H. & B. Sorting Trade*

Our Stock is Replete With the Following Lines:

- Fleeced-Lined Underwear.
- Striped, Plain and Natural Wool Underwear.
- Wool and Cashmere Half-Hose.
- Men's and Boys' Wool Gloves and Mitts.
- Unlined and Lined Kid and Mocha Gloves.

**LETTER  
ORDERS**  
Promptly  
Attended  
To.



Large assortment of Mufflers,  
Silk Handkerchiefs, Umbrellas  
and Smoking Jackets for . . . .

**Xmas Trade**

# The Empire Manufacturing Co.

limited.

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

646 Craig Street, MONTREAL.

Our lines of   
**SHIRTS**  
- FOR -  
**SPRING 1901**

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

MAIL ORDERS CAREFULLY FILLED.

OMNIA VINCIT LABOR



TRADE MARK  
REGISTERED

**MEN'S FURNISHINGS—Continued.**

carves, on which, however, there is more profit for the retailers. It is to be hoped this spreads to Canada, where the sale of high turn-down collars has prevented dealers from getting rid of their stock of other shapes, as well as making the sale of large scarf ties much smaller.

**A New Muffler.** A novelty in mufflers is being placed on the market this Winter under the name, "Way's Muffler." It is a complete break away from other styles. Most mufflers are put on over the head and open at the front; this one is open at the back so that it is put on from the front and fastens at the back with clasps. When on it gives the appearance of a sweater. It is simply a 3 in. collar band with chest protector attached. It is all knitted wool. It comes in two prices, \$4.50 and \$6. The cheaper grade is to be had in two colors, navy and maroon; and the higher, in green, black and navy. The W. R. Brock Company, Limited, are handling them.

**Buying an Attractive Stock.** The men's furnisher who wishes to catch the trade of the natty young men about town must stock lines that are exclusive to a degree, to the class of goods that are to be found in the men's furnishing department of the average dry goods store. The window display forms no small part of the success of this particular business and care should be taken to secure a few striking and up-to-date lines in nobby neckwear, fancy striped or silk embroidered half-hose, fancy underwear, etc., to be displayed on the window fixtures. Tooke Bros., Limited, are one of the few wholesale dealers that make a specialty of men's furnishings. The range of samples their travelers are now out with for Spring comprises many novelties in striped, mercerized, and silk underwear, fancy striped and embroidered Lisle thread and cashmere half-hose, leather belts, golf hose, etc. Tooke Bros., Limited, control many of the lines for Canada that they offer to the trade. Tooke Bros., Limited, send their buyers to the markets in Europe and the United States twice yearly, and have the advantage of being right on the spot to pick up novelties which they submit to the trade very often months before their competitors.

**A Mere Living.** Quite a number of theories have been, and are often advanced as to the number of times a retailer should turn over his stock during the year to make satisfactory results. One theory much in favor is that stocks should be turned over five times in a year; but this is a dream that is only realized by a very few English furnishers at the present time, if, indeed, by any. Here, for instance, are the figures given by a retailer doing quite an average trade. His stock is worth £700. Takings, £30 weekly. This means that the stock is only turned over a little more than twice. This same retailer stated that he found it impossible to make more than about 20 per cent. gross profit on his turnover. This sort of thing does not represent the retail furnishing business as the very profitable investment many imagine it to be. It worked out like this: The rent of the shop was £40; add to this assistants' wages, £75. rates and taxes, £13; shop expenses—lighting, paper, depreciation, and other incidentals—estimated at £75. and there is only £109 left for the retailer to pay himself. Just a mere living, and no more than he would get to act as manager for anyone else.—English Paper.

**The Outlook In Shirts.** The outlook for colored shirts for the coming season of 1901 promises to be larger and more successful than any in the history of shirt manufacturing in this country. Already some of the factories are being pushed to their utmost to keep pace with the orders which are being sent in by travelers who have been submitting samples for the past few weeks. Tooke Brothers, Limited, report a most successful season to date and they are preparing to meet the usual heavy demand for goods for immediate delivery which always springs up after January 1. Patterns are running on somewhat similar lines to those of last season, combinations of blues being in most demand.

The experience of the trade generally in the past has been that patterns not too extreme and not too light in colorings are the best sellers, and, consequently, are the most satisfactory to carry in stock. The high colored and extreme patterns, which have been shown by American manufacturers for the past two seasons, are not desirable for this market, and should be handled with extreme care. Ox-bloods are coming in for their share of comment, and a window dressed with shirts of this shade would always be a trade-maker, provided there is a enough outlet for a novelty of this kind to enable a merchant to purchase enough to make a display of this kind. Pinks are in very little demand and helio and green are being taken up as the needs of blues and ox-bloods are supplied.

Short bosom colored shirts have taken a strong hold on the trade, and have almost completely shut out the large bosom, which, a short time ago, was looked upon as being right. Tooke Brothers, Limited, introduced the short bosom, open back and front shirt to the trade last season, and it at once became a success, and since that time the demand has increased until to-day it is the popular everyday business shirt. It is a commonsense bosom, and once worn the large bosom becomes a thing of the past.

Cuff-attached shirts are having a larger demand than in former seasons. They set more naturally on the wrist than separate cuffs, and have other advantages which are appreciated by men who wear them.

The soft front negligee shirt will, no doubt, be the most suitable for Summer wear during the coming season, as it has been in the past. The cloths which give the best satisfaction and are most serviceable are, no doubt, the Scotch madras and the new "Vigoral" Oxfords. The latter material is a new fabric which is being manufactured specially for Tooke Brothers, Limited, and has proved the most valuable addition to their range of materials that they have ever had. For values, designs and lightness it is certainly the best that has been placed on this market, and is sure to prove a valuable addition to the leading shirt stocks.

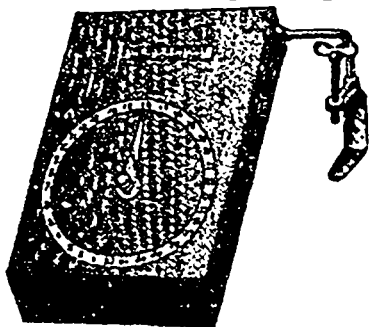
Buying white shirts ahead has, to a certain extent, become a thing of the past and stocks are now usually sorted from week to week. But, for the coming season, all merchants who are looking to their own welfare, and who desire to give their customers as good value next season as they are giving at the present time, would do well to place their orders in advance, as it is almost certain that either prices will have to be advanced or values reduced before the season is over. Manufacturers are filling orders from cottons that were purchased when prices were lower than they are to-day, and some

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

*Niagara Neckwear Co Limited*  
*Niagara Falls*

Makers of *American Styles*  
*Of Neckwear*

... Have You Seen "The New Century" Stock Taking Measurer?



These indispensable little Stock Takers are being shipped to all parts of the Dominion.

MODERN STOREKEEPERS NEED IT—THAT MEANS YOU.

**\$5.00 THE PRICE.**

One-third the time to do the work. No mistakes. No anxiety.

Write for circulars about it.

**THE NEW CENTURY MFG. CO.,** BRANTFORD, ONT.

**THE MERCHANTS MERCANTILE CO.**

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims  
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**If you Want to Learn Anything About Advertising.**  
 If you are a business man and get or want to get business by any kind of advertising, and want to know how to advertise and make money for it if you are an employer and expect to go into business for yourself, or if you want to get into a new and profitable profession—we furnish the foundation—the accumulated knowledge on the subject. Investigation costs you nothing. Irvaluable information will be sent free.  
 Address Advertising World Publiity Club, Columbus, O.

**HOTELS FOR COMMERCIAL MEN.**

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

**MEN'S FURNISHINGS—Continued.**

of the manufacturers at least are getting to the end of their purchases, and, as cottons will no doubt remain as high, and may possibly go higher within the next few weeks, it is certain that the above changes will be necessary. The merchant who places his orders for white shirts now has all the advantage over the manufacturer, as he will be able to give his customers this season's values, whereas his neighbor who will buy only when he must will be paying considerably more for the same goods.

A New York furnisher's paper says: "Two features that were for a long period confined to the white shirt—short-length bosom and coat-model cut—are now successful forms of construction in the fancies."

We are informed by Tooke Brothers, Limited, that their stock of white shirts in all prices is now complete, in all sizes, in cuffs or bands, and they are prepared to fill orders on their receipt.

**Answer Inquiries Promptly.** In the window of one of the prominent stores of a Canadian city were recently displayed some shoes. There was a sign in the window saying that the shoes were comfortable and not high-priced. A gentleman walked into the store and a youth near the door referred him to the shoe department about half a block back. As the inquirer simply desired to know the price, he walked out of the store. It would have been best to have given the price on the ticket or else to have instructed the clerks about the prices.

The Canadian manufacturers of men's furnishings are phenomenally busy just now. A representative of THE DRY GOODS REVIEW called upon the head of Gault Brothers' factory, Montreal, and was asked "not to say anything about our goods, for we are sold months ahead."

**Seen in Dealers' Windows.** Fine black cashmere socks, 25c. per pair.  
Fine Shetland wool underwear, 50c. per garment.  
Wool-lined dogskin gloves, 65c. per pair.  
White kid gloves, 35c. per pair, or three pairs for \$1.  
English buckskin gloves, unlined, 95c. per pair.  
Undressed kid gloves, silk lined, \$1.25 per pair.  
Full dress shirts, \$1.  
Latest colored shirts, \$1.

**A Chat on Neckwear.** The neckwear business in Canada has been brisk this Autumn and retail dealers are looking forward to a large holiday trade. One very noticeable feature is the decreasing demand for 25c. ties and the large proportion of 50 and 75c. ties which are being handed over the counter. The manufacturers are busy and are now showing what are strictly their Christmas silks.

Chatting with a well-informed man on this subject THE REVIEW learned that striped silks are shown largely and are easily the favorites, but buyers are ordering freely from "all-over" and "set" figures. Some of the most effective and taking styles are the following

Neat grey grounds, with stripes of bright colors, raised up with black and white and spaced from three to six inches apart.

Surah and barathe grounds with large stripes well spaced.

Surah grounds, in black, navy, royal, garnet and hunter green—with "set" figures in another tone of the same color.

This effect also, with a large check over it, of white, sky, scarlet or green.

Oriental effects, in large stripes; in "set" figures, well spaced on self grounds; and also in "all-over" figures.

Black and white checked grounds, of a loose matte weave, with figures spaced at about two inches, in white, yale, cardinal, purple and light green.

**Shapes.**

The flowing-end shape is selling most freely over the counter to-day, and there is no indication of it becoming any less popular.

The narrow derby also has had a good run, but, along with the batwing strings, has now fallen off largely, while graduates, a little narrower than those shown this time last year, are selling steadily.

Puffs have been edging into prominence for the last three months, and, while the demand for them has not been great, they are asked for more each day and will undoubtedly be large sellers during the Christmas and Winter seasons. The style, which has been most favorably handled this Autumn, has a liberal apron, with wide shoulders, but tapering off to a narrower head, suitable to be worn with the high turndown collar.

Bows are selling well, exact imitations of the batwing string being the most popular.

Faced mufflers are as much in demand as ever, but the orders placed with the manufacturers are confined largely to the bias shapes, which are very effective in the large striped silks which predominate this Autumn.

Knots have not had as large a sale as was expected, but there has been a moderate sale for "smart" shapes. These, however, on account of the large striped silks, are wanted on the bias. One of the most effective shapes shown this season is on the bias, with diagonal pointed aprons and an exact imitation of a neatly tied graduate. Flowing-end knots have also sold well.

**As to Men's Collars.**

There is nothing new to mention just now, says The Clothier and Furnisher, as to collars, but they do say that a radical departure from current styles is in preparation, something that is being concealed from the brethren of the craft lest they yield unto temptation and snatch a surreptitious bite from the apple before its owner shall have partaken of its ripened sweetness.

So we must wait. Meanwhile, the new cut deepbander with straight points is pushing along most prosperously. The boys have taken to it kindly, though few of them reflect that a straight pointer and a round corner—of the turndown persuasion—present similar appearances to the eye of the beholder when worn in association with a bat wing tie. Bent points and pokes are all right in the standard division; and, of course, straightstanders and overlappers are in demand for dress wear—and for day wear if a man so elects.

Even in New York there is doubt whether men's shirts waists can develop into a trade. The Haberdasher says: "That a garment can be made in the nature of a shirt, which will have less the appearance of one by finishing the back, for instance, with two or four plaits, running from the shoulder down, and which can be worn in places and surroundings where at present a gentleman would not appear in shirt sleeves, is likely, but it is doubtful that they can ever become as popular with men as they are with women for many reasons." The

**What of Men's Shirt Waists?**

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## On Pleasing The Customer.

The keynote in the Northway Garment success is that it pleases the retailer's customer—brings her back—brings in her friends—makes the retailer's sales bigger each season.

The more Northway Garments the retailer stocks, the better his future sale outlook. Every Northway Garment makes a strong foundation stone for future business, because it holds its good looks when the customer is wearing it.

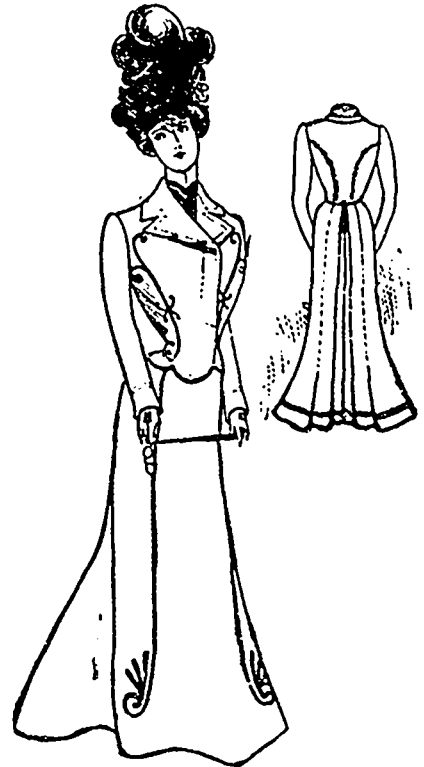
The garment that will look shabby the moment it is off the hands of the retailer is a dangerous element in that retailer's business. We avoid that class of goods—the result shows in the return of the customer next season.

Northway shape-keeping lies entirely in the making. Every garment is "well made, well-stayed." There is an honest putting-together, and a careful inspection. These three things interest you vitally. Your profits and your success hinge on them.

Our travellers are on the road now with Spring Garments. You may be shown other lines before ours. Better order Northway lines and take no chances with future profits.

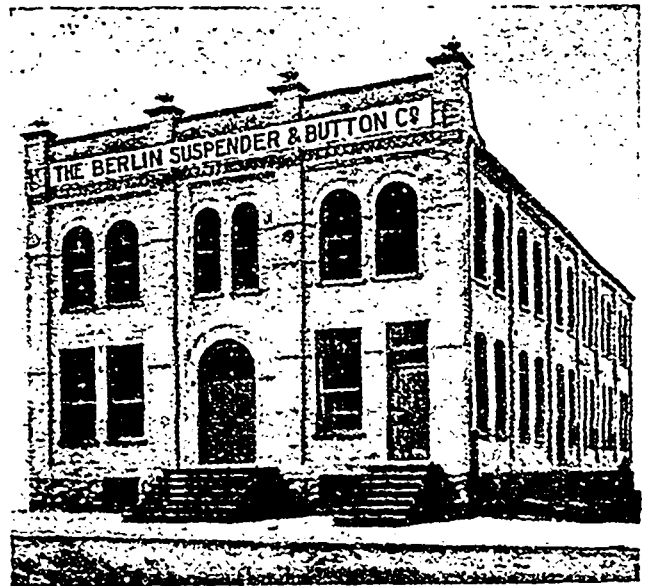
Travellers do not reach you, write. We can do business nearly as well. We send samples on request. All that will be necessary is to write, and indicate the needs of your business. We will meet them with garments that "please the customer."

John Northway & Son, Limited  
Toronto



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

### SAMPLES Now on the road.



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

Remember, we guarantee satisfaction.



"We Fear Nae Poc."

The Berlin Button and Suspenders Co.  
BERLIN, CANADA.

**MEN'S FURNISHINGS—Continued.**

Clothier and Furnisher, also dealing with this question, says: "The man's shirt waist. Samples of this new particular in man's Summer dress are in the hands of nearly every shirt salesman on the road. Orders are coming along in a limited sort of way, and chiefly for the reason that furnishing-goods buyers are puzzled over the many different styles of model, each newly-arrived traveler having something tantalizing to show as 'the approved style in New York.' The man's waist will have to break way for itself, and next Summer will determine its success or failure. While waiting for the returns, it will be safe to claim that the popular negligee shirt will quite fill the measure of hot-weather abandon, as it shall be manifested in public by the average coatless man in the year 1901."

**Notes of Men's Trade.** High banders in collars still hold their prominence, the demand latterly being for the close fitting top. Tooke Brothers, Limited, are pushing this style in both square and round corners in their "Anchor" and "Iron Frame" brands.

Straight, high-band standing collars are now in strong demand for Fall and Winter wear. The slight poke with square corners is again coming into prominence, it dividing the honors with the round corner shapes which have been so popular during the past few months.

One of the most marked novelties in neckwear silks for the Christmas trade is shown by Tooke Bros., Limited, in a range of highly colored butterflies, on self colored grounds, figured in Persian effects. They also show, on similar grounds, a range with feathers in bright colors, well spaced.

Tooke Bros., Limited, are showing a pretty little bias graduate with diagonal pointed ends. At the large end it measures 2 1/4 in. in width and is graduated nicely so as to form a neat little knot when tied. No. 244 at \$4 per doz.

In their No. 259, Tooke Bros., Limited, have an attractive puff. It has the appearance of a flowing end Ascot, tied, with one end brought well over, so as to give it a bias effect. It is slightly narrower in the shoulders than the shapes which have been shown during the early Fall trade.

**NISBET & AULD.**

A successful Christmas trade can only be secured by the introduction of novelties in every department. Dress goods and cloakings are invariably one of the leading lines with every dry goods merchant, and, by proper attention and the addition of attractive cloths, a profit-paying holiday trade is assured.

The great demand for 54 inch pure wool fabrics necessitates the showing of a good assortment of these goods in the various cloths, manufactured specially for women's wear. They are showing an exceptionally large stock of friezes, homespuns, Oxford tweeds and reversible cloths. They have a large range of shades in grey at all prices. A recent addition to the stock is a line of reversible homespuns, in good weight, with hand some check back. It will make stylish costumes and ulsters, and very serviceable skirts for wet and stormy weather. Although new on the market, it is already a good seller.

Blanket cloakings are being handled this season by more merchants than ever before, and fully 60 per cent. of them have already booked repeat orders. They are shown in cardinal, scarlet, light royal, royal, navy, silver grey, myrtle, old gold and black, in plain and checks.

**SPECIALS FOR DECEMBER.**

Early in this month, The W. R. Brock Co., Limited, Toronto, expect deliveries of some very important lines in their dress goods department, amongst which are included the following ranges: L505, L506, L507, L508, L509, L510. 42 in., all-wool costume tweeds to retail at 50c. A M 2, 36 38 in., all-wool and silk tartans, to retail at 50c. W D 82, 27 in. French opera flannels, to retail at 50c. These are all very special value, and large orders have already been placed for them, so that it would be advisable to give early attention to them before the choicest designs and most fashionable colorings are sold out. Genuine camels' hair costume cloths in plain black are much in demand and scarce. The Brock Company have a limited supply in an extra good quality, which is meeting with great approbation in the trade. Their range also of fancy black dress goods in the newest designs is most complete and attractive, and worthy of attention from prospective buyers.

In plain materials, such as serges, box-cloths, venetians, Jans, poplins, etc., they have in stock all makes and shades in vogue to day. These sold under their trade mark, "Victorian," which is a guarantee of value, make, finish and durability, have become greatly celebrated for their popularity.

Mr. A. Chisholm of Mahone Bay, N.S., is building a fine new store 40 x 60, which will be completed about the first of the year.

A large woollen and dress goods manufacturing firm in Leeds, England, want an agent in this country. Any active man who is acquainted with the trade in Canada would do well to look up this firm, who advertise in this issue.

A new dry goods and clothing store has been opened up in Campbellton, N.B., by Scheffer Bros. They are carrying in addition to the regular dry goods stock a line of men's furnishings and boots and shoes.

Owing to the ever-increasing volume of business of The Merchants Counter Check Book Co., Limited, Toronto, we notice by their advertisement that they have moved to larger premises at 34 Colborne street. This firm does a large counter check book business, no doubt on account of the superiority of their books. When wanting books we would advise seeing their samples.

Mr. H. B. Dawson has purchased from W. J. Clark, the dry goods business of Spera & Co., Port Arthur, and it will be continued under his management. Mr. Dawson is well-known in the town and district, having been a resident for a number of years, during which time he has held a responsible position with Matthews & Co. This has given him a large insight into the dry goods business which will stand him in good stead in his venture.

With the approach of the holiday season, every enterprising merchant will be thinking out a plan for making his store more attractive to the public. To this end probably one of the best means is to have attractive counters or showcases. The "Silent Salesman" is one of the most modern of all showcases and deserves a place in every live store. Its sale in Canada is on the increase, among the recent purchasers being such well known drygoodsmen as L. A. Bayley, Sherbrooke, Que.; R. S. Ford, Petrolia, Ont.; J. F. Hardison, Sydney, C.B., and Playfair, Preston Co., Midland, Ont. The "Silent Salesman" is made by John Phillips & Co., Limited, Detroit, Mich.

# CLEARING SALE.

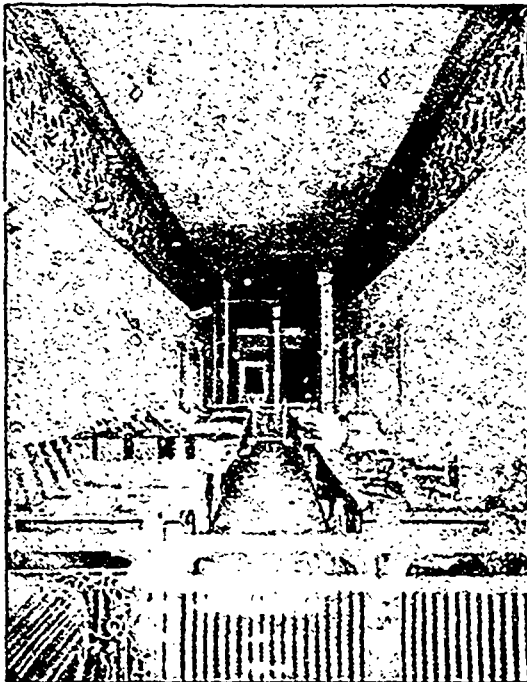
## Dolls, Toys, Toilet Cases, Albums, China, Games, etc.

We will clear all the above lines at great reductions during the month of December. This is our usual plan. Everything goes, and it's the price that does it. If you are looking for a snap in a Doll, a Cup and Saucer, a Toilet Case, an Album, or anything else in Christmas goods at a cut price you should come and see us. All the above lines will be cleared.

## FRED & E. W. KELK

76 York Street,

Toronto.



Luxfer Prisms successfully lighting  
store 100 feet long.



Ordinary glass made the store unrentable  
without artificial light.

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

—  
Form  
Your  
Own  
Opinion.

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

### THE LUXFER PRISM CO., Limited

98-100 KING ST. WEST,

TORONTO.



REGISTERED



TRADE MARK

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

**Registered Trade Mark, as above.**

This Trade Mark means that the goods are

# Salt's Belwarp Cloths

and are made at the famous mills of

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

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

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

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

**Montreal**  
**Toronto**

# Clothing and Woollen Trade.

## CLOTHING IN THE CHINESE ARMY.

It may be of interest to know something about the uniforms of the Chinese regular army. They will be easily distinguished from anything worn by European troops. Celestial blue is quite appropriately, the principal color worn in the Chinese regular forces, but the Korean soldier is clad in jacket and long trousers of a purplish shade, faced with pale yellow. He wears white boots and a brownish hat with a moderate brim. The regular artillery, who are probably destined to surprise the armies of the powers, much as the Free State artillery has surprised our own gunners, wear pale blue trousers, almost like very loose football or rowing "shorts," falling to just below the knee. Dark blue stockings meet these and disappear into white shoes. The jacket is rather like a yachtsman's jersey in shape, and blue in color. Over it the artilleryman wears a sleeveless tunic of pale yellow, with a device resembling a Greek cross in scarlet on his chest. His accoutrements are put on over this, and for headdress an emerald green turban serves excellently.

The infantry differ considerably from the scientific corps. Instead of hanging loose, like those of the gunners, their trousers are tucked into their stockings, which have a crimson seam up the centre in front, and are worn with a tan colored shoe. The tunic is blue, and easy fitting, edged and cuffed with crimson silk, and having a species of crimson silk pleat across the shoulders. The headdress is the ordinary dark slate-colored Chinese hat.

Officers wear very large plaited hats, falling around head and shoulders like a lady's sun-bonnet, with narrow strings of white silk, worn untied. Trousers, stockings and shoes, as in the artillery. The tunic is of celestial blue, with wide sleeves, and a curious sleeveless garment of a red-brown color is worn over it, and terminates at the waist. An oval patch of white silk, embroidered, like the excelsior banner, with a strange device, is borne in front just above the waistband. These are the chief uniforms of the Chinese regular army. I do not imagine that the Boxers possess a uniform in the strict sense of the word, but presumably they all wear gloves.—  
Fashion.

## THE OXFORD MAKES.

Canadian tweeds, homespuns and yarns bearing the name "Oxford" have but little need of introduction or eulogy to Canadian merchants, among whom they have been standard goods for some years, or to a large number of foreign merchants, who have recognized their superior qualities and are sending orders in very freely. The Oxford Manufacturing Co., Limited, Oxford N. S., who produce these goods, have been compelled to instal extra machinery in order to keep up with the increased demand and to possess the latest and most improved machines for making the "Oxford" goods. The outlook for the Spring trade is very bright with this firm, customers stating that an especially heavy business will be done in their lightweight fabrics for ladies and gentlemen.

## REMOVED TO LARGER QUARTERS.

The great increase in the business of the G. A. Thorpe Manufacturing Co., Toronto, has necessitated their having more commodious premises. Accordingly, they have moved to new and larger buildings where, in future, all their clothing

will be manufactured under the supervision of a competent foreman. The G. A. Thorpe Co. make fine ready-made clothing for men, youths, boys and children, and the success which they have achieved in the business is due to the quality of the goods they sell, and the consequent liberal patronage of the merchants of Canada.

## CANADIAN TWEEDS.

The Trent Valley Woollen Mills, under the new management of Mr. Burroughs, from Yorkshire, have developed a great deal of energy, showing some nice goods for next Fall's trade. Their line of 25-cent 11 oz. Fall tweeds, made in Yorkshire style, are declared by those who have seen them to be the finest goods for the price which have ever been shown in Canada.

## MR. BRODIE HAS RETIRED.

Mr. A. W. Brodie has resigned the management of the Hespeler woollen mills, and will, in future, reside in Toronto. Mr. Brodie was long connected with the woollen business of Canada. He retains his interest in the Canada Woollen Mills, Limited, and remains a director of that company. Mr. Joan Morley, Waterloo, assumes charge at Hespeler.

## CLOTHING MANUFACTURING.

Another indication that Toronto is making giant strides towards capturing the entire trade of the better class of clothing in Canada is found in the fact that almost every concern doing business here has removed to larger premises. The latest to move is that of The Lowndes Co., Limited, who have found their present premises inadequate to supply the demand for "20th Century" brand clothing, and have equipped an additional factory on Front street west.

## COMMENCING A WHOLESALE BUSINESS

Mr. William Jackson, of Jackson Bros., Clinton, Ont., was noticed going the round of the wholesale houses in Montreal during the month. This gentleman is at the head of one of the most progressive clothing firms in Western Ontario, having its patrons all over Ontario and through Western Canada, and Mr. T. Jackson, jr., is kept busy all the year round with his samples and tapeline. But, although they are doing a large volume of business, they are not satisfied, and now they intend to branch out into a wholesale trade. Situated as they are in the centre of one of the best agricultural districts of Ontario, they ought to find ample scope to do a wholesale business in the surrounding section. THE DRY GOODS REVIEW wishes them every success in their new venture.

Louis Lazarovitz and David Goodman, both of Quebec, merchants, have formed a partnership under the name of the Canadian Clothing Co.

The firm of Stewart & Hyndman, Winnipeg, clothiers, has undergone some changes. Geo. Stewart is retiring, and his son, G. C. Stewart, and Frank Hyndman, brother of the present partner, has been taken in. In future the firm will be known as G. J. Hyndman & Co.

# JOHN FISHER

SON & CO.

Cor. Victoria Square and St. James Street

MONTREAL.



# WOOLLENS

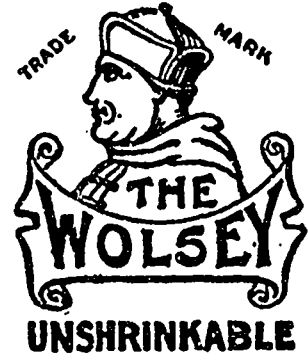
— and —

**TAILORS' TRIMMINGS.**

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

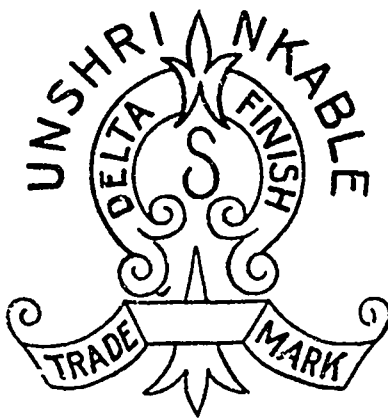
# What is the Wolsey?



Registered in Canada.

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

TO BE PROCURED FROM THE LEADING WHOLESALE IMPORTERS.



## ADVANTAGES OF DELTA FINISH

For Woollen Underwear.

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

**H. ASHWELL'S Wool Finishing Works,**

NEW BASFORD, NOTTINGHAM, ENGLAND.

## GREENWOOD & MOULDS

Hosiery Manufacturers

59 Gresham St.

**F. Merryweather, LONDON**  
Manager.

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

Hosiery of every description.

## WYCLIFFE BRAND

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



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

## TO THE TRADE---

In view of the large increase in our business and my inability to supply the requirements of my customers in the waterproof trade, and requiring larger capital than I have at my disposal, I have taken means to turn the firm of which, heretofore, I was sole proprietor into a Joint Stock Company with a large capital, which will make the new firm the most important one in its line in Canada. This will enable us to supply all PRESENT AND FUTURE FRIENDS with all kinds of Ladies' and Gents' Waterproof Garments, in all the latest styles, a very large assortment of patterns and extensive range in shades of cloth. The increased capacity will enable us to turn out large quantities, and we will therefore be able to execute all orders promptly.

In future the firm name will be . . .

# THE BEAVER RUBBER CLOTHING COMPANY

LIMITED

of which I have the honour to be the Managing Director.

I am about to make a business trip to England, Scotland and France, and will secure all the latest styles and shades of cloths.

Our travellers will have the pleasure of calling on you after the first week in January, and we kindly ask you to wait and see our goods before placing your Spring Orders. It will pay you to do so.

Thanking you for past favors and with full confidence that you will bestow on us your future patronage, and wishing you all a Merry Christmas and Happy New Year, I remain,

Yours, very truly,

*E. L. ROSENTHAL*

Managing Director.

---

## The Beaver Rubber Clothing Company, Limited

1849-51-51½ Notre Dame St., MONTREAL.

## The Taxation of Merchants.

Evidence before the Ontario Commission on the Effects of  
Personally Tax and the Competition of  
Departmental Stores.

Condensed for DRY GOODS REVIEW Readers.

**T**HE Ontario Assessment Commission has been hearing evidence in Toronto on the question of taxing merchants' stocks. Leading wholesale and retail dry goods merchants were in attendance, and their views are of interest to merchants all over Canada.

### UNFAIR TO WHOLESALE DRY GOODS TRADE.

Complaints were made of the system of taxation in Toronto, which, compared with the methods in vogue in Montreal and Winnipeg, was unjust. It was pointed out that a merchant in Montreal, carrying \$1,000,000 worth of stock, if he occupied a building subject to a rental of \$4,000, would pay a tax of \$300 a year, based on this rental. If the same man located in Toronto, under the law as it exists to-day, with the municipal right to tax 20 mills on the dollar, his taxes would be \$20,000 a year. In Winnipeg they levied a tax on warehouses of 3c. per square foot of warehouse occupied, of 10 per cent. on manufacturers' rentals and 8½ on the rental of stores. The result was that dozens of mercantile warehouses had been established there that could not have been started but for that law. In Montreal there was a 7½ per cent. tax on the rental value of stores.

Mr. Stapleton Caldecott said that the idea of municipal taxation of personally tax was unknown in Great Britain; it came entirely from the United States. He pointed out how unfair it was, that, say, three men with equal frontage of 50 feet on Yonge street, with \$20,000, \$10,000 and \$5,000 respectively invested, should be taxed \$400, \$200 and \$100 for exactly the same protection and the same opportunity for doing business.

Mr. W. R. Brock, M.P., said that the decline in the number of wholesale dry goods houses in Toronto was due to the competition of Montreal, and his firm had found it desirable to have a wholesale house there.

### WOULD FAVOR HONEST TRADERS.

Mr. Cockshutt, Brantford, pointed out that in small cities and towns the assessment returns were sometimes loaded up the other way, and, sometimes, merchants, to keep up their credit, paid taxes on \$10,000 or \$12,000 when they had less than nothing. A tax on rental values would be putting a premium not on dishonesty but on honesty.

### COMPLAINTS AGAINST DEPARTMENTAL STORES.

The president and secretary of the Retail Merchants' Association presented the views of retailers with special reference to city departmentals. The personally tax was pronounced unfair. They favored a business tax on rental values not higher than 5 per cent. With this should go a graded license for departmental stores, according to the number of lines carried. The new Prussian law, given in the November issue of THE DRY GOODS REVIEW, was pointed to as an example of this. Complaints were made of low wages and misleading advertisements as contributing to the success of departmental stores.

### DEFENCE OF BIG STORES.

The president of The Robert Simpson Co., H. H. Fudger, defended the departmentals. They opposed special legislation. Most retailers carried a number of lines. Departmental stores were not trusts or monopolies. They gave the consumers cheap goods, from 3 to 6 per cent. over the cost of pro-

duction plus the transportation charges. They shortened the hours of labor, and, by having one price, contributed to honest methods in trade.

### THE RETAILERS' DEMAND.

The president of the Retailers' Association said: "We ask the commission to recommend to the Government an optional law. We are not here simply as retailers of Toronto. We are here representing the retail merchants of Ontario. We are here asking for an optional law in order to protect outside merchants as well as our own. If we get that law, and the citizens of Toronto think it is not wise to put it into force, well and good, but we want that, because we think the interests of the Province would be protected thereby. The optional law I spoke of is the law of Prussia."

### A COMBINED TAX PROPOSED.

Mr. Hugh Blain suggested a combined tax on rental values and income, which seemed to meet with general approval. He agreed that the present system was unfair, as one merchant was taxed out of all proportion to the tax on other and less honest merchants. A tax should be adopted combining the principles of a tax on rentals and a tax on income. The present law imposed on business men a condition of things that they could hardly live up to.

### A TAX ON BRAINS.

Mr. James D. Allan said that it would be interesting to know what hand the municipality had in making a man's income. The income was in no sense a return for services rendered; it was a matter of the man's ability, and was out of the province of the municipality to tax. The only correct principle of civic taxation was upon the basis of services rendered. It was forgotten apparently that there was nothing antagonistic between the wholesale and retail trades. The wholesale and manufacturing trade of a city was what created the city. That trade had the whole world as competitors, and the success of that trade outside was a measure of the business success of the city. Mr. Allan referred to the introduction of the rental value tax in New Zealand, in succession to the personally tax. In New Zealand they had the same fears that had been expressed here, that there would not be sufficient revenue from the new tax, but in three years these fears had been entirely allayed by the practical working of the system. He took it that it was not the business of the assessment department of any city to make itself the arbiter of what the people, who were its virtual employers, should pay. Merchants, wholesale or retail, would not object to any system of municipal taxation that was equitable, and the stand they had taken was that something must be arrived at that was more fair, more equitable than the present inquisitorial system, which did not in the first place live up to the terms of the law. Mr. Allan said that the establishment of the rental value tax in New Zealand had led to a return of business.

### A LAWYER DEFENDS BIG STORES.

Mr. J. J. Maclaren, Q.C., spoke up for departmental stores. His argument, summarized, was to this effect: That the graded tax was objectionable, and that the Prussian laws, which were paternal in their nature, should not be imitated in Canada; that the principle of taxing the turnover was bad; that a large part of the business of these stores was in mail orders; that, while they had injured to some extent the Toronto and outside country retail trade, the Toronto merchants had suffered more from the boom; the number of vacant retail stores in Toronto had declined from 758 in 1895 to 316 in 1900. The departmental stores were satisfied with the present system, but they were not wedded to it. All they asked was that there should be a fair principle. They knew of no reason why they should be discriminated against. One of these stores was to day assessed on \$435,000 realty and \$450,000 personally, so that, at this year's tax rate, it would have to pay \$17,000 tax, so it did not look as if they now escaped taxation, when Mr. Brock's tax was only \$3,600. Personally, he thought the Montreal system the most equitable.

The bulk of the evidence submitted to the commission condemns the personally tax on merchants, and Mr. James D. Allan pointed out that the verdict of taxation commissions in the United States was to the same effect.

# M. SAXE & SONS

\* \* MONTREAL \* \*

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

We are showing for next Spring, a range of men's all-wool Tweed Suits at \$5. Such value has never been seen in the history of the Clothing trade. Our black and navy blue crossbred serge suit at \$5 00 is of good, solid weight, all wool, AI linings, Coat French Faced, Dust Pockets, and all other improvements in the general get up.

Remember, the price is only \$5 00 for men's sizes, from 36 to 44. Smaller sizes in proportion.

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

# M. Saxe & Sons

*Wholesale Clothing  
Manufacturers . . .*

Cor. Lemolne and St. Peter Sts.,

*MONTREAL.*

## Toronto Wholesale Trade.

### JOHN MACDONALD & CO.

IN the carpet department of John Macdonald & Co. there will be shown during the first week in December a well-assorted stock of mats and rugs for Christmas trade; also a full line of sash goods, curtain muslins, curtainettes, lace curtains and a nice assortment of fine quality Marseilles quilts in white, and colors embroidered on white. A line of table covers and piano drapes and scarves is noteworthy. A special in tapestry covering is clearing out much under regular.

In woollens the stock of overcoatings is still very complete in the newest things—oxford greys, blacks and blues and meltons, beavers and llama cloths.

They show several special lines in fancy worsted trousers and also in black Italian cloths. In ladies' costume cloths a large variety in homespuns, venetians and covert cloths and friezes is shown. They have a few hundred pieces of 3-4 Canadian tweeds at a very low price.

For December 1 delivery the men's furnishing department shows a nice range of neckwear—flowing ends, derbies, deverses, bows, knots and a special line of narrow derby for the standup-turndown collar.

A special range of umbrellas for Christmas trade, and silk Japanese handkerchiefs, plain and initial, to retail for 25c. and up, and also a line of ladies' fancy handkerchiefs, are things to note.

This firm's range of French opera flannels is still very good, notably in plains, spots and stripes, both light and dark grounds.

In silks, for evening wear, John Macdonald & Co. carry a full range of colored taffetta, white taffetta, white brocades, Japanese silks, in 21 in. and 27 in., all colors, and a great variety of fancy silks for blouse purposes. Black taffetas from 50 to 90c. are shown.

In the dress goods department, owing to stock-taking, a number of tables of stuff are shown, comprising plain cloths, tweed effects, zibelines, and fancies to be cleared out. A full range of silk and satin ribbons for the Christmas trade is shown in all colors.

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

Some very exceptional values are to be seen in the carpet and housefurnishing department of The W. R. Brock Co., Limited, Toronto, in the way of Nottingham and Swiss lace curtains, chenille and tapestry curtains and table covers, and tapestry, brussels and axminster carpets. These are always in good demand during the month of December and prospective buyers will do well to have a look.

There is always a demand about Christmas time for fancy linens. The W. R. Brock Co., Limited, Toronto, are showing a very extensive range of new and desirable goods for this trade, contracted for previous to the heavy advance in price. A notable feature is their large assortment of handsome damask towels, with art borders, and a great variety of doylies, napkins, tray cloths, 5 o'clock tea cloths, and side-board cloths, all to match, and in the newest designs and makes. A table of fancy linens is always an attraction during the holiday season, productive of safe, profitable business.

This firm are offering special attractions in their silk department, both in the way of plain and fancy goods, but

draw particular attention to some exclusive goods for evening gowns and blouses. They have in stock a full range of their M 4, 24-in. Victorian velveteen, which they claim is the best value in the trade to retail at 50c.

For Christmas gifts, fancy handkerchiefs, ladies' and gentlemen's neckwear, fancy knitted goods, umbrellas, warm hosiery and gloves are among the articles shown. This year their range of lace-trimmed, embroidered, colored-bordered, picture, hemstitched, brocaded and Japanese silk handkerchiefs is more attractive than usual. In neckwear they opened out December 1 a fine assortment of the latest novelties at popular prices, which, with the stock on hand (which they are jobbing to provide popular lines for the bargain counters) makes the show of neckwear worth inspection.

As to fancy-knitted wool goods, the house has the reputation of keeping a large assortment in fancy and honeycomb wool shawls, toques, fascinators, bootees, infantees, gaiters, cardigan jackets, tams, caps and polka jackets—the production of English, Canadian and German factories. In ladies' and men's umbrellas, novelties will also be in stock after December 1, the principal points being durability of cloth and style of handle.

In the glove department, Brock's assortment of ladies' and misses' ringwood gloves, in fancy, white and black, also cashmere gloves, was never larger or more in touch with public demand. This also applies to men's and boys' lined kid and wool gloves; two special lines in lined kid to retail at 50c. are "Govey" and "Kiddy," for men and boys.

"Hockey requirements" are always looked after by the department and this season they are carrying a large range of men's sweaters, cardigan jackets, fancy hosiery, etc., which merchants should post themselves on so as to supply the demand of local clubs.

The most severe part of the Winter is before us, so this firm have reinforced their stock of men's heavy wool socks, fleeced underwear for men and boys, heavy gloves and mitts for all kinds of people, ladies' and misses' plain and ribbed underwear, and in fact everything that people want to keep out Jack Frost and save the doctors' bills. Write to the Brock Co. for samples and prices of their goods.

In the wrapperette room they show a striking novelty in French flannel spot wrapperettes, navy grounds, garnet grounds, black and military red grounds with white and colored spots—four sizes of plain spots, from small to large, and two sizes of cluster spots, which are very effective. This line has been a big seller, just what is wanted for new-style ladies' waists, and can be retailed at 12½c.

They are also showing a striking novelty in American checks, 32-in. double-fold fabrics, for children's dresses and ladies' wrappers. The colorings are bright and attractive and absolutely "washing fast." They are retailed at 15c. and are proving trade-winners.

In the linen room are shown two special numbers in heavy French canvas, good stiff makes, both in black and natural, to retail at 12½ and 15c. These lines are part of a special purchase and fully 25 per cent. below market values.

Two special lines in cream damask table linens: A. I., a 60 in. good heavy cloth, nice mellow finish, five designs, to retail at 25c.; M 61, a 68 in. beautiful fine cloth, can be retailed at 45c. Both lines are away below regular price.

A job in huck towels: B 61, 20x40, fringed, nice and fine, good weight, can be retailed at 25c. for a leader. An 18-in. hickory towelling, heavy dark huck, has just been passed into stock, part of an old purchase, which is offered at a price to retail at 10c. This is a well-known line and it is not expected the quantity will last long at this figure. D 1 is a 40-in. linenette dress lining, all staple colorings, a good firm cloth, heavyweight, a regular dressmakers' favorite. The department can give special quotations for case lots, to retail at 12½c.

# M. Markus

Foreign Manufacturers' Agent and  
IMPORTER OF

**Dry Goods, Smallwares,  
Trimmings,**

for Clothing, Mantle, Shirt, Cap and Fur Manufacturers.

**Silks, Satins, Velvets,  
Veveteens, Felts,  
Buttons, and Tailors' Trimmings,**  
of all descriptions.

OUR SPECIALTIES

FOR IMPORT

**German Beavers  
and Mantle Cloths.  
Schmieder's Celebrated  
Plain and Fancy Dress Goods.  
Laces of all descriptions.  
German High-Class Underwear.  
Turkish Novelties.**

**SILK AND COTTON WOVEN LABELS.  
SILK VELVET AND VELVETEENS.**

Our travellers are now on the road, see their samples.

**30 Hospital St. - MONTREAL.**

Toronto Office: 28 and 30 Wellington St. West.  
Wm. THRELKELD, Representative.

THIS SPACE

WILL BE USED BY

**The New York Silk Waist  
Mfg. Co.**

10 St. Helen Street,  
**MONTREAL.**

In the January issue they will make their opening announcement to the trade. The company is under the management of Mr. I. Mishkin, late owner of The American Silk Waist Mfg. Co., and formerly of New York.

They will manufacture all the latest styles of Silk, Sateen and other High Class Waists, for the trade only. It will pay you to watch their advertisement in every issue.

## We Can Do It

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

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

**The C. Turnbull Co.,**  
of GALT, Limited.

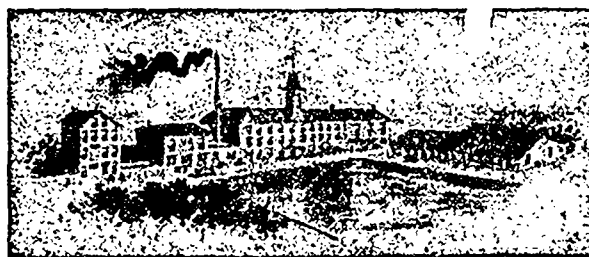
GOULDING & CO.,  
30 Wellington St. East  
TORONTO.

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

## The Galt Knitting Co.

LIMITED

GALT, ONT.



Makers of the

**"Tiger Brand"**

of Underwear, in plain and fleeced effects.



**EIDERDOWN SPECIALTIES**  
and **SHOE FINDINGS.**





The  
✦  
*Millinery Season*

•—•—•—*Mantles, Trimmings and Laces.*

PRESENT AND SPRING STYLES.

WHEN a representative of THE DRY GOODS REVIEW called upon S. F. McKinnon & Co., Limited, with a view to having a chat about trade in general, one of the company said that, generally speaking, they believed the November millinery trade had been satisfactory, and, as a result of careful buying, thought that millinery stocks would be low at the end of the season.

With regard to goods of a heavy Winter character, the conditions are different, the continued mild weather having militated very much against the selling of goods of this class; and, unless we get good sharp weather soon, heavy goods departments are sure to suffer, as, after the first of the year, it is hard to realize a fair profit on Winter weights. But, with the advent of colder weather, much can be done in December towards reducing stocks. You ask what about the millinery for December? Well, as far as the wholesales are concerned, a heavy trade is not usually done after this date, particularly in hats. For the balance of the season we think the big demand will be for mode hats, which, in turn, create a heavy demand for silk velvets, at least, that is what we see from our viewpoint, and have provided liberally in silk velvets and velveteens, taffeta silks, and good plain satins, particularly black, will be in demand, Plain black ribbons and black, white and cream single tips will also be in favor for the December trade.

"You ask if many buyers visit the city in December. Yes, there are a great many. Some want to provide for Christmas trade; also, it is a month when we offer special inducements to clear odd lines or broken lots throughout the house, previous to taking stock. Many buyers embrace the opportunity, and are well paid for their trip."

Having found the representative of this company marking the samples of their foreign purchases for Spring, which had just arrived, THE REVIEW asked what he had to communicate regarding Spring millinery.

"It is just a little too early to speak out even all that we know at this early date, as those who are most deeply interested in this important question are yet busy with the present season. But you can say as coming from us, viewed from our high vantage ground, that it looks as if all the world's centres of millinery fashion had combined in effort to make the first season of the new century a memorable one in millinery circles. From what we have seen of styles and materials, they promise to produce a dash and style in millinery which has not previously been reached. We believe all our Canadian millinery artists require is the proper materials to work with to produce millinery in style and effect equal to any in the world, and they certainly will have their opportunity."

THE D. McOALL CO.

The velvet trade has been exceedingly good during the past season, and, in consequence, the stock is being fully kept up in velvets and velveteens, in both black and colors. There is a very wide range, including the most popular colorings in cardinals, browns, navys and castors, and the stock in these will be kept up throughout the season. They are having heavy sales on black and colored taffetas at all prices, and on satins in plain, oriental and duchess makes.

A handsome range of staple ribbons in satin and failles, in colors to suit the Christmas trade, is shown. They are now passing into stock, besides the velvets and velveteens, some special values in black bunch tips and demi and  $\frac{3}{4}$  flats. Their travelers, now on the road, are showing the most complete range of goods that they have ever been able to put before the Canadian trade, and, to judge by the orders already received, the prospects for a large Spring trade are very bright.

THE JOHN D. IVEY CO., LIMITED.

This firm are now very busy in Spring work. Their travelers are on the road with a large variety of samples, and, as there are ten travelers showing nothing but millinery, it means a good deal of work in looking after them.

The past season, although up to expectations, was interfered with by the warm weather to a certain extent. This, however, is likely to be beneficial, as customers have been buying lightly and their stocks are now low.

They have their Spring samples out now, and a big trade is being done in letter orders and repeat orders in velvets, velveteens, black ostrich feathers and gold and steel ornaments, these goods being now used for trimming velvet hats. In colder weather there will probably be a greater demand, and a heavy Winter trade is expected.

THE VICTOR GARMENTS.

The Victor Manufacturing Co., notice of whose commencement in business was published but a few months ago in this journal, are apparently already on a firm footing and have secured a larger number of regular customers than usually falls to the lot of so young a business house. In their notice to the trade they announce an unusually large assortment of ladies' cloaks and suits and misses' and children's garments in the season's latest styles. Among the offerings are Spring tailored suits for ladies and misses; children's reefers; separate skirts in woollens, crashes, piques, mohairs and lustres, and Summer and crash suits. These goods have already made a name for themselves among the trade, due, no doubt, to the employment of experience and skill in choosing the cloth and in designing and making up the styles. In anticipation of a Spring season of exceptional activity, the Victor Company have made special preparations and rightly expect a share of every dealer's trade.

# Wholesale Millinery

**VERY  
CONVINCING**

## A Look Through

our magnificent range of samples for Spring and Summer Trade will convince the most judicious buyer of the great advantages in doing business with us.

Place orders early and obtain the benefit of present quotations.

We can fill all orders for present requirements without a moment's delay.

# The D. McCALL CO., Limited

You don't need to IMPORT

**American  
Silk  
Waists**



We manufacture them right here and save you the duty.

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

THE . . .  
**AMERICAN SILK WAIST MFG. CO.**

323 St. James Street.

Samples on application  
Prompt attention to letter orders.

**MONTREAL.**



**WHITE HORSEHIDE**

is the material of which

**KLONDIKE  
BRACES** are made.

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

For sale by—Gordon, McK. & Co. Toronto  
Thibault Bros. & Co. Quebec  
McCall, Shebyn & Co. Quebec.

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

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

**FIRE  
AND  
MARINE**

Head Office  
**Toronto, Ont.**

Capital Subscribed -	\$2,000,000.00
Capital Paid Up -	1,000,000.00
Assets, over -	2,320,000.00
Annual Income -	2,500,000.00

By **GEO. A. COX**, President.  
**J. J. KERNY**, Vice-President and Man. Director.  
**C. C. FOSTER**, Secretary.

### THE WYLD-DARLING CO.

During the cold weather there has been an immense trade done in boys' ribbed wool and worsted hose. Some extra values are shown here in the well-known numbers 190, 199, 206 and "Jumbo," to retail from 25 to 50c. per pair. A large range of children's knitted toques are shown, in scarlet, cardinal, navy and black, with striped borders, to retail at 25 to 50c. each, also a line of German toques in fancy mixed patterns.

For the Christmas trade are shown some choice designs in ladies' and children's fancy colored ringwood gloves, black wool mitts, both single and double knit, silk mitts, infantees, bootees, wool clouds, hoods and ladies' sleeveless cardigan jackets.

They are in a specially good position to supply merchants who wish to sort up their stock in ladies' ribbed and natural wool underwear, as their stock is assorted in all the popular makes, to retail at from 25c. each upwards.

Fred Bryant, for many years with Robert Wright & Co. and Geo. Hutcheson, of Brockville, has accepted a position in the Simpson department store, Toronto. He will have charge of the black dress goods department.

Geo. Steele, a well-known Toronto drygoodsman, died at his home on Huron street last month. He was first connected with the old firm of John Robertson & Son, afterwards with the wholesale firm of Robert Simpson, and, in later years, with Wyld, Grasett & Darling.

H. A. Beattie, of Montreal, has arranged for the opening in Quebec of a branch of the Semi-Ready Clothing Company. A. R. Roy, of Quebec, has been appointed local manager, and the new store will be located in Delage & Gauvreau's old premises, St. John street.

Ald. W. D. Morris with ex-Ald. Lang and other associates has just purchased the Bishop block on the southeast corner of Sussex and St. Patrick streets, Ottawa, and will start in to form a company to manufacture men's, ladies' and children's underwear, shirts, collars, cuffs, overalls and other cotton goods for the wholesale trade.

The Canadian Express Co. is liable for \$10,000 the value of a parcel given one of its drivers by Asher & Leeson, wholesale dry goods dealers, so Judge Morson has decided. The parcel was lost and the express company refused to pay for it because the regulation receipt had not been given by the driver. Judge Morson holds that acceptance by the driver means acceptance by the company.

M. J. McLeod & Co.'s new 40 ft. addition to their store in Moosejaw makes the establishment 25 ft. wide by 110 ft. long, and all the space on the ground floor and basement is required to accommodate Mr. McLeod's constantly increasing business. The new store is the dry goods department, Mr. McLeod having decided to add this line to his stock of men's furnishings, etc. The basement of the annex is a department for carpets, oilcloths, linoleums, etc., which will also be a new line.

Jacob Erlich & Co., manufacturers of ladies' wrappers, New York, are looking for an agent in this country, with headquarters at either Toronto or Montreal. The business of this firm has been so increased of late that every department in their factory has had to be enlarged, and now they are the largest house which is devoted exclusively to the manufacture of wrappers. But quality, not quantity, is the motto of the firm, which, of course, accounts for this enlargement of their plant.

## The Review's Directory of Agents.

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

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

Dry Goods Commission Agents.

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

### A. ROLAND WILLIAMS Commission Agent, Room 509 McKinnon Bldg., 19 Melinda St., Toronto. Woolleus, Silks, Embroideries, Handkerchiefs, Laces, Canvases, Hosiery, Collar Canvas, Linens, Pearl Buttons, etc.

### CONDENSED OR "WANT" ADVERTISEMENTS.

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

### AGENTS WANTED.

A LARGE English manufacturer of Woollens and Dress Goods is open to receive applications from good men for his agency for the Dominion. The arrangement will be on a commission basis. None but live and thoroughly reliable men who can give satisfactory references need apply. Address W. W. S., care THE DRY GOODS REVIEW, Toronto. (12)

JACOB ERLICH & CO., manufacturers of Ladies' Wrappers, 149 Green street, New York City, desire a good representative on a commission basis, with headquarters in Toronto or Montreal, who is well acquainted with the trade, and will visit the principal cities in Canada with their line. References required. (12)

### FOR SALE.

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

### ADVERTISING IN WESTERN CANADA will be . . .

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

## BEAVER LINE ROYAL MAIL STEAMERS.

Regular Weekly Service between St. John, N.B., and Liverpool.

(Calling at Halifax, N. S., and Queenstown, both ways, to land and embark Passengers and Mails.)

The only direct line from a Canadian port to Queenstown.

From Liverpool.		From St. John.
Tuesday, Nov. 20	LAKE SUPERIOR	Friday, Dec. 7
" " 27	LAKE ONTARIO	" " 14
" Dec. 4	MONTFORT	" " 21
" " 11	LAKE CHAMPLAIN	" " 28

These sailings are subject to change, and passengers booked will be promptly advised should any change be made.

The B. E. S. Montfort carries First Cabin passengers only.  
FIRST CABIN—Single, \$7.50 and upwards. Round Trip, \$10 and upwards.  
SECOND CABIN—Single, \$3 and 12.50. Round Trip, \$5.50 and \$7.50.  
According to steamer, location and number of persons in room.  
STORAGE RATES—To Liverpool, London, Londonberry, Glasgow, Belfast and Queenstown, \$4.50 and \$2.50.

### ELDER, DEMPSTER & CO.,

6 St. Sacramento St., MONTREAL.

# The Penman Manufacturing Co.

Limited

Manufacturers of

## KNITTED GOODS

of all descriptions

INCLUDING . . .

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

Head Offices:

PARIS, ONT.



Mills at

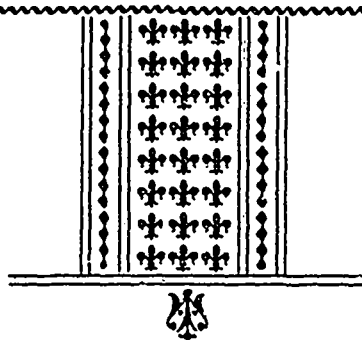
Thorold,  
Cooticook and  
Port Dover.

SELLING AGENTS:

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

# To The Trade:

DECEMBER.



## Good Luck

We wish you a MERRY CHRISTMAS and HAPPY NEW YEAR. We thank you for past favors. We solicit your present orders. We are preparing for the New Year requirements.

## Many Returns.

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**JOHN MACDONALD & CO.**

Wellington and Front Streets East, TORONTO.