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# Advance Information on Spring Millinery.



VOL. IX.

MONTREAL AND TORONTO, FEBRUARY, 1899.

No. 2.

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of the LADIES' SHIRT-WAIST TRADE are  
the well-known Firm

### E. & H. Tidswell & Co.

8 and 2 WOOD STREET, LONDON, Eng.

Who manufacture and distribute the following  
goods (as well as Shirt-Waists):

WOMEN'S BLOUSES;  
LINEN COLLARS and CUFFS;  
APRONS, SILK FRONTS, FRILLINGS;  
VEILINGS, LACE RICHUS and BOWS;  
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Canadian Buyers when in England should call at 3 Wood Street, if  
they wish to see Stylish Novelties for the best class of trade.

## THE "EMINENT"

Imperial Waterproofs

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DEPARTMENTS:

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GIRLS' AND MAIDS'  
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Agent in Canada,

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Telegrams:  
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## BLACK GOODS

# ALWAYS LEAD

See That You  
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The name "B. PRIESTLEY & SONS" is  
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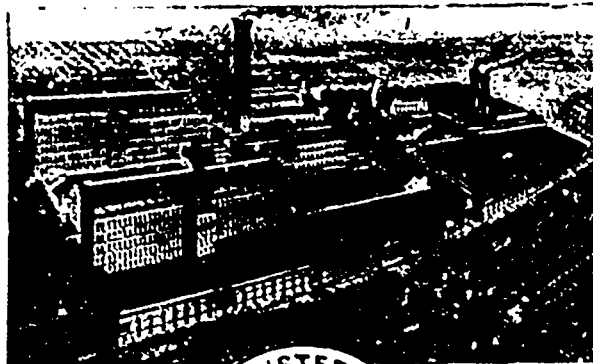
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# LISTER & CO., Limited, **Manningham**

*Silk  
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FOR ...

Millinery and  
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*Silk  
Plushes*

FOR ...

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**Mantle Velvets**

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**Silk Sealettes**



**Mohair Plushes**

FOR ...

Railway and  
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**SHIRTS  
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White Duck Pants and Serge Coats  
Crash Suits . . . . .  
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Ladies' Tailor-Made Skirts  
Genuine Irish Crash, Pique, etc., etc.

ALL THE LATEST IDEAS IN SKIRTS.

We are making an extra bid for cash buyers—it will pay you  
to get our spot cash prices.

**ROBERT C. WILKINS**

Manufacturer

**MONTREAL**

**Wyld, Grasett & Darling**

are opening up new  
goods in all Depart-  
ments. Assortment for  
Spring will be found  
fresh and attractive in  
General Dry Goods,  
Woollens and Furnish-  
ings.

**WYLD, GRASETT & DARLING**

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# S. GREENSHIELDS, SON & CO.

MONTREAL, and VANCOUVER, B.C.

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WE ARE IN FULL WORKING ORDER AGAIN

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## OUR NEW WAREHOUSES

BOTH CORNERS, ST. HELEN AND LEMOINE STREETS  
MONTREAL.

## STOCKS COMPLETE

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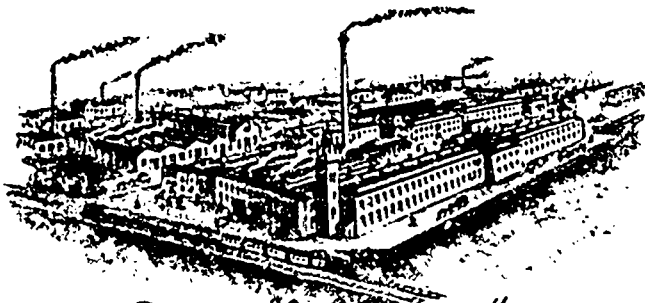
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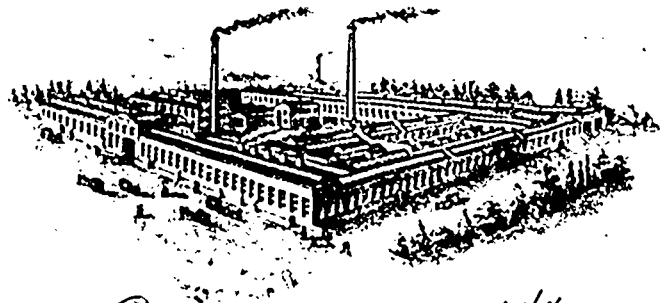
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Selling  
Agents  
for

{ Briggs Priestley & Sons, Bradford, Dress Goods.  
Emil Pewny & Co., Grenoble, Kid Gloves.  
"Everfast Stainless Hosiery."



*The Towers Dyeworks Low Moor*



*Orchard Dyeworks Heckmondwike*

# The Patent Permanent Silk Finish

ON \_\_\_\_\_

## Cotton Italians and Linings.

*By Her Majesty's Royal Letters Patent  
Nos. 16,740 and 15,169.*

The Superiority of Goods finished by this method is in

- 1st.—Appearance and touch scarcely distinguishable from the finest Satins.
- 2nd.—A brilliance and silkiness never before attained on Cotton Italians and Linings.
- 3rd.—Altogether exceptional strength and durability.
- 4th.—No deterioration in appearance however long the Goods may be kept in Stock, thus making them peculiarly adapted for shipment to far distant places.
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Goods finished by this process are absolutely cheaper than in ordinary finish, as the extra cost of finishing is far more than met by the improved value and appearance and greatly increased wearing qualities of the cloth.

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

PATTERNS WILL BE SENT ON APPLICATION.

Dyed and Finished  
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# JAMES & M.S. SHARP & CO., Limited

The Towers Dyeworks,

AND

Orchard Dyeworks,

Low Moor, Nr. BRADFORD,

HECKMONDWIKE,

ENGLAND.

# IT WILL HELP YOU

increase your trade if you  
have the following . . .

## MORSE & KALEY GOODS

IN STOCK:

M.&K. SILCOTON

M.&K. Knitting Cotton

M.&K. Turkey-Red Embroidery



M.&K. Embroidery Silcoton

(A substitute for Silk)

Silko, Victoria Crochet, Etc.

## Robert Henderson & Co.

181 and 183 McGill Street,

MONTREAL

Sole Agents for Canada.

One of...

# CARTWRIGHT

# AND WARNERS'

CHIEF SPECIALTIES

IS THE CELEBRATED...



# "Premier Finish" Hosiery,

Genuine Goods  
bear this  
Stamp



which does not

**"COTT."**

Canadian Agents:

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Manchester  
Buildings,

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Dent, Allcroft & Co.

GLOVE MANUFACTURERS

LONDON: 97 WOOD ST.

NEW YORK: 15 & 17 GREENE ST.

PARIS: 30 RUE DES BOURDONNAIS

Worcester, Brussels, Grenoble, Prague, Naples.

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Agents in Canada:

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WHOLESALE DRY GOODS.

The following Departments are now complete:

Dress Goods, Velveteens, etc.  
Silks, Ribbons and Trimmings  
Hosiery, Gloves and Underwear  
Smallwares, Notions, etc.  
Gents' Haberdashery and Neckwear  
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Laces and Curtains  
Umbrellas and Parasols  
Prints and Cotton Dress Goods  
Cottonades, Flannelettes, Shirtings  
Tickings, Linings, Towelings, etc.  
Linen Napkins, Doylies and Tablings

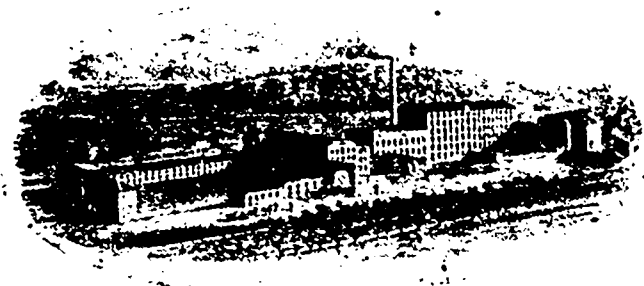
Our Travelers are now on the road with a range of Samples that cannot be surpassed in the Dominion. Have a look—it costs nothing. Letter orders a specialty.

JAMES JOHNSTON & CO. 26 St. Helen St., Montreal.

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Scotch Fingerings,  
Shetland, Andalusian,  
Petticoat, Vest and  
Shawl Wools.

Cable Cord and Soft  
Knitting Worsteds.



**HOLLINGS MILLS, SOWERBY BRIDGE, ENGLAND.**

Samples and List of Shades kept in stock in each quality, can be had on application, also  
List of Wools made specially for Glove and Hosiery manufacturers.

Agent for Canada: Wholesale Trade only supplied.

**JOHN BARRETT, 39 Lomolino Street, Montreal.**

On his return from England, in March, Mr. Wreyford will take Western Trip, visiting Winnipeg, Vancouver, etc., with Fall Samples

Young & Rochester's (London, Eng.)  
Shirts, Neckwear, Dressing Gowns,  
Winter Vests, etc., etc.

## Tress' High-Class Hats and Caps

Dr. Jaeger's Sanitary  
Woolen Underwear

and other specialties for Men, Ladies and Children. Merchants will do well to reserve orders till they see these samples—latest styles from leading English Manufacturers.

# Wreyford & Co.

Manufacturers' Agents and  
Wholesale Importers

... TORONTO

We are offering  
EXTRA values in

# CASHMERE HOSE

From \$2.25 per doz. up.

Nothing on the market to touch them. Sample dozen pairs sent express paid. Send your orders quick, as our stock will not last long.

**Bagley & Wright Mfg. Co.**

318 St. James St., MONTREAL.



Medals taken at  
all Exhibitions.

**THOS. HEMMING & SON, Ltd.**

Manufacturers of

**NEEDLES FISH HOOKS and  
FISHING TACKLE.**

**WINDSOR MILLS - REDDITCH, ENGLAND.**

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

1 of these days you should calcul-  
8 the advantage of buying standard goods.  
9 times out of 10 you get cheated, if  
9 tenths of your stock is bought "cheap."

**OUR** { Cords, Braids, Gimps,  
Tassels, Fringes,  
Barrel Buttons, etc.



TRADE MARK.

Are the BEST in the market.

**Moulton & Co. - - Montreal**



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Importers of . . .

## WOOLLENS and TAILORS' TRIMMINGS

29 VICTORIA SQUARE

WM. C. FINLEY  
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# The Celebrated Oxford

FLANNELETTE and FLANNEL  
UNDERCLOTHING and  
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Factorie :

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"Oxford" Underclothing.  
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NEW PRICE LISTS  
UPON APPLICATION.

## W. F. LUCAS & CO.

129<sup>a</sup> London Wall  
LONDON, ENGLAND.



"Oxford" Underclothing.  
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# "THE LACE WAREHOUSE OF CANADA"

OUR travellers are now on their Spring trip fully equipped with probably the most complete range of

## Fancy Dry Goods

shown in Canada.

"OUR SPECIALTIES"

### LACES, LACE CURTAINS, VEILINGS TRIMMINGS and DRESS GOODS

Are represented by an almost endless range and variety.

Our collection also includes a full range of Gloves, Hosiery, Underwear, Feather Boas, Belts, Silks, Blouses, Ruchings, Embroideries and Dress Goods Novelties.

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



He who hesitates is left.

To be in the first flight requires prompt decision; a fact your buying exemplifies.

"WELL BOUGHT, HALF SOLD"

YOU KNOW

That's why . . . . .

Our Spring Lines "Stand Out"

They're bought right.

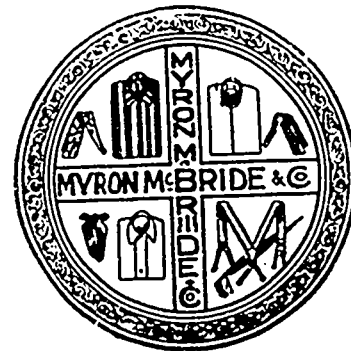
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**Summer Clothing**  
**Underwear**  
**Shirts**  
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**Half-Hose, etc., etc.**

as we show must please you or you're more than hard to please.

**MYRON McBRIDE & CO.**

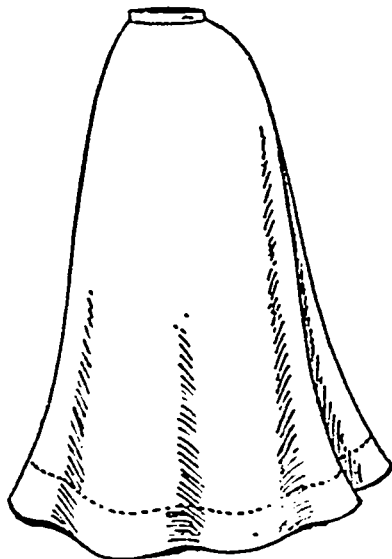
Western Canada's Wholesale Men's Furnishers.

**WINNIPEG.**



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50 STYLES.



No. 330—Crash, \$4.65 nett.  
No. 325—Better, 5.25 nett.

## Wash Skirts

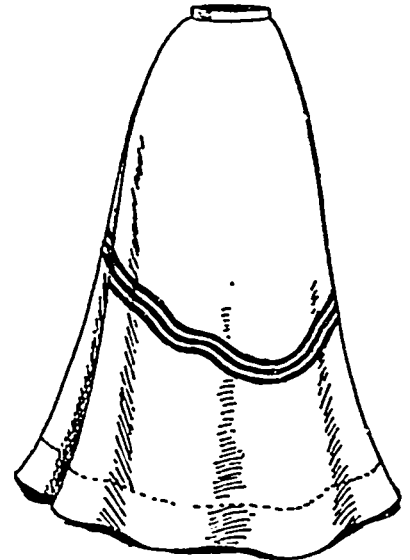
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TO RETAIL

50c. 75c. \$1.00

Sold by single dozens or case lots.  
400 dozen to clear.

NEW THINGS.



Crash Trimmed White.  
No. 338—\$6.50 nett.

## Wash Suits

We have twenty good things to  
show you.

\$24 to \$72 doz.

MAN TAILOR-MADE.

WE  
EXPECT TO SEE  
YOU AT THE  
OPENINGS.



Complete Suit, as above—Blouse, Crash  
Skirt and Belt, to retail at \$1.00

## Blouse Waists

ALL THE LATEST

\$4.75 to \$36.

## Wrappers.

TO RETAIL, 75c. to \$3.00.

WE  
MANUFACTURE  
NOVELTIES IN BELTS  
ALL KINDS.

**SPECIAL**--We regret that our new factory and warehouse will not be ready for occupation in time for openings. We will, however, show complete lines at our sample rooms Wellington Street.

# BOULTER & STEWART, Manufacturers

30 Wellington Street East, TORONTO.

# THE CANADIAN GOODS DRY REVIEW

VOL. IX.

MONTREAL AND TORONTO, FEBRUARY, 1899.

No. 2.

## DUTIES AND QUALITIES OF A BOOKKEEPER.

By A. O. Kittidge, New York.

IN discussing the question: "What qualities are essential to fit a bookkeeper for a successful career?" I assume that the word "qualities" is used in the sense of qualifications. Qualities, as I understand the word, includes essential properties or attributes, or characteristics, and very frequently is used in the sense of describing the degree of excellence or relative grade of character of a person. In this sense, I suppose that some persons are born with the qualities that fit them for bookkeepers, while others are deficient in such qualities, although excelling in others. If the question that you are debating means qualifications, by which I understand to be conveyed the idea of requisites that fit a person for a place or purpose, or for an employment or position, and which carries with it the sense of adaptation, I think much more may be said, because there is then included education, drill and discipline, and those attainments to which a man may aspire and hope to reach by self-denial and hard work while engaged in the profession.

The question in my mind, then, takes something of this form: What qualifications should a man possess in order to be a successful bookkeeper? First, let me inquire what success in bookkeeping means. If success is narrowed down to mere ability to hold a given position and draw the salary attached thereto, without expectation of advancement, the answer to the question would be very different from what would be appropriate if the term success includes the idea of advancement, of advancement not only in the line of bookkeeping, but broadly, in the general field of office work and business. The average man measures success by the gauge of salary. Salaries are paid in proportion to the value of a man's efforts to the business. One man in a given period of time is worth to a business twice as much as some other man, and, accordingly, is entitled to a salary twice as large. The bookkeeper, therefore, who aspires to the largest success looks upon his art as a stepping-stone, and, while he never proposes to relinquish his interests in bookkeeping, nor to let go his hold upon the accounting end of the business, yet he is ever willing to advance in responsibilities, and, while taking new duties upon himself, to turn over to assistants the mere detail of his work. A successful career for a bookkeeper, therefore, means primarily competency for all the duties connected with bookkeeping, and, in a larger sense, the ability to seize upon opportunities for advancement and to grow in importance in the business enterprise with which he may be connected. Look around you, wherever you may, and you find managing men, partners in, and proprietors of, establishments, who began their business careers

as mere bookkeepers, and who, possessing qualifications essential to fit a bookkeeper for a successful career, have thereby advanced to their present enviable positions.

And now a word with respect to the qualifications that a man should possess who aspires, first, to do his work thoroughly and successfully as a bookkeeper, and who at the same time, hopes to advance himself in the general business field. I am disposed, in this regard, to emphasize some of the most elementary qualifications, and, based upon my experience in contact with clerks and bookkeepers for many years past, I would dwell particularly upon what we used to facetiously call the "three R's"—Reading, 'Riting, and 'Rithmetic. Our modern public schools frequently send out their graduates with a smattering of various sciences and certain attainments in the different higher branches, but with a woeful lack in these elementary qualifications. It seems to me absolutely essential that any young man who aspires to a successful business career should write clearly and legibly, and should be able to read intelligently, not merely to recite the words that occur in a business letter or document, but to give them their proper meaning. Reading and talking are analogous accomplishments, and there are comparatively few who can tell a thing to their business companions in the way that it should be told, or to the best advantage to themselves, simply because they have not been trained as readers or as talkers at school. The advantages of a thorough acquaintance with arithmetic are too patent to need any explanation from me. Suffice it to say that those who do not succeed in their careers as bookkeepers are very frequently deficient in addition, multiplication, and the rules of interest and discount, to say nothing about other classes of problems. Bookkeeping is, in a sense, a division of mathematics, and those who have succeeded best as accountants have been men proficient in arithmetic, in algebra, and in still higher branches of mathematical science.

After the young man who aspires to a successful career as a bookkeeper has been well grounded in these elementaries, the next essential qualification that occurs to me to mention is the ability to study and acquire knowledge without the supervision of a teacher. There are two views to be taken of education: One is the narrow view which restricts education to that which is acquired under teachers in the school-room; the other is the broad view and regards education as coincident in extent with the days of a man's life. In the school-room the young man studies under supervision and instruction. A very important part of what he should there acquire is the ability to continue his studies outside of the school-room, and without the supervision of an instructor. A successful bookkeeper and the young man who aspires to a business career must be able to take up new studies all along the line and during every year of his life. He should have the love of study and the ability to adapt to business ends that which he acquires. Let me

illustrate this point by one or two familiar examples: Many a bookkeeper has added to his usefulness in the office, and to his income as well, by becoming a shorthand writer. He has taken up the study of shorthand in a way to utilize odd time. In acquiring the art he has done something more than add merely to his earning capacity. He has had the benefit of study and of discipline which adds a desirable quality to his work in other directions. Many another bookkeeper has increased his usefulness, and added to his salary as well, by acquiring a foreign language, Spanish for example, and thereby becoming competent to conduct the foreign correspondence of his firm. Except a man has the ability to study and acquire, he is not able to avail himself of advantages of this kind. With this ability to study he will naturally give attention to the higher branches of his own work. He will buy and read books relating to higher accounting, and will increase his competency in this direction, while at the same time fitting himself for a better position whenever advancement offers.

Bookkeeping is regarded as a very narrow avocation and it is somewhat justly stated that bookkeepers, as a rule, are narrow men. This is true, to a certain extent, but something else is equally true, and that is that if they are narrow it is their own fault. Bookkeeping, properly considered, is broad, and the bookkeeper who manages himself properly can become one of the broadest of broad-minded men. It all depends upon the individual. Certain negatives might be introduced in defining the qualifications which a man should possess to enable him to enter upon a successful career as a bookkeeper. For example, he should not be lazy, nor dilatory, nor procrastinating, nor ill-tempered, nor pessimistic in any respect, but those conditions are so manifest that it is not necessary to devote time to them.

Certain affirmatives, in contrast with these negatives, will also serve to outline the thought that is in mind. The young man who aspires to a successful career as a bookkeeper, should cultivate all the graces and cherish the amenities of life. He should ever be a gentleman. He should always be alert. He should always be in advance of his work. He should be able to so manage as to be always ready for whatever is new or unexpected, or what may be sprung upon him without notice. That man is specially disqualified for a successful career in bookkeeping who is always behind with his work, who never knows when his work is done, and who is never sufficiently forehanded to be able to give a thought outside of his ledger and trial balance. The ledger and trial balance, properly regarded, are mere incidents. The bookkeeper, to be successful, must rise above them, and make them his servants, instead of being their bond slave.

That the young man who aspires to a successful career as a bookkeeper should be of excellent moral character and have a high purpose in life, that he should be of unblemished integrity, and should take such position among his companions as will add to and assure his good character, are points that need not be dwelt upon. They are self-evident. In short, that man will be the best bookkeeper and the best qualified for a successful career in business who has the best command of himself, and whose attainments include all of those qualifications that in the best sense fit him for association with his fellows.

There is just one more thought. No man in this world can live to himself without personal loss, and no man can associate with his fellows, assuming that the basis of association be a proper one, without advantage to himself, as well as of advantage to his fellows. Therefore, that young man who becomes a member of an association of bookkeepers and accountants, devoted to the advancement of the science of accounting and the art of bookkeep-

ing, and to the special emphasis of the fact that accounting is the vital element of business, will be better qualified for a successful career than one who, with the same natural attainments, holds himself aloof from all such associations. Cooperative effort is advantageous, for that man who attempts to give of his store of knowledge to his fellows, by way of a paper or an address upon a bookkeeping topic, or by taking part in the debate of such a subject as is before your association at the present time, will always add more to his own stock of knowledge and to his own ability than he can by any means give to others. My advice to every bookkeeper and accountant, therefore, is: Associate with your fellows and cooperate with them in any way possible towards the advancement of the science and the elevation of the craft.

#### THINGS TO BE REMEMBERED.

That when velvet is kept covered with tissue paper between the folds it looks fresher and the pile stays more erect.

That attractive little pincushions on the notion counter sell to nearly every woman looking at them, as they have some mysterious selling influence over customers.

That a smart saleswoman as the head of a notion stock can make it a big success in one season.

That an excellent plan is being followed in one of the largest lace departments, when short lengths of lace,  $\frac{1}{2}$  yard pieces, are basted on pieces of white tulle twice as wide as the lace and a trifle longer, which keeps them smooth and shows them off better than folding them over the hand, the saleswomen sew the samples, on during the dull time of the day.

That it is a good plan to keep glove studs for customers with large wrists, and put them on gloves needing them, free of charge.

That remnants of plaid woollen goods sell quickly for small girl's frocks.

That nice silk waists should be kept in a drawer or box, and not too many together.

That garters and hose supporters should be exposed on the notion counter to increase sales, as they are two articles that sell better when in full view.

That gray leather articles to match the gray dress goods predicted are going to be favored in the Spring.

That linen collars and women's ties should be shown on a standard fixture and put together as they will look when worn.

That it is a great mistake to crowd a window full of any articles; a few well placed and plainly ticketed can be taken in by the average passer-by, but a regular storeroom cannot be.

That dressmakers should be encouraged to buy notions by the dozen or box, making a decided difference between the price of one article or an unbroken package.

#### COSTUMES FOR DOGS.

In spite of the ridicule that has been cast upon it, the absurd practice of providing costumes for canine pets still prevails in Paris. In the windows of the dog tailors may be seen little Astrachan overcoats with linings of pink or blue satin and collars of ermine or sheepskin. For traveling there are lighter wrappers, fastened round the waist, if a dog has a waist, by belts of tanned leather. Cambric shirts, with lace frilling, are quoted at 16s., and patent leather shoes—where is the French S.P.C.A.—complete the costume. Every well-dressed dog has a collar appropriate to his breed. A Great Dane should wear Mexican iguana skin, lined with white Morocco. For smaller animals, fashion dictates a white calfskin necklet set with turquoises, whilst four-footed fops appear in orange velvet, studded with precious stones and hung round with lockets.

## WINDOW DRESSING.

### SOME WINTER GOODS SHOWN.

SOME windows, says The Chicago Dry Goods Reporter, are still given to Winter goods, but in most cases they announce cut sales on the goods shown. It may not be necessary in smaller towns to begin with these cut sales so early, and, for that reason, some merchants see fit to postpone their white goods sales, as they tend to emphasize the lateness of the season for buying heavy fabrics. This may work in some places, but people go to the cities so often these days, and the country is so completely flooded with catalogues and advertisements of mail order houses that it is hardly a safe policy for the retailer to depend on holding his trade

advantage to himself that will compensate him for the difference in price.

### SUGGESTIONS FOR WINDOW CARDS.

• Good qualities and low prices meet in our underwear department."

"Where there's a will there's a way.' If it's your 'will' to save money on your purchases we can show the you 'way.'"

"You can select hosiery bargains here with your eyes shut."

"There is an enticing look of prettiness about our dress goods, and our prices keep them popular."

"Almost every day we show something new and nobby in our dress goods department, at prices that astonish our neighbors."

"Patrician handkerchiefs at plebian prices."

The more you shop the more you will be impressed with the cheapness of our shoes."



A CORSET WINDOW AT BRYSON, GRAHAM & CO., OTTAWA

Trimmed by H. Hollinsworth.

when he does not show Spring lines until after the aforementioned competitors have had a chance to work the field for a couple of months.

People are carried away more or less by the idea of buying at a distance. Then they are likely to think they cannot get such nice things at home as they see advertised, when the fact generally is that the newness of the style is what attracts them, and the home merchant probably has the same styles in the house, but is waiting till later in the season to display them. The merchant who shows the lines early, and pushes them hard, will get the community supplied before the home competitor or these rivals at a distance, whom he cannot watch, have had a chance to do anything.

It will probably pay better in the long run to make your seasons about the same as those observed by the city stores, and, though this may necessitate a clearance sale now, which the merchant might do without, still it will give him a standing in the community as an up-to-date business man, which will be a valuable advertisement. The people seem to like clearance sales and early introduction sales, and behind it all the careful merchant will see an

• There is only one kind of shoe to buy—the one that wears. That's the only kind we handle."

"Cleanliness is a virtue. These towels will make bathing a pleasure."

"Prosperity brings luxury, and buying these luxurious bath robes at our prices will bring you prosperity."

"Extra long hose at extra short prices."

"Out-of-sight hosiery in sight."

"The cat came back,' 'cause it couldn't stay away' when it knew we were showing so many fancies in our white goods department."

"Underwear with us means under prices and much wear."

"Linens for heirlooms. These linens will last so long they will be good heirlooms to hand down to posterity."

### TAKING CARE IN DETAIL.

There is often a disposition with the window trimmer, says The St. Louis Drygoodsman, to finish up a display hurriedly and leave

**WINDOW DRESSING—Continued.**

the floor of the window in a "half baked" condition. The goods are carelessly arranged or draped, and the effect of the whole window suffers.

The floor of the window deserves just as much attention as any other part. There is a tendency also to overcrowd the bottom of the window, or to attempt to show too many lines. Instead of piling everything on the floor in pyramids or otherwise, small stands can be used, and they can show off the goods to far, better advantage.

In a muslin underwear display, for instance, instead of taking from six to a dozen garments on a pyramid, thus forming a solid mass of white, use a similar stand of some sort for showing one garment.

Take pains in arranging the piece to show to advantage every possible point in its make-up, and the window will look better and less stock will be tied up by being used in the display. In trimming the bottom, care must be taken to cover the floor with material that will form a good background.

Trims over fixtures are oftentimes too far away for the shopper to gain any idea of the texture or quality of the fabric—even the pattern is scarcely noticeable unless it is very striking.

An overtrimmed store is sometimes seen. Boxes and brackets take up every available inch of room, overhead trims are built up until they reach the ceiling, while counters and aisles are crowded with nondescript trims, which take up much valuable space that should be left vacant or used for less counterroom and heavy shows.

Dark and poorly ventilated stores are uninviting. These objections can oftentimes be partially remedied by the way goods are arranged in a store. Crowding in the aisles can be avoided by giving attention to the display of goods on counters and in the centre of a store.

It is not well to display black dress goods and novelty silks in too close proximity to each other. A stand or several stands of black goods are sombre and heavy looking, and are likely to counter-balance the lively effect that is desired in a display of silks.

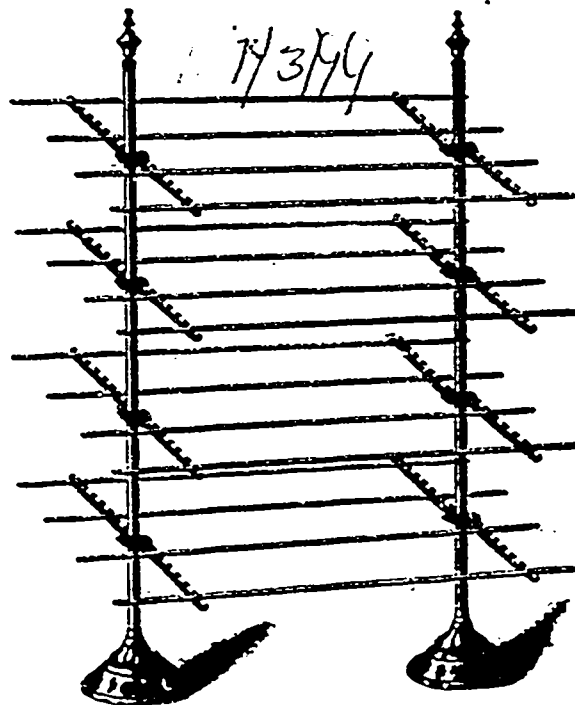
In window displays, the opportunity is given to compare goods of ordinary and extraordinary value, showing the latter off to good advantage. For instance, if there is an extra good value in some article from the linen stock—say a towel at 35c. which any novice can distinguish from the ordinary 35c. towel—why not take two of these towels and put them side by side in a window, and say on a card: "No. 1 is a towel such as is ordinarily sold at 35c. and considered a fair value. No. 2 is an extra fine towel that will be sold at 35c. only while the lot lasts." If you choose, the entire stock of the extra-good 35c. towel can be shown in the window.

**WINDOW AND STORE FIXTURES**

There is a growing demand among the owners of smart stores in Canadian towns to have appliances for showing off goods both in the windows and within the store itself. Hitherto it has been hard to get these in Canada in sufficient range to meet every kind of need.

I had the pleasure of examining a full line of these goods this week at G. Clatworthy's, 46 Richmond street west, Toronto, where I picked up some valuable hints for the benefit of the Canadian trade. The necessity for employing these devices to help sell goods has led to the manufacture of a great many different sorts of appliances. In millinery, clothing, men's furnishings, hats, and many other branches of business special window or store fixtures are now obtainable. Some are cheap, some border on the expensive, but all are worth the money and greatly help the window or store decorator in his difficult and pleasing art. For instance, there is

the ribbon cabinet, known as the "Practical," now admitted to be one of the best in use on this continent, and almost a necessity to show these goods to the customer and still keep them clean. It comes in different sizes and at different prices. Then, there are mantle and cloak racks, display tables, men's coat forms, kid-glove cabinets, nickel-plated stuff for ready-made clothes, men's wax heads, papier-mache boys' forms, busts, store stools, counter fixtures for showing goods in the piece, combination bicycle and bathing suit forms, wire figures for showing dresses, and many other novelties. Mr. Clatworthy, I was glad to observe, is a practical man who understands his business and is prepared to supply, or even manufacture, almost any kind of window or store fixture desired by the retail trade. The styles shown are the latest British and American and workmanship is guaranteed, so that if any part is found wanting it will be supplied. It is intended that those who order by letter shall get the same discount as if they personally called at the warehouse and saw the stock. It is also Mr. Clatworthy's purpose shortly to enlarge



NICKEL WINDOW FIXTURE—G. Clatworthy, Toronto

his sample-room so that visiting merchants in Toronto are welcome to call and make a personal examination. Several of the novelties are handled exclusively in Canada by him. Illustrated catalogues of these goods are now in preparation, with prices, sizes, and small cuts of the fixtures. Partial catalogues may even now be had by sending him a card of inquiry.

Perhaps the most wonderful of all the new fixtures is the Many Fixture Combination. This is a series of wire rod shapes which can be detached and made up into various kinds of window fixtures for various kinds of goods—hats, or collars, or ties, or gloves, or shoes, or other small or large displays. Each fixture gives an entirely new appearance, so that the window-dresser possessing the Combination really has at his disposal a number of fixtures. Directions are given for taking apart and putting together, and an illustrated sheet showing how the fixtures look and how they are arranged is given. It is not very high-priced, and practically provides a full set of the most necessary fixtures.

Millinery buyers who may be in Toronto at the close of the present month should call and see some of the samples now on exhibition.

# Why Do We Advertise ?

That's easily answered !

**We want to help you,** and increase our own business.

We want every dry goods man in Canada to know that **New Goods** are arriving daily, that we are busy piling up on the six flats of our commodious warehouse a stock of **Dry Goods, Fancy Goods,** and **Smallwares,**

## For the Spring and Summer Trade of 1899,

which comprises the most beautiful goods ever produced by the manufacturers of England, France, Germany, The United States and Canada.

Look at our samples, whether you buy or not, it will be our pleasure, **your profit.**

We have novelties, exclusive designs, ranges of Dress Goods, Silks, Box, Covert and Costume Cloths, Organdies, Muslins, Scotch Ginghams, Zephyrs, Prints, etc., that you will not see elsewhere.

Ribbons, Trimmings, Embroideries, Laces, Curtains, Hosiery, Gloves.

### **SUN HATS, SUN BONNETS, SUN SHADES.**

We are constantly adding to our Fancy Goods and Smallwares.

Ask our traveller to take in his new Smallware Book and let your clerks go through it with you.

Hair Pins, Hat Pins, Safety Pins ; Side Combs, Dressing Combs, Back Combs ; Pocket Books ; Dress Buttons, Shirt Buttons, Collar Buttons, Pant Buttons.

White Cottons, Grey Cottons, Sheetings, Sheets, Pillow Cottons, Pillow Slips, Flannelettes, Tickings, Denims, Ducks, Cottonades, Hessians, Batts and Waddings.

# **Brophy, Cains & Co.**

**23 St. Helen Street, MONTREAL.**



## FACTS AND FASHIONS.

By a Fashion Authority.

Prepared expressly for THE DRY GOODS REVIEW

**A** STRONG demand is constantly being made for the taffetas, both plain and in fancy stripes, checks and dots. This demand will run right on into the Spring. A present day gown is rarely made up without silk somewhere, if only in linings. Wearers appreciate the lightness and comfort of a silk lining, and, despite the edict that has gone forth that the rustling silk underskirts are to be given up, it can safely be predicted that the comfort of them will insure a long lease of life. Added to this, the variety and beauty that can be displayed endear them to the female heart.

The separate waist still holds its own; in fact, it is stronger than ever. The introduction of rich silk and velvet fancy effects open up an endless field of varieties in this popular fashion. The tucked, or corded silks, and the delicate mousselines and chiffons are used more than ever. The odd bodice with the black skirt promises to be as much a favorite as ever. Some of these bodices are made of colored taffeta with a yoke and sleeves in white silk covered with guipure lace, the belt and collar being in velvet of the corresponding color—or the collar may be like the color and the belt white, or vice versa. A light grey cloth can be made with turquoise blue silk waist, white yoke and sleeves, black velvet belt with turquoise and steel buckles, the top of the waist having a steel embroidered band as a finish.

These waists must have a round back, pointed front, tight back with centre seam, front without darts, but not too loose, and the fullness kept well to the front and put over a well boned lining.

A medium-priced velvet is good enough for the belt and collar. \$2 is quite expensive enough. It is well to show all these delicate goods by sample, and so avoid soiling by contact with the shopper's gloves.

Dressmakers are asking now for twelve yards of silk, six of double-width wool goods, and eleven for a silk lining for an up-to-date garment. Less can be used, but the effect is not of the best. The least approach to scantiness is death to the character of a gown.

Very few basque effects are now to be seen; the general fashion is either a round, pointed or belted waist. Sleeves continue close to the arm, slightly full at the top, and long and slightly flaring over the hand. They are trimmed in every imaginable style, from braiding up, and the wrist is finished off with delicate lace, or a ruffle of chiffon.

The taffeta waist is the favorite of the day, from the simple morning yoke waist with the removable collar to admit of a linen collar or fancy stock, with its tucked or corded sleeves, up to the more elaborate one, trimmed with costly lace or chiffon for theatre wear.

White taffeta waists still continue to be called for, and offer endless varieties of designs in trimming. One smart effect can be produced by trimming with cross rows of ruffled No. 5 satin ribbon, each row being headed with a ruche of chiffon. Three rows trim the top of the sleeve, and one the wrist. A dash of color is given by a pink velvet crush collar and belt.

A pretty plain blouse can be made of dark blue taffeta, a plain seamless back and loose front, a broad plait down the centre of the front, with four crystal buttons. The front is covered with fine 1/4 inch cross tucks as well as the collar; small shirt sleeves with

tucked cuff and one well tucked revers turning over the left side of the plait.

Some blouses have clusters of tucks with a scroll pattern in braided or black velvet ribbon between each cluster, this trimming can be carried out on sleeves; the stock collar of velvet.

Skirts and jackets, to be worn either with tight-fitting vests or blouse effects, promise to be much worn, and the covert cloth, in the new shades, will be in demand. Entire black plain suits for stout or elderly persons should be in readiness.

Skirts will still have the long, clinging effect, and this style can be well carried out in the thin textile goods of the Spring and Summer season. Spots have had their day, and, except on a morning shirt waist, are out. Stripes are favored, and delicate figures on a moire ground.

The demand for all kinds of light weaves promise to be as heavy, if not heavier, than last year. Organdies and batistes will be extensively worn. The designs will be in the Louis XV. bow knot, that is, without ends, and the Louis XVI. with ends. These have full sway. Some deep red shades in these goods are very fine.

### THE NEW COLOR CARD.

Greens and reds occupy a strong position in the colors for the coming season. Reds, or rather rose pink shades from deepest to palest, come first, then follow the greens and blues. In Paris, muslins and prints in all the blue shades are to the fore. Mauves have a pinkish tendency, and several shades of yellow are also to be seen. This variety of color gives a wide field to choose from, and every style can be accommodated with a fashionable and at the same time becoming color.

### WHITE PIQUE SKIRTS.

The white skirt will continue to reign this season, pique will be a great favorite, and matelasse cotton in small patterns or dots will run neck and neck with pique and duck. One great advantage about the matelasse is that it launders well and does not shrink.

### SHIRT WAISTS.

One of the Spring features will be the white shirt waist—already the demand for white lawns is greater than the supply in the United States—and the styles will be comprehensive to a marked degree. Stripes promise to be wide, plaids show in a limited degree, sleeves will be smaller than last year, cuffs smaller with rounded corners, and yokes will be deeper. Some shirt waists will have a perfectly plain back below the yoke, but many have tuckings or plaits.

Fine tuckings are laid from the yoke in front six inches and then left to form fullness to the waist. All manner of designs in tucks can be originated in this style. Strips of insertion look well between broad tucks and sometimes an entire front is composed of strips of insertion, making a very handsome effect. Some white shirts have polka dots of colors sprinkled in pink, crimson, black, blue, etc.

### PARASOLS.

Spring parasols will be larger than last year. White and light shades will be in demand, and much trimming of mousseline descende, chiffon, lace, etc., will be used. Some are covered with flounces, others are finely plaited, others, again, are shirred, or are cut on the bias with much fullness. Some parasols have each frill trimmed with rows of narrow ribbon. A quaint idea is to trim some with a scroll work and ribbon gathered slightly on either side. Quantities of ribbon will be used in this line this season. Lace also will entirely cover some of the new parasols. Some of the handles are to be very long, and will have a certain demand; they have a smart effect, particularly when used as a walking stick. These come in plain silk with a pinked flounce. Openwork parasols, in

white silk or mousseline de soie, will be seen, and ribbon and insertion, either running round or up and down, are also to be in evidence.

## NECKWEAR.

The demand for jabots, ruffles, fancy stocks, etc., continues just as strongly as ever. They come in endless variety. One style is very pretty and becoming; it is a dog collar in white surrah, with a band of coarse cream lace. On either side rise two dog's-ear points, also covered with lace. A surah scarf crosses at the back and is brought round to the front where it is knotted and falls in long, broad-pointed ends, also edged with lace.

## THE DEADBEAT.

THE deadbeat is an interesting personage. In fact, he (natural gallantry prevents our saying she) has made it very interesting at times to almost every business man. His ways are devious and hard to understand—but well worth understanding.

Much has been said that is uncomplimentary concerning the deadbeat, merchants have waxed wroth when they have considered his doings, and I am sorry to believe that in some instances have used language almost as their thoughts were unkind.

I wonder if these merchants realize that the deadbeat, and those of his kind, have in their way been of considerable benefit. Whether they so realize or not, it is a fact.

There are certain circumstances and conditions affecting a man's business just as there are influences at work moulding his thoughts and directing his deeds. One of these circumstances is the fact that when any walk of life or any branch of trade is prolific in results to those engaged in it, there is a movement on the part

of those not so engaged to enter this field that they may so reap a part of the abundant harvest their neighbors are enjoying.

If a farmer, in the neighborhood of a city, makes a fortune raising pigs, or selling milk, or taking Summer boarders, his neighbors straightway commence to raise pigs, sell milk, or advertise for boarders the following Summer.

If the dry goods merchants or the grocers in a town make unusually big profits one year, the next we find new dry goods stores or grocery shops opened up, and competition is so keen that profits are reduced to, if not below, their normal level.

Thus it is that the deadbeat is of benefit to the established merchant.

The beginner commences business full of life and hope, with a fair knowledge of the details of business management, and sufficient capital to fight a fair battle for a position in the mercantile world.

And, if it were not for the deadbeat, he would probably have a fair fight, and might grow and prosper till he was a strong competitor, subtracting a proportion of trade from each of his neighbors for his own use.

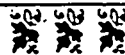
But in many cases he has no such luck, for, if he be not "wise as a serpent," the deadbeat is upon him, or rather "into him," for a sum more or less considerable, and he realizes that there are pitfalls in all trades. He may recover in time, but he may not; from one cause or another the pitfalls of his early days may so cripple him that he may continue as he began, a small dealer, or may resign the struggle, leaving the established merchants without the danger of another rival.

Nevertheless, though the established merchants do owe the deadbeat for stifling competition in its infancy, I do not advocate that a premium in the shape of extended credit should be given him. That is another matter.

MARCUS.



# Spring Importations



are daily coming to hand, and by middle of month stock will be complete in all departments and orders promptly shipped.

IN PRINTS and DRESS GOODS, our assortment and values are attracting the attention of the trade.

SPECIAL VALUES IN 36-in. Curtain Scrims from 4 1/2c. up. Also Lace Curtains from 19c. up.

TABLINGS, TOWELS and TOWELLINGS.—Entirely new stocks. Best makes at close prices.

CASHMERE HOSIERY.—Large stock of Plain and Ribbed bought before advance. All orders up to 1st March will be filled at old prices.

ASK TRAVELLERS to show our Range of American Overalls. They are worthy of your attention.

LETTER ORDERS receive careful and prompt attention.

## ⇒ KNOX, MORGAN & CO.

Wholesale Dry Goods.

Hamilton, Ont.

## IN THEIR NEW WAREHOUSE.

It is said that while the fire which destroyed S. Greenshields, Son & Co.'s warehouse was still at its height, the firm were discussing where their new quarters should be. It was nearly midnight when the blaze was first discovered, and early next morning the great store was a smouldering ruin, and the firm had hired another warehouse. Their new home is a massive stone building, standing at the corner of St. Helen and Lemoine streets, right in the heart of the down-town business quarter of Montreal. The warehouse has a long and interesting history, and is identified with one of Canada's most distinguished sons. Built in 1860 by the late Johnston Thompson, a prominent Montrealer, it was first occupied by the firm of Wm. Stephen & Co., who, in their day, ranked high amongst the wholesale houses of the Dominion. Geo. Stephen, the then junior partner, is now Lord Mountstephen, one of the two Canadian peers, and a man of fabulous wealth, and one who occupies a position of prominence in the English social world. A succession of strong firms, including Robertson, Stephen & Co.; Robertson, Linton & Co., and Robert Linton & Co., have been in their day tenants of this warehouse, the latter only leaving it on their retirement from business in August last.

Even this large warehouse, with its five storeys and basement, was by no means sufficient to accommodate the Greenshields stock, so the adjoining building, formerly occupied by Thomas Samuel, Sons & Co., has been leased as well. It consists of six storeys and a basement, and is a handsome, commodious store. Space could not be found in either warehouse for the carpet department, and it has been moved into a store of its own, immediately opposite (Figure 2). This is a square, solid building, of a style so popular a few years ago, containing lots of room for storing and displaying stock. Connecting doors have been cut between the two main stores, and a large hoist put in, so that all parts are easily reached from the business office, which is at the entrance. Here also are the partners' private offices, which are now being handsomely fitted up. A large fire-proof vault has been built in, and every precaution has been taken to prevent a repetition of the disaster of Dec. 20.

The departments have been arranged with a view to making the best possible use of the space. In the basement are the cotton

staples, in charge of Mr. Robinson. On the first floor, flannelettes, shirtings, etc., are presided over by Mr. Peter Mitchell, while the linen department, which is also on this floor, is controlled by Mr. Duhamel. On the second floor, Mr. Kent looks after an extensive dress goods stock, while Mr. Ward has charge of a large stock of Canadian and imported prints. The smallware department, under Mr. Hardy, is divided between a floor in the Samuel building and the third flat in the main warehouse. The tweed and glove departments, on the fourth floor, have capable managers in Mr. Thewlis and Mr. Patton. In the second store are the men's furnishings, looked after by Mr. Heron, and the notions, with Mr. Walker in charge. The remaining floors are used for reserve stock.

It is certainly a record for a firm whose stock and warehouse were swept completely away to have immediately secured new premises and a new stock, and to have continued their business without a single break. That the firm of S. Greenshields, Son & Co. may continue to be as successful and prosperous in their new home as they were in their old is the wish of THE DRY GOODS REVIEW, and we are sure of thousands of our readers as well.

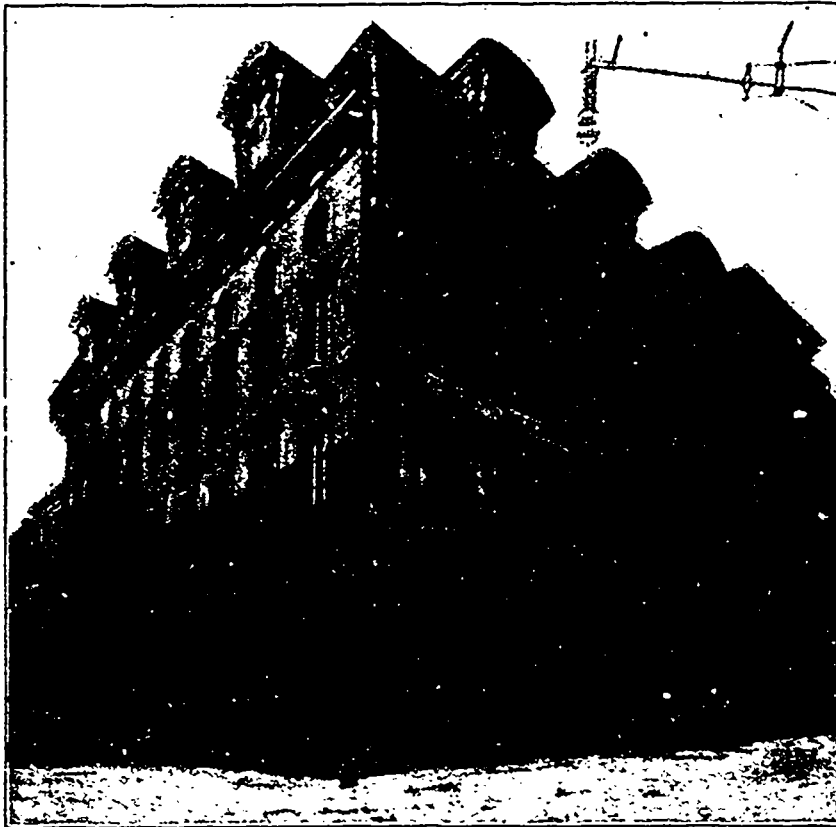
### A FORTUNATE INVESTMENT.

A reader of THE REVIEW who is receiving numerous congratulations just now is Mr. Cummings, of James Johnston & Co. He bought War Eagle shares at 80, and today they are worth 320, and he has, besides, being getting an 18 per cent. dividend. Just how much he has invested no one knows, for Mr. Cummings is a very canny Scotchman. Some say \$10,000, but Mr. Cummings says it

was only a few dollars, and not worth making any fuss about. The \$10,000 is probably not far out. There are few men with so many friends who will feel just as pleased as he is himself in his fortunate investment.

There are a great many cases of gripe reported from various parts of the country among the merchants and their staffs. The wholesale houses in the cities have been equally afflicted this season, and a good many delays in shipments to customers are traceable to the illness caused by this disease.

Emil Pewny & Co., of Grenoble, France, have completed arrangements with the firm of Foster, Porter & Co., Limited, of London, Eng., to represent them in the United Kingdom. This firm is one of the oldest of English dry goods concerns, and the fact that they have accepted this agency may be looked upon as a testimony to the quality of Pewny's kid gloves. S. Greenshields, Son & Co. represent Pewny & Co. in Canada.



(1) S. GREENSHIELDS, SON & Co.—Two Main Warehouses, corner St. Helen and Lemoine streets.

# S.H. & M. Bias Brush Edge Skirt Binding.

*(Patent Applied For.)*

ALL OVER THE U.S. AND CANADA  
THE SUPERIOR EXCELLENCE OF  
THIS BINDING IS KNOWN.



The harmonious combination of the highest grade brush edging with a bias velveteen heading, made expressly for skirt bindings, at once attracted the discriminating dressmaker and consumer. They saw the wonderful advantage of the bias velveteen heading in giving the binding a natural curve and rounding out the skirt edge without a wrinkle or a crease. If you have changed from one binding to another, finding the second was no better than the first, stop by adopting **S.H. & M. BIAS BRUSH EDGE BINDING** and giving it the leading position in the stock, a place it deserves by reason of quality, selling-value and profit. We have made millions recognize the merits of this greatest and best of bindings.

Samples and shade cards with prices mailed upon application

## THE STEWART, HOWE & MAY CO.

Originators and Manufacturers of S.H. & M. Bias Brush Edge and Other Bindings.

24 Front Street West, TORONTO, ONT.

MANCHESTER, Eng. NEW YORK BOSTON CHICAGO ST. LOUIS CLEVELAND SAN FRANCISCO, U.S.A.

### A CHALLENGE!

An Irish Earl has on his crest the motto, "Neither rashly nor timidly." The emphasis of this advertisement may seem like rashness, but we don't think it is. We were among the first in Canada to manufacture Cloaks and Costumes on a large scale, and the success we've won we mean to keep, plus constant increase. The common argument is that English and German garments are cheaper than Canadian, but we challenge the most critical comparison with the stock we have ready for this Spring, including :

- Ladies' Costumes
- Men's Clothing
- Wraps and Jackets

Made in Canada  
by Canadian tailors.



As a matter of course, we import materials direct for ourselves. We're not so small but we can buy to advantage in any market, and we're not so tremendously big but we can devote our personal attention to every detail of the business.

All we ask is a chance to show our line of samples. A post card will bring us together.

**JOHN NORTHWAY & SON,** Wholesale Manufacturers to the Trade, **Toronto, Ont.**

## NEW FEATURES IN WHOLESALE TRADE.

B. GREENSHIELDS, SON & CO.

**S.** GREENSHIELDS, SON & CO report large arrivals of their celebrated "Everfast Stainless" hosiery—better value than ever before. They have also received a large shipment of plaid hosiery in misses' and ladies'.

In cashmere hosiery their stock is nearly complete, and, though these goods are very much advanced in price, they will continue to sell at old prices for a little while yet.

In laces, veilings and embroideries, the firm have large shipments arriving daily. They have also a full stock of ribbons in all the popular makes. In muslins, Scotch and Swiss spot, check muslins, etc., the assortment is now nearly complete.

S. Greenshields, Son & Co. are now showing a large variety of ladies' ties in all the leading New York styles.

In dress goods, S. Greenshields, Son & Co.'s stock is now complete in all the fashionable cloths for the coming season. These comprise bengalines, poplins, drap de Paris, ladies' cloths, coverts, etc., in all the new colorings, such as slates, fawns, browns, new blues, greens, etc. In suitings, the range comprises plain checks and stripes in all the leading mixtures and colorings. Notwithstanding the serious advance in all fine wools, of which cashmeres, serges, etc., are made, they have still a large assortment at old prices.

In silks, their range is now complete in black satins, surahs, peau de soies. They have also a nice range in washing silks, in checks and stripes, at popular prices. In velveteens, their range is fully assorted in blacks and colors, including the new blues. Also, silk velvets, all shades and blacks.

The firm's stock is now complete in piques and Bedford cords, special values. They have also a nice range of linen suitings.

The demand for black goods is more pronounced than ever. S. Greenshields, Son & Co. have a large assortment in plain and broche black lustres and mohairs, from the best makers in Bradford, at old prices. In Priestley goods, the assortment is large and varied, comprising such cloths as blister crepons, wool and mohair fancies, crepoline cords, etc.

In plain goods, the stock contains silk and wool eudoras, bengalines, soleil serges, black and navy cravenettes and covert

suitings in all the new shades, also, black and white checks and colored muslins.

—  
JOHN MACDONALD & CO.

In the furnishings department, a line of German made full dress shirts, considered one of the best lines put on the market this season, retails at \$1. The shirt has two button holes, open front, with bands or cuffs. A line of white lawn bows, English brand, three in a nice box, will retail at 25c. per box. A line of extra value two-dome fasteners white kid gloves, will retail at 50c. In linen collars, No. 2100, in ten different styles and heights, to retail two for 25c., is worthy of note. A job line of fine wool half-hose, the regular retail price of which is 25c., are being cleared to retail at 50c. for three pairs.

The fancy goods department contains an extensive range at present of large side combs, back combs, fancy hairpins, fancy hat pins, belt buckles, belt pins, hat buckles, pearl slides, blouse sets, ladies' watch guards, etc. This valuable range contains many attractive novelties, and is complete in every respect.

A new line of ladies' ties has just been put on the market. They are the popular puff shapes, some with, some without, stocks, are all of silk and other washable materials, and are a remarkably attractive lot for 25c. retailing.

In woollens, the department is showing a nice range of colorings in broadcloth for ladies' tailor-made suitings. The stock is now complete in men's Spring suitings, and fancy worsteds are the materials in favor. In domestic, British and French it is a season of hard finish goods. The demand for Belwarp serges has increased beyond all precedent,

so that the makers are taxed to keep up with orders.

John Macdonald & Co. are in good shape for the millinery season and for the visits of millinery buyers. In ribbons, they are showing reversible satin, all silk faille, heavy gros grain in various widths and in all fashionable shades, and black satin and faille ribbons at a large range of prices.

The silk department was never better prepared with plain and fancy silks in all the latest novelties from the various silk markets of the world. Fancy, plain and shot taffetas in the leading colors and combinations are shown. There is a range of plain satins in the leading colors. In fancy blouse silks there is a large variety, the latest novelties, from the lowest to the highest price.

Of laces, the Spring range has just been opened up. It includes all widths in valenciennes, black and cream silk millinery laces, fancy cottons, etc. In addition to the regular laces, the buyer has got hold of special clearing lines from several Nottingham manufacturers. These are equal to any regular laces, and are sold at



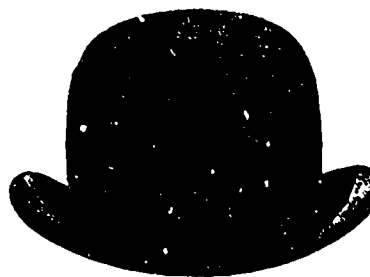
(S. GREENSHIELDS, SON & CO.—Carpet Warehouse.



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

# A LEADER

FOR SPRING 1899.



MINTO—Black and Colors.  
 \$9 to \$18.

Waldron, Drouin & Co.

507 ST. PAUL STREET

Wholesale Hatters  
 and Furriers.

MONTREAL.

# “Perfection” Brand

COMFORTERS, 1899.

- ❁ ❁ Largest range ever manufactured ❁ ❁
- ❁ ❁ Handsomest designs ever purchased ❁ ❁
- ❁ ❁ Lowest prices ever quoted ❁ ❁

This is our offer for the coming season. Wait till you have seen our samples, and if they are not all we advertise we will not expect your business. Every quilt guaranteed as heretofore. Travellers will call on you about the end of February or beginning of March.

## CANADA FIBRE COMPANY, Limited

Manufacturers of “Perfection” Brand Down, Cotton and Wool Comforters, Cushions, Cosies, etc.

OFFICE AND WORKS: 582 WILLIAM STREET, MONTREAL.

**NEW FEATURES IN WHOLESALE TRADE--Continued.**  
about half the usual price. These are odd lots, not in the hands of travelers, and are well worth a visit from millinery buyers.

The house is well to the front for the hosiery season, with its celebrated fast black Imperial hose, in cotton, lisle thread and silk, with a range of prices in each line.

**KYLE, CHEESBROUGH & CO.**

Corded blouses, in colors and blacks, and corded silk blouses are a feature with Kyle, Cheesbrough & Co. at present. Their travelers are showing pure white blouses—plain, tucked and embroidered—of a style at present very fashionable in the United States. The "Osborne" ladies' blouse tie—in black and all plain colors, with belts to match—is another specialty. An endless variety of narrow black velvet ribbons is to be found in this house. Valenciennes laces in sets of three widths and insertion for graduated flounce skirts are enjoying a large sale. Tartan cotton hose, for ladies and children, continue to go off very rapidly.

**JAMES JOHNSTON & CO.**

James Johnston & Co. have just received their great assortment of Spring novelties, ladies net scarves, Windsor scarves, silk handkerchiefs, nainsook ruffings, fancy muslins, lawns and piques of all descriptions, also black cotton grenadines in beautiful openwork designs. Their 42-in. all-silk chiffon, at 42c. per yard, is a wonder at the price and can be had in all colors. Their range of fancy chiffons and gauzes are worth seeing, and make quite a show of themselves. These goods are used in such a multiplicity of ways, for dress trimmings, millinery, lampshades and fancy work of all descriptions, that no retail dealer should be without a sprinkling of these goods to tone up his stock. The prices range from 5 to 50c. per yard, according to width, quality and designs. The lace department is now complete in every way, and laces of every des-

cription, from 12½c. per dozen yards to real lace at treble the price per single yard, can be had in all the popular makes. Curtains have always been a specialty, and their range in all prices, from 17c. per pair to \$10 per pair, are excellent. Curtain nets and muslins they have in endless variety. Send for sample dozen of their Swiss embroidered handkerchiefs at \$1 per dozen; thousands of dozens sold already, and their better grades, which they have purchased in enormous quantities, are equally good.

James Johnston & Co. have a large shipment on the way of an extra good line of printed flannelettes, printed on both sides, in tweed effects, fancy colors, black and white, and red and black, suitable for dresses, dressing-gowns, wrappers, children's costumes, etc., good value at 10c.

James Johnston & Co.'s range of silks is now complete in the following makes: Black glaces, moire velour, satin de Lyon, failles, bengalines, mervelleux, peau de soie, ginghams, surahs, armures; also, a full range of all the above in colors, and a very large range of blouse silks in shots, stripes, checks, and broches; black and colored velvets, ribbons in endless variety, black and colored failles, double satins and tartans, black and colored velvet ribbons, and a good range of moire and other sash ribbons; trimmings in black and colored braid; sequins, colored, beaded, and jet in a great variety in styles and prices.

James Johnston & Co. would call attention to their dress goods department, the stock in which is now nearly complete, and comprises a full range of all the leading lines in plain and fancy dress goods, in both black and colored, including poplins, French serges, grenadines, and cashmeres. They would also call attention to the fact that the "Sunbeam" velveteen is still, as ever, in the front, and they have a full range of both black and colored.

Their range of gloves, hosiery, and underwear is one of the most complete shown to the trade.

To Lady Cyclists (and others)

**INDISPENSABLE FOR  
OUTDOOR WEAR.**

# A "PIRLE" Costume

Always looks Fresh.

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

Looks as good as new.

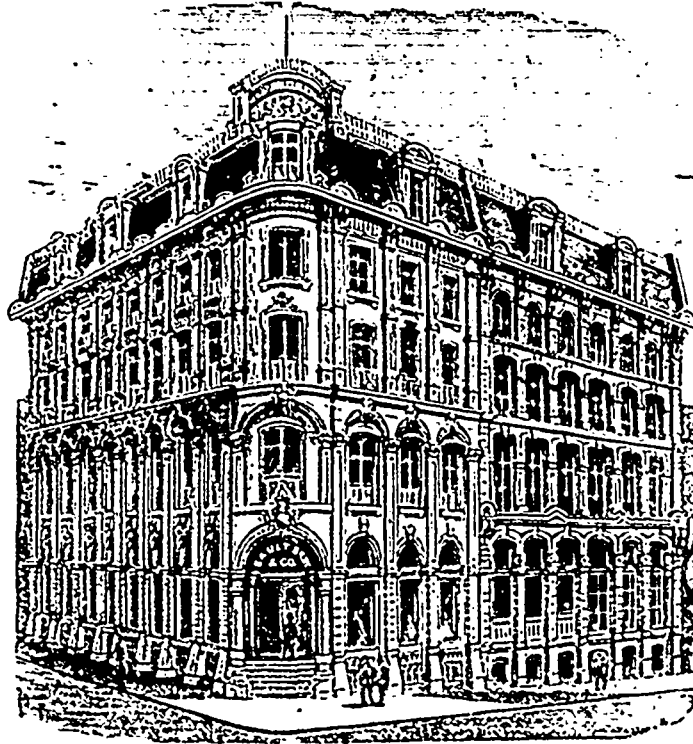
MADGE In "Truth" April 7, 1898, says:

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

From the Leading Drapers, or full particulars from

**E. RIPLEY and SON,**  
100c Queen Victoria St., LONDON, ENG.

THE  
Gault Brothers Co.  
LIMITED



Wholesale Importers of  
BRITISH and FOREIGN ...

Woollens

Fancy and Staple  
Dry Goods.

Dealers in  
CANADIAN WOOLLENS ...

and Cottons

Manufacturers of  
Shirts, Ties, etc.

MONTREAL.



## Carpets, Curtains and Upholstery.

WEILER BROS., Victoria, B.C., are just completing the erection of a new building at the corner of Government and Broughton streets, for their business in that city, which will cost in the vicinity of \$80,000. It will be six storeys high, and give them, in all, 60,000 feet of floor area. The first floor will be devoted to carpetings, and they will have some 12,000 feet for the display of these goods. Upholstery and furniture of all grades are equally well provided for.

### THE LATE JAMES BAYLIS.

The death in Montreal recently of James Baylis, removes a well-known Canadian carpetman. Mr. Baylis was born in London, Eng., in 1819, and came to Montreal at an early age. He entered commercial life and became a member of the dry goods firm of Robert Campbell & Co., while yet comparatively young. In 1859, he started for himself a carpet business, which continued until 1896.

### A NEAT SOUVENIR.

As tasteful and useful a souvenir as the season has produced, is the envelope opener and paper cutter presented to the trade by the Dominion Oil Cloth Co., Montreal. It is a neat, well shaped black article, and nice for the desk. Readers of THE REVIEW, who have not yet received one, may send a card to the company and get one without charge.

### NEW FEATURES IN FURNISHINGS.

A new tea-room, just finished, in one of the big department stores in Philadelphia, discloses some unique ideas in decoration.

The handsome embossed ceiling and the woodwork are in ivory, with baseboard and chairrail in mahogany color. Scores of electric lights, toned to a pleasant pink, furnish illumination, the daylight being excluded. The windows are filled with shades of English damask and hung with curtains of Arabian lace. Over the lace is a severe valance of velour in the shades of blue that give the color scheme of the room, steel and ardoise. The valance is trimmed with tinsel flat braid.

The wall coverings are painted in oil, the designs in color following the steel-blue tone of the room. Pretty archways are filled in with full hangings of velour, one with a woven tapestry supplemented with hangings. The furniture is of solid mahogany, in Colonial design. The tables are inlaid with holly, and the chairs are upholstered in leather and finished with touches of hand-carving. No tablecloths but beautiful linen centrepieces and doilies are used.—American Upholstery Journal.

### BRITISH CARPET DESIGNS.

In carpet designs it is not often there is any distinct or violent breaking away from old tastes. The changes made are almost imperceptible. And yet if the designs of a very few years ago were placed side by side with those which are popular to-day a great alteration would be observable. The most marked improvement of recent years has been in the coloring effects of designs rather than in their form. Instead of the dull, quiet colors of 10 years ago, the people have come to appreciate bright, cheerful colors, and the warm-toned vermilion is now heartily welcomed. The tastes of consumers vary so widely that there has not been—nor is there likely to be—an overwhelming run on any one style. A few of the

best houses insist upon distinct styles, and here self-colors and small, quiet patterns have been fashionable; but, taken as a whole, the most salable patterns are still the Indian and chintz, if they have been treated with taste and finish.—Kidderminster, Eng., Shuttle.

Michael Tomkinson, an extensive carpet manufacturer, of Kidderminster, Eng., has been visiting the trade in the United States. He was accompanied by his son, Gerald Tomkinson, and is a prominent member of the carpet trade in the Old Country. He has also been mayor of Kidderminster.

The publication offices of The American Carpet and Upholstery Journal, of Philadelphia, have just been removed to 102 S. Twelfth street, at Chestnut street, in the Beneficial Saving Fund building. The office of that journal is a bureau of information for the industries it represents, and the trade generally are invited to make use of it.

### TRADE NOTES.

The Spring carpet shipments are coming in at John Macdonald & Co.'s, and British linoleums and floor oils will be shipped early this month, Canadian oils being shipped now. The firm have a range of Axminster floor squares, long cut pile goods, the colors showing up well. The squares retail from \$15 up to \$50, and carpet dealers who desire to see them can send for colored photographs of the goods, which the firm have for this purpose. The Spring stocks of chenille, tapestry, and lace curtains and chenille and tapestry covers are complete. Many pretty effects in flowered and oriental designs are shown this season. A nice line of couch cushions, in tinsel, oriental designs, medium-priced, are shown. The range of furniture coverings includes the cheapest up to a fair price. A range of colorings in 72-inch wide chenille curtains, three yards, will retail at \$8. A special line of chenille curtains, 38 inches wide, three yards long, to retail at \$3.50, can be had in a large range of colors. Good colorings for cheap goods are shown in a range of roman stripe tapestry curtains, 45 inches wide, three yards long, to retail at \$3.50. Two leaders in tapestry curtains, 50 inches wide, three yards long, will retail at \$5 and \$7.

The W. R. Brock Co., Limited, are showing a large and varied range of Japanese mattings, their own direct importations, which are being much used for summer cottages. For any house they make a nice cool, clean floor covering in hot weather. The firm have a complete stock of carpets of all descriptions, many of the designs in the higher grades being exclusively handled in this market by this house. Floor and table oils are kept fully assorted during the season, so that customers may depend on getting what they order. In the housefurnishing department the firm have several lines of draperies and art crepons, which were bought much below value, and are being offered at a correspondingly low figure.

### ARRIVAL OF NEW IMPORTATIONS.

A number of carloads of Japan mattings came to Toronto via G.T.R. from the Coast last week. These goods have been imported by K. Ishikawa & Co., and they are now shipping their import orders. Japanese farmers had a very good crop of matting grass, and the Japanese importers are satisfied with the quality of the straws. Styles and colors are very satisfactory.

K. Ishikawa & Co. have just received a large shipment of high-grade Japanese blouse silks, which they will soon distribute among their customers. Among new styles, satin stripes in black and white, and also in colon, Dresden effect, neat checks, bayedere and plain stripes are the most favored.

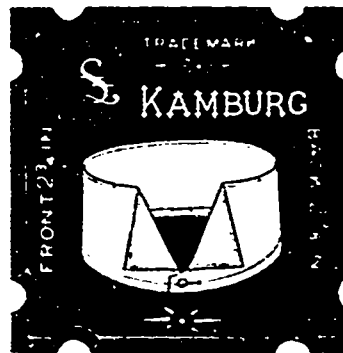
# FELLOWS & COMPANY

## MEN'S GOLLARS

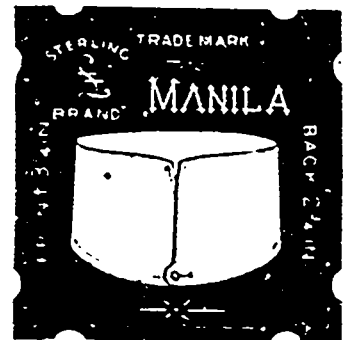
A few samples well adapted for overcoat wear.



Pure  
Irish  
Linen.



Comfort,  
Elegance  
and  
Durability.



ALL THE POPULAR SHAPES.

The oldest Collar House in  
America.

ESTABLISHED 1854.

Send for Catalogue.

FELLOWS & COMPANY  
TROY, N.Y.

**CANADA'S NEW INDUSTRY.****The Merchants Dyeing <sup>AND</sup> Finishing Co.**

Successors to

Limited

**CALDECOTT, BURTON & SPENCE**

P. H. BURTON, President.

**TORONTO**

R. W. SPENCE, Vice-President.

Warehouse, 42 Front Street West. Telephone 137.

**Dyers, Finishers, Wholesalers, Specialists.**

British, French, German, Dress Fabrics imported Grey—bought from the makers as they come off the looms. Dyed and finished according to the requirements of the day. We recommend—Popelines, Drap de Paris, Sedans, Henriettas, Serges, in Plain Colors. Similar weaves in Mixtures and Fancy Checks.

**Cotton Dress Goods**

Printed Organdies, Piques, Zephyrs, Checks, are good property. Sylke Finish Satteens and Twills—the newest and best makes.

**Tailor-Made Dress Skirts—Large Range**

Underskirts and Skirtings—Bright and Smart. This is a growing department.

**Japanese Silks, our own Dye and Finish—Unexcelled.**

Black Satins, Peau de Soie, Luxors, Surahs, Bengalines, Colored Satins, Surahs, Mervs, Brocades. Satins are good. So is our large range of Checks and Fancies.

**Ribbons, Laces, Dress Trimmings, Smallwares**

We carry a large stock of Plain Black and Colored Ribbons—and we sell them at a small profit. A very active Department.

**Gloves, Hosiery and Underwear**

Always celebrated for this department since Caldecott, Burton & Co. started business in 1879. Now more complete and active than ever.

**Works: Liberty St.—King St. West. Building, 216 ft. front, 86 ft. deep.**  
Alfred Burton, Manager. Telephone 5291.

**A** LONG with the treatment of Grey goods, we re-dye and re-finish Dress Goods, Cloakings, Coatings, etc., for the Wholesale and Retail trade. We have pleased a great many friends with the excellent way in which we have re-dyed, re-finished and re-made up old unsalable shades and made them new. We have done as much as 8,000 yards for ONE HOUSE this season—a new customer. For obvious reasons we don't mention names, and we request all correspondence on such matters to go DIRECT to the works, Liberty Street. "THE OPEN DOOR" policy prevails at the works. Wholesalers or Retailers, or Canadian Manufacturers, your patronage will be much esteemed.



The MacLean Publishing Co., Limited

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

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**CANADIAN BUYERS IN GREAT BRITAIN.**

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

MONTREAL and TORONTO, FEBRUARY, 1899.

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

**COLD BLOOD.**

WE often hear that there is no sentiment in business and that everything must be brought down to a cold blooded business basis, as if business meant not merely an interchange of products or commodities, beneficial to both buyer and seller, but simply a hard and bargain-driving matter in which it was the aim of each to get the better of the other.

Cold blood belongs to fishes and reptiles ; let it stay there. Man is a warm blooded animal. Why, even a dog would shame cold bloodedness. We were not made to scramble like wild beasts after our prey. Barbarism means the rule of brute force, with no rights to the weak. Civilization means the settlement of all disputes by law, and the protection of the weak. Beware of the man who talks of cold blooded business. He is on the lookout to cheat you or otherwise, according as he thinks it best for his own interests.

We must have confidence and trust in business, and we can find out by experience those whom we can trust. It is too risky to deal

with a rogue, and your time can be better employed than by watching these cold blooded business men. Our institutions which provide help for the unfortunate are a protest against cold blood. It is perhaps among the younger men who think "they know it all" that this remark is oftenest made. They may be glad of some warm blood in others before they die, and we have usually found that those who try to "knock their neighbours cold," end by being knocked out themselves.

It is our duty to look to our own first, but strive to live and let live. and if you don't get it all, you will get enough.

**HIGHER COTTON AND WOOLLEN PRICES.**

There is a decided tendency towards higher prices in all lines of fine cotton goods. This is due to a small and inferior cotton crop last season, which naturally means an advance in the price of raw material. Egyptian cottons are very scarce and suitable American cotton hard to procure, so that an advance in fine dyed goods, which are manufactured from Egyptian yarns, may be confidently looked for. In colored goods the following advances have been announced :

S/398 Flannelettes to ..... 3 3/4c.  
 S/A Shirtings to ..... 4 1/2c.  
 S/266 Gingham to ..... 4 1/2c.

Whites and greys have not been affected so far, and it is probable that the continued importation of American goods may keep prices at their present level. The initiative of an advance would have to come from the Merchants' Cotton Co., as it was them who made a cut in price in November last, which the Dominion Cotton Co. have not met. It will be remembered that the latter company claimed to have met the Merchants' new list, by reductions made earlier in the season.

Flannels, also, are rising in price. This may be attributed to the sharp advance in wool, recent London sales being made at 7 1/2 per cent. increase over a few weeks ago. The trade have been notified of an increase of 1c. on extra grey and 1c. on super and best navy "Campbellford" flannels, and it is understood that other makers are altering their prices in agreement with this.

As THE REVIEW is in the press a further advance in colored cotton goods is announced. S/770 apron gingham have been advanced to 5c., S/771 to 5 1/4c., and S 757 to 6 1/4c.

**SAVING IN POSTAGE.**

To large business firms the new rates of postage will make a considerable difference in office expenses. An extensive wholesale dry goods firm in Montreal or Toronto, doing an importing trade as well as a domestic business, will spend in one year for postage a sum varying from one to two thousand dollars. The rates on British letters have been reduced from five to two cents, and on Canadian and United States letters from three to two cents per letter. The saving is, therefore, considerable. According to the amount spent and the proportion of British letters sent, it will run from between four and five hundred to between seven and eight hundred. These are rough figures, since it is not easy to know how many letters a firm sends to Britain and how many to points in Canada.

## WHOLESALE DRYGOODSMEN AND POLITICS.

WE are glad to find that the article in the last issue, on political interference in business affairs, has awakened widespread interest among merchants. It has directed attention to the fact that very seldom have Governments—Conservative or Liberal—in this country paid the slightest heed to important representations of leading business men with millions of capital. On the other hand, in almost every instance a small body of men—professional agitators some of them, without a cent at stake in the country—have had their trifling requests promptly carried out. The reason is that we business men are too conservative, too much occupied in our own affairs, to worry further. With few exceptions, our votes and influence are used as before, regardless of our interests or our principles. The labor agitator talks and votes for the side that does best for him. And the politicians know it.

Mr. Gault, Mr. Greenshields, Mr. Brock, Mr. Wyld, Mr. Hodgson, or some others who might be named, can individually carry more weight with any Government than they can as one of a deputation of a hundred or more. If any one of these gentlemen said to any Government: "There is an important business principle at stake; if you sacrifice this principle we will vote and work against you," it is a strong Government that would.

THE REVIEW wishes to impress the fact that if our deputations would succeed, Governments must be given to understand that they represent the combined individual influences of those who form them.

In the past, we know that some business deputations did not mean business in the strict sense of the term. In one instance, a most influential deputation waited upon the late Government on an important question. Some time afterwards the writer was shown a letter received by a member of the Government from the president of a leading board of trade, telling him not to bother with the matter, "though the deputation talked loud, they did not mean business." And this is not the only instance in which the most prominent board of trade men have come to the rescue of the Government of the day—a fact which is known by several in the trade to have at one time caused the failure of important negotiations that would have made history for Canada.

Now, in the present case, let us make our position quite clear.

A charge was laid against Fitzgibbon, Schafheitlin & Co. for defrauding the Customs, but the papers were not served upon them. That is, the Government hesitated to take action. Two reasons were given for this. One was that the authorities had not sufficient evidence to go on, the other that some inside political influence was being brought to bear upon the Government to compromise. A strong deputation of dry goods merchants waited upon the Hon. Mr. Paterson and Hon. Mr. Mills. They said in effect, to these Ministers, that they understood that the Department of Justice had sufficient evidence to justify them in proceeding with the case. The deputation did not know how far this was correct. Individually, they suspected frauds had been committed, but they wanted the Exchequer Court to decide. With that decision they would be satisfied. They objected to Departmental compromises. In this, THE REVIEW and every one of its

readers supports the deputation. But such deputations have seldom, if ever, been sufficient in the past. Further action is most important and is necessary. A great principle is at stake in the present case.

The present is a good time for influential business men to withdraw from party politics. Parties and issues are somewhat mixed up. The tariff is practically out of politics. The country is exceedingly prosperous. It would be wise to have business men hold aloof, dictating a policy on business questions to Governments, instead of having to go hat in hand as if asking for favors. We challenge anyone who knows what is going on behind the scenes to deny that business questions are continually being interfered with by the wirepullers. Often the Ministers want to do the best thing—we believe they do in the present instance—but they are surrounded by all sorts of selfish influences. The present Government is no worse in this respect than its predecessors.

## NEW DRESS GOODS.

Among the newest fabrics in dress goods for the coming Summer, now being shown by the wholesale trade, is one called the "Iroganil" glystre. It is a very clever patented production, made by a firm in Bradford, England, and is composed of two entirely different fabrics, which, together, combine the effect of a silk grenadine over a moire taffeta silk lining. The effect is so excellent that it is only on the very closest examination that one discovers how it is produced.

The line is thoroughly comprehensive, and includes all the very newest colors for the linings—heliotrope, pale yellow, blue, green, pink, etc. Some have only the plain moire effect; others show the prevailing fashion in scroll designs; others, again, are in striped lace effects; and still another line has bayadere stripes, interspersed with small flower wreaths.

The black and white is particularly smart and is sure to prove a good selling line. These goods will retail at 75c. per yard.

The crepons of the coming season are as handsome as ever and promise to be as much worn. In this line, Priestley, as usual, is well to the front. The "Blister" crepon is shown as the latest design—its name tells what the character is. Prices range from medium qualities to highest grades, and large patterns, as well as small, are shown.

Ladies' cloth is to be a strong seller for Spring costumes. Among the newest colors is "Kitchener" blue, a brilliant medium shade. There are also shown a delicate slate blue and a pale olive green, both of which are fine and ought to take a good place.

Covert cloths are in all the newest combinations—green and white, brown and white, etc. Some have an indefinite checked line running through them which is quite new in covert cloths.

## WESTERN TRADE.

We regret that owing to pressure on space at the last moment the interesting letter of our Winnipeg correspondent, intended for insertion in the last issue, was unavoidably held over. It appears on another page, and contains much useful information of value to eastern houses as well as western. All the reports to date from the stretch of country reaching from Winnipeg to Victoria indicate a satisfactory promise for Spring trade.

## MERCHANTS CAN GIVE POINTERS.

IS it not about time that the Presidents and Managers of banks, who yearly lecture us on how business ought to be carried on, began to devote more time to overhauling the internal economy of their own institutions? The robberies and defalcations in Canadian banks the past few years show that the system of bank management might be improved. Some people think it calls very loudly for improvement, and certainly the reports of bank losses do create sensations now and again.

Notwithstanding this, the heads of banks continue each year learnedly to discuss the commerce of the country, to tell business men how to conduct their business, and to point out what they consider errors and mistakes in the policy of the merchants of the country. Would it not be wise of them to look first at home? These defalcations or robberies, from which banks suffer, are not strokes of Providence. They are due to faulty, defective management and methods which could doubtless be remedied if the great banking authorities could only get time to attend to them. Unhappily they are kept busy with national commerce and finance.

Our impression is that our merchant princes can tell nine-tenths of the bank men more about business than they ever knew. The banks have their own sphere, and in that sphere they do well, but we doubt if they could make as good a showing in systematic, methodical and careful management, year in and year out, as merchants do.

## TWO RECENT ASSIGNMENTS.

THE assignment of E. A. Small & Co., wholesale clothiers, of Montreal, was hardly a surprise to the trade. For months past, rumors have been afloat that their affairs were in an unsatisfactory condition, and when the announcement was made, in October last, that The Kennedy Company, who controlled Small's "Fit-Reform" brand of clothing in Montreal, Toronto and Winnipeg, had given notice that they would place a brand of their own on the market, in competition with "Fit-Reform," it was generally felt that the crisis could not long be staved off. The result of the annual stocktaking, in December, was so unsatisfactory that the firm, which was composed of Mr. E. A. Small and Mr. C. H. Dobbin, decided to make an assignment. The meeting of creditors took place in the council chamber of the Montreal Board of Trade, on January 19, and was largely attended. The statement submitted by the firm showed liabilities of \$337,494, and assets of \$146,626. The Canadian creditors figure for \$229,016 and the European for \$34,778.

No definite action was taken at the meeting except to appoint D. Morrice, A. Cairns (manager of the Bank of Commerce), John Turnbull, R. R. Stevenson, G. H. Bishop, W. J. Stethem and John H. Shaw to consider any offer made by the firm and to generally represent the creditors. It is thought the estate can hardly pay more than 25c. on the dollar.

The firm of W. C. Pitfield & Co., of St. John, N.B., were forced to suspend payment by the Small failure. It is understood that the two firms have endorsed each other's paper at various times, and as Pitfield & Co. were both creditors and debtors of Small & Co., nothing could be done until a statement of the former's affairs had been submitted. This

was done at a meeting of the creditors held in the Windsor hotel, Montreal, on Friday, January 27. Pitfield's liabilities were shown to be about \$263,000 and assets between \$155,000 and \$160,000. Considering the condition of the stock and the quality of the book debts, it is thought that the estate should pay about 60 cents on the dollar. Mr. Pitfield made no offer, however, and the following committee were chosen to watch the creditors' interests: Geo. A. Schofield, manager of the Bank of New Brunswick; A. McNider, of the Bank of Montreal; A. A. Ayer, David Morrice, A. W. Stevenson, F. W. Sumner, of Moncton, N.B.; R. R. Stevenson, John Gordon, of The Standard Shirt Co., and C. R. Whitehead, of The Dominion Cotton Mills.

The firm of E. A. Small & Co. commenced business as manufacturers and jobbers of clothing in 1887, and, after being burned out in May, 1897, began the manufacture of their special brand of clothing known as "Fit Reform." This was not sold to the ordinary trade, but was placed in the hands of agents throughout Canada, who had sole control for the district they were in. As an experienced man remarked, the Canadian clothing trade have reason to feel grateful to E. A. Small, for no one has done as much to interest the public in ready-made clothing as he did. The fearless advertising and the up-to-date way in which "Fit Reform" was placed before the consumer were of general benefit to the whole trade. Unfortunately, however, conditions were unfavorable, so that the firm were deprived of the profit which their enterprise should have brought them.

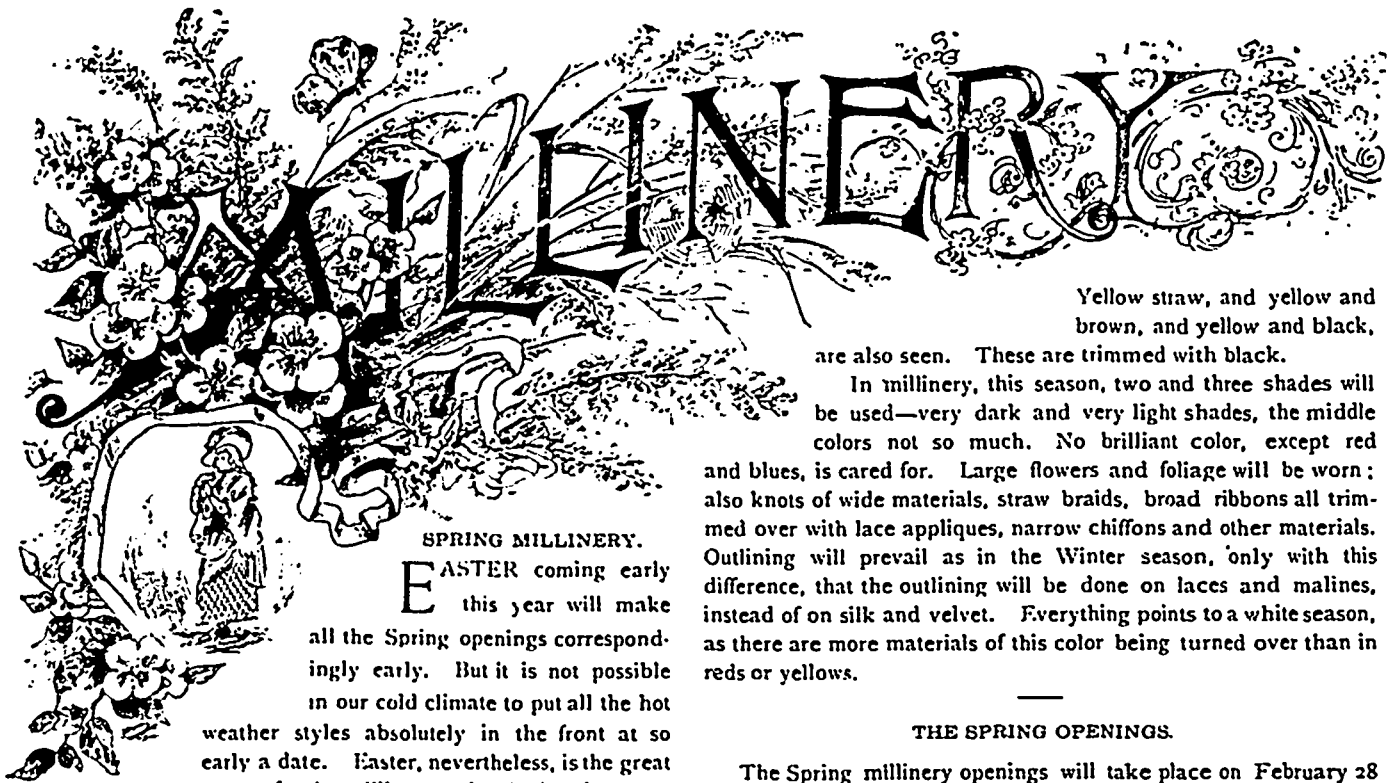
## INSOLVENCY.

IT is now declared that an insolvency measure is to be introduced at the coming session of Parliament, and that the Government will see it safely through the House of Commons. We do not vouch for the accuracy of the report, current rumor being indeed of a directly contrary nature. However, if it turns out to be true, and insolvency legislation is put on the Ministerial programme, great satisfaction will be felt in commercial circles.

The rebuff given to the business men on this question last year has never been fully explained. Notwithstanding differences of opinion on various aspects of the law, principally by the banks and retail trade, there is a pretty general approval of the right kind of law, one that would give no undue advantage to one class of traders more than another, and one that would guard the commercial reputation of Canada in England.

A request for such a law, coming with practical unanimity from leading business men has been disregarded by two different Governments. We would like to see such a change in political conditions that no Government dare refuse such a request. Apparently, as matters stand, Governments can snap their fingers at the business men without endangering their political existence.

The position of the retailers on the question has been unfairly stated in the past. As a body they are as much in favor of honest laws as any other class in the commercial community. But they don't desire to see a law framed entirely, in the interest of the banks or the wholesale trade, and their wishes in this respect should be consulted. There is no great obstacle in arriving at a conclusion which will satisfy all parties, and this we hope will be done



#### SPRING MILLINERY.

**E**ASTER coming early this year will make all the Spring openings correspondingly early. But it is not possible in our cold climate to put all the hot weather styles absolutely in the front at so early a date. Easter, nevertheless, is the great season for the milliner, and, whether it comes early or late, a fair idea must be gained by that time of all the principal fashions of the coming season.

Black and white, which has had such a run this Winter, promises to be carried into Spring millinery. When a really becoming style, color or combination is found, it shows by its duration what a favorite it is. In black and white, a great deal of pretty, soft effects can be produced with lace, gauze, etc.

Laces and tissues, the latter to a great extent, will be strong for both Spring and Summer, and it is well that buyers should bear this in mind.

The Spring flowers this year will be principally lilacs, violets, pansies and nasturtiums. Roses, large and full blown, will also appear, but so far the call for flowers at all is light. Later in the season, foliage will be seen, but the flower fashion is not yet decided.

In Paris, there is some talk of broad ribbons being worn for Spring millinery. These will be in chiffon, taffeta, glace and pompadour warp. They will be made up in broad loops and bows, trimmed and finished with narrow ruffles of chiffon appliques. Velvets will be little used as Spring approaches.

There is to be a wide variety in hat shapes this season—the high and often pointed crown will vie with the crown that is so low as to almost form one with the brim. Bonnets will be even smaller than those worn in the Winter. The bow knot will be as much in evidence as ever. One Paris bonnet for Spring shows a large trimming of this description, seven bows twisted forming the front and fastened with a gold buckle. The back of the bonnet is a small round spangled crown.

A pretty Spring hat is of golden yellow straw, with narrow waves of black horsehair braid on the brim. The crown is plain and surrounded by a black spangled drapery of cytis mousseline de soie, forming a chou in front. A plume of three black ostrich feathers, fancifully placed surmounts the brim, which is raised straight up on the left side, and beneath which is a large rosette of black tulle and cytis mousseline de soie.

In Paris, a great deal of red straw is being shown, but that color has only a limited demand here where styles are quieter.

Yellow straw, and yellow and brown, and yellow and black, are also seen. These are trimmed with black.

In millinery, this season, two and three shades will be used—very dark and very light shades, the middle colors not so much. No brilliant color, except red and blues, is cared for. Large flowers and foliage will be worn; also knots of wide materials, straw braids, broad ribbons all trimmed over with lace appliques, narrow chiffons and other materials. Outlining will prevail as in the Winter season, only with this difference, that the outlining will be done on laces and malines, instead of on silk and velvet. Everything points to a white season, as there are more materials of this color being turned over than in reds or yellows.

#### THE SPRING OPENINGS.

The Spring millinery openings will take place on February 28 and March 1 and 2.

Caverhill & Kissock are making extensive preparations in their large warehouse for an opening that promises, from all appearances, to be finer than ever. All the interior, from top to bottom, has been painted a pure white. The walls of the showroom, where the trimmed hats are to be shown, are completely covered with plate glass. Hardwood floors have been laid, and the whole effect is extremely fine. So far, this progressive firm are only showing the advance guard of millinery—the sailor hat—but almost the entire lower storey is devoted to this bane of the milliner, which, by all appearances, promises to hold its place as strongly as ever. Not much change in its shape is seen. The medium crown and flat brim comes in all varieties of straw, Mackinaw, Manila; one in this last, called the "Hobson," is light in weight, medium in price, and will prove a good seller. There are large varieties of black sailors, both in rough and smooth straw; the rough, however, are in the cheap lines. Medium coarse sailors are in white and red mixed, with broad red band; white crowns are seen with parti-colored brims, whole white with broad white satin band, edged at the top with a narrow roll of navy blue velvet. No polka dots are to be seen in this line, but, strange to say, in a high-priced (\$1.25) sailor the dot appears on the band. It is almost impossible to say yet whether it will be a favorite or not this season. The chiffon ribbons that are to be largely used in trimming come with every variety of dot, as well as stripe, and this would point to a continuance of the run.

A large call is being made for ostrich middle length plumes for the early Spring trade. These have an extra bushy tip, made especially for the upright bunch of plumes that will decorate the raised edge of many hats. Quills, also, both stiff and turned, are still in good demand. These will trim both sailor and English walking shapes. One pretty English sailor is of soft black straw, with a wide brim edged with an inch border of pure white. A broad black velvet band encircles the crown, and three white quills, each fastened by a small cut steel buckle, ornament the side.

One of the best selling sailors is of split fancy straw, with a scalloped edge and plain black ribbon band, medium crown and

# Wholesale Millinery

Our selection of dates for the holding of Openings in the past has always met with the hearty approval of the Trade in general.

## OUR FIRST GRAND SPRING DISPLAY

will be held week commencing \_\_\_\_\_

**Monday, February 27th.**

We expect that this event will be a marker of the era of prosperity which is undoubtedly at hand.

We extend a cordial invitation to every Buyer of Millinery in Canada to be present on this occasion.

OUR  
SELECTION

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

## WHOLESALE MILLINERY

February 1st



Spring '99.

We have already placed in stock many new lines in the latest novelties, and are receiving daily. Our stock for this season will be unequalled for variety, style and value. It will be to your advantage to look through.

**CHAS. REID & CO.,** 9 and 11 Wellington East.



**MILLINERY—Continued.**

medium straight brim. It sells wholesale at \$6 a dozen, and is already going well. Another, at \$5, is of medium coarse whole straw, much the same in style, and with a white band. The white band is as much seen as the black. Colors do not show much. Many hats are in variegated colors. In fancy straws, the season is too early as yet to say how they will be called for.

All millinery must be ornamented this season with buckles, daggers, clasps, etc. Gold is to be the most fashionable, and very fine buckles, large and small, are seen in this style for holding the bow knot in place in the fronts of bonnets or on the sides of hats.

Pearl and cut steel ornament the dagger pin that is to be stuck in at right angles, and some of these are very graceful. Cut steel buckles and rhinestone buckles are also in good demand, and for mourning and ordinary black wear an endless variety of cut jet is seen. There is also an iridescent pearl pin that will be most effective.

In ribbons for trimming, as already mentioned, the chiffon promises to lead. Coverhill & Kiscock are showing a magnificent line of these goods. They are to be used on gown trimming as well as on millinery, and are made with a strong drawing string for ruffling purposes. The narrow can be drawn up on one or both sides, the wider in the middle as well. All colors and shades are seen, quantities of burnt orange, rich purples, blues and all the new shades of green, rose, grey, and all widths of black and white. This fashion, by the preparations made for it, promises great things.

In chiffons and gauzes the ornamentation and variety seems more wonderful than ever. Black gauze, as fine and light as a cobweb, has colored chenelle thrown on it in scroll pattern or in lines. Colored gauze is seen with satin stripes, wide and narrow, close and far apart, interspersed with delicate white lace insertion. Chiffons as well as gauzes are finely dotted with white, black or colors, and are used to trim bodices. Black gauzes, very open for allovers or bodice trimming, have both large and small dots at irregular intervals. These are 42 inches wide, and wholesale at \$1 \$4 per yard. The chiffon dotted, or with scroll design, white on navy blue, etc., runs about 60c. per yard.

**A FORECAST OF THE SEASON.**

Chas. Reid & Co. report that their stock is coming in rapidly, and promises to be unusually choice and well assorted. Among the goods they are showing this season are some elegant styles of chiffons in fine colorings and designs. Sequin trimmings are largely inquired for in many different patterns, also rosettes by the yard.

There is an excellent inquiry for flowers, the fine, expensive varieties being in especial demand. The favorite ornaments this season are those with rich gilding, with Rhinestone settings. Jet and steel ornaments are also doing nicely.

The Parisian and New York patterns of hats this year are particularly attractive. A great proportion are mounted with fine ostrich feathers, mostly in plain colors. Reid & Co. advise that fancy shapes should not be bought in large quantities until the season's styles are more definitely determined. They consider it too early to give detailed descriptions of the styles likely to rule throughout the coming season.

The season is expected to prove a very good one, as advance orders have been large, and, have called for, generally, the better class of goods.

**A BUSY SEASON EXPECTED.**

The D. McCall Co., Limited are thoroughly satisfied with the prospects for the Spring trade. Large shipments of all classes of goods are to hand, and everyone in most of the departments is busy picking out the import orders, which are expected to be sent out in

good time for merchants to mark off and estimate their purchases before the opening. The early shipment of these orders will also enable the company to lay out the stock in their various departments prior to the millinery opening, for the accommodation of early buyers.

Since the last visit of THE DRY GOODS REVIEW to this firm's warerooms, an entire change has taken place. The stock of Fall goods has been cleaned out, and a great stack of flowers and everything in the way of novelties for the Spring trade have taken its place. The variety of flowers shown is, if anything, greater than ever. Roses, pansies, violets and tinted foliage are the favorites this season. In black goods, some exceptional values in demi-tips and three-quarter flats are shown, and a demand considerably greater than usual has been experienced.

In the trimmed millinery department this firm is much further advanced than even they were last year. They have received their first shipment of French patterns. They are very bright this year, but dainty withal. The hats shown are rather smaller than usual, while the toques are about medium size, and bonnets are of the large order. No definite style is followed. They are shown drooping over the face, or worn off the face, the latter in greater favor. The new colorings are the new pink shades, amaryllis, cyclamen and fuschia; the new green shades, amandier, saule, mahonia; the violet shades, parma and pensee, and the terra shades painpas and lotus. These are likely to be leaders this Spring. Bluettes, rouen, nile, turquoise, beigeine, will also be largely worn. In combinations, black and white will, undoubtedly, be very popular.

The D. McCall Co., Limited are, as usual, showing a large number of fancy ribbons. The chene ribbons are expected to be very popular for trimming purposes, while in plain ribbons, plain taffetas, fringed edge taffetas (a new creation), mousseline in wide widths, are likely to be in favor. For neckwear, narrow ribbons are in most demand. Drawn ribbons are shown in a larger range of colors and effects.

For making-up hats, chiffons, brilliants, malines and mousseline de soies will again be in great demand. A large variety of nets, with large spots, in very many combinations of colors, and of gauzes with tinsel and crimped effects will be shown in extensive quantities.

This firm always keep on hand an extensive range of fancy silks and staple ribbons; at present it is even better assorted than usual, and merchants in town might profitably spend a short time in this department. On the ground floor of their large warehouse hats are piled ceiling high, and all hands are busily engaged in marking off shipments of goods which have just arrived.

**LATE NEWS FROM EUROPEAN BUYERS.**

Speaking to the president of The John D. Ivey Company, Limited, THE REVIEW was informed that the year 1898 showed a large increase of business, and a still more satisfactory feature was that, the country being in a much healthier state than for years past, there was little or no renewing, and paper had been promptly met—with few exceptions.

The outlook for the coming season is certainly very encouraging, and the firm expect a healthy growth in business and are desirous of avoiding a boom. Advices from the country go to show that milliners' stocks are not large, and the trade generally have closed the year after a good business, so that the demand for fresh, stylish goods for the Spring season will be large. The travelers have just about completed their early Spring trip, and the result is far in advance of former seasons. Feeling assured that business would considerably increase, the firm have made preparations for this by large importations.

This firm, having sent two buyers to the English and Continental markets, are able to speak with authority on the subject of designs and material to be used in the manufacture of millinery for

# S. F. McKINNON & CO.

Limited

The old firm of S. F. McKinnon & Co. has been incorporated as S. F. McKinnon & Co., Limited, Wholesale Dry Goods and Millinery, Manufacturers of Mantles, Skirts, etc., with the following shareholders as Directors: S. F. McKinnon, President; James M. Alexander, Vice-President; Reuben Millichamp, William Guthrie and J. S. McKinnon, Directors.

**SPRING = 1899**

We have made great preparations for the new season's trade—shipments of the immense importations are coming to us daily, and in a few days we'll be shipping all over the Dominion—our representatives are having successful trips, and orders are coming in most generously—the trade generally have great faith in the "growing time," and that the season will be a most successful one goes without saying—and there'll be absolutely nothing in millinery, millinery novelties, fancy dry goods, trimmings, etc., that's the vogue, and that the trade will require, that we can not supply.

We're getting ready for the Spring opening—our workpeople are busy in the trimmed millinery department making the biggest kind of preparations for the biggest opening time we've ever had—February 27th and following days will be opening days.

**The Mantle Department**—The amalgamation of the Alexander & Anderson interests with the new company will increase facilities greatly, and, under the personal supervision of Mr Alexander, the manufacturing of McKinnon-made mantles will be carried to still greater success, and will prove the "death knell" to the old German importing idea.

# S. F. McKINNON & CO.

Limited

71 and 73 York St., Toronto.

**MILLINERY—Continued.**

the Spring trade, and are now busy receiving and placing in stock their large importations of the richest, choicest, and most necessary novelties and requisites, which are so artistically employed on pattern hats.

While there is no very marked change in the shapes of the hats, there is sufficient variation to make them entirely new, and very attractive picture hats still lead for the swell trade. And the materials, so rich and varied, both in coloring and texture, allow milliners a great scope for displaying their originality in using them. The large black hat made of jetted sequin, with three-quarter length black feathers, with colored flowers under the brim, and lace streamers, are among the swagger styles. The finest of net or tulle, jetted, spangled or embroidered with beads, metallic threads, lace and straw, in same combination are among the novelties used for draping the brims of hats. Spotted chiffons, chiffons with lace applique and chenille stripe, and gauzes in plain and fancy design are used for trimming, as well as for crowns.

Ribbons are shown in endless styles, the newest being a fringed edge—picot edge—and hemstitched, while plain taffetta, glace, striped gauze, stripes, checks and plaids, are shown to good advantage. When plain silk ribbons are used for trimming, three shades of one color are the correct thing; also plain ribbon, with narrow baby ribbon ruffle on edge. Ruffling and narrow baby ribbon are one of the features of this season's millinery, it is used in such quantities to outline ribbons, jet sprays, edges of hats, or following the design of embroidery on crown pieces. Baby ruffling of chiffon is also much used. The leading colors are fuschia, bereda, cactus, heliotrope, national, lavender, turquoise, brown and pink.

Flowers are decidedly in evidence and are used in great profusion. The inclination being strong for floral hats necessitates the large purchase of such flowers as roses, violets, pansies, lilies, cowslips, and similar unmounted flowers. Foliage also plays a prominent part, and, as it employs so well for brims, crowns and trimming, the assortment of styles is immense.

There is a very strong feeling for dress shapes in straw, and they are shown in every fashionable shape and color, both large and small, rolling brim and face hat. Still, straw braids hold their own and are largely used on the real millinery hat. There are some very new and choice patterns in this line of goods which combine so effectively with the soft fine materials for stylish, chic hats.

The novelties in hat ornaments are countless; the buckles and long stickpins are so necessary to give a finishing touch to millinery, that ornaments are almost as fine as jewelers' work. Gold, silver and steel set with pearls or rhinestones are largely used.

Black ostrich tips and plumes are indispensable for this season's trade, three-quarter length plumes being the favorite for large black hats, smaller tips being used for smaller effects. These goods come in a newer finish this season, and curl. Another fad this year is the angel wings in black and white. They make a very durable trimming for early trade, as well as rendering a smartness to the style of trimming. Curled quills, black, white, and pelican, are largely introduced with the trimmings. Gorgeous effects in embroidered laces and chiffons are shown this year, and real lace is quite the correct thing in the beige and tuscan shades. Another trimming material is the plain taffetta silk, especially in the fuschia shade, used for rosettes, underlining jet and in draperies for outside trimming, in fact, a hat made entirely of taffetta silk is very correct.

S. F. MCKINNON & CO., LIMITED.

When seen by a representative of THE DRY GOODS REVIEW, with regard to the coming Spring trade, a director of the new company said:

"We are pleased to welcome you, and, at the same time, gladly

give you any information at our disposal which may be useful to the readers of your valuable and widely circulated journal.

"In our united business strength, we are full of hope and confidence for the future. The same strength, power, ability and force which has built up the large business of S. F. McKinnon & Co., placing them at the head of the wholesale millinery and fancy dry goods trade of the Dominion, is embodied in the new company. The change means increasing our former business strength; and we assure the trade that the same liberal business principles and straightforward dealing, which distinguished the old firm, will be conspicuous in the new company. Our rapidly-increasing millinery and fancy dry goods trade, together with the fame, which, as manufacturers, we have attained through our McKinnon-made mantles, necessitated enlarged premises, which will be attained by the addition of a very large portion of the new six-storey warehouse which the president of the new company is erecting on Wellington street, to be completed early in the Spring.

"Now, with regard to the business outlook, we certainly think it is bright; and base our conclusions on direct evidence, which leads us to believe that the general trade throughout the country is in a sound, healthy condition. The Fall millinery trade was particularly satisfactory; and we believe that stocks were well reduced at the end of the season. Again, and perhaps more than for a number of seasons past, does the character and tone of the new Spring millinery creations show a marked change, indicating a newness which must be received and adopted. Particularly is this applicable to hat shapes for the coming Spring, styles being an entire departure from those of previous seasons, a great argument in favor of closing out hat stocks at the end of each season. There is a tendency on the part of some manufacturers to introduce for the Spring ready-to-wear hats, in trimmed sailor and walking hat effects, a feature which is not in the best interests of the millinery trade in general. Neither are they as stylish or effective as those which pass through the hands of our Canadian millinery artists; nor do they admit of trimmings being used to any extent.

"Flowers must again be placed at the top of the long list of hat beautifiers for Spring; and the various effects and designs, almost true to nature, can be counted by the hundred. Ostrich tips and three-quarter flats have sold well on the early trips, and promise to take a good place in the manufacture of high-class millinery. Whip, flowing or wave osprey will be very popular, and at the same time make a most effective trimming. Also, as there will be large quantities of chiffons and other light materials employed, buckles will be called upon in giving a stylish finish to jaunty millinery.

"Plain and fancy ribbons are showing in great abundance, and will be much used in conjunction with velvet, chiffon and other new trimming materials which have been introduced into the millinery world this season. We will not venture to place the season's colors or shades according to their selling strength or merit, but the following will be leaders: White, paille, cythuse, d'or, ousal, argent, turquoise, marjolaine, clematite, royal, bengale, mahonia, fuschia and cerise. You may tell the trade that it is going to be a milliner's season, and, from the nature and character of the millinery, one in which they will have full scope to show their ability. There will be pleating, puffing, shirring and quilling without end.

"So far, we have said nothing about our factory, but, as our productions evolved from that department interest your readers very largely, for the benefit of the hundreds of buyers who will be visiting the market at an early date, you might say that we are showing complete ranges of jackets and capes, also a fine collection of ladies' skirts, including crepon, plain and figured lustre, linen, duck, serge and pique effects, which should be seen by every buyer handling this class of stock. Our general opening of millinery, millinery novelties, and jackets, will be held on Monday, Feb. 27, and following days, and we extend a cordial invitation to the trade in all parts of the Dominion to be present. We promise a fine display of the season's novelties, ideas and requirements."

# THE DATE IS FIXED.

## Our MILLINERY OPENING

will take place on TUESDAY, FEB. 28th, WEDNESDAY, MARCH 1st and THURSDAY, MARCH 2nd. We are putting the finishing touches to a number of improvements in our warehouse, and we want you to come and see it in its new dress. It will contain a larger stock of Millinery than has ever been shown at one opening before in Canada.

The display includes all the latest creations in hats from Paris, London and New York, with chiffons, ribbons, laces, flowers and, in fact, everything a milliner requires, in endless profusion.

Come and see us anyway.

# Caverhill & Kissock,

91 ST. PÉTER STREET, Montreal

# WM. PARKS & SON, Limited

ST. JOHN, N.B.

Samples for **SPRING TRADE, 1899**, now ready.

## FLANNELETTES

Stripes and Checks

Domet Flannels  
Shaker Flannels  
Courtenay Flannels  
Flannelette Sheeting

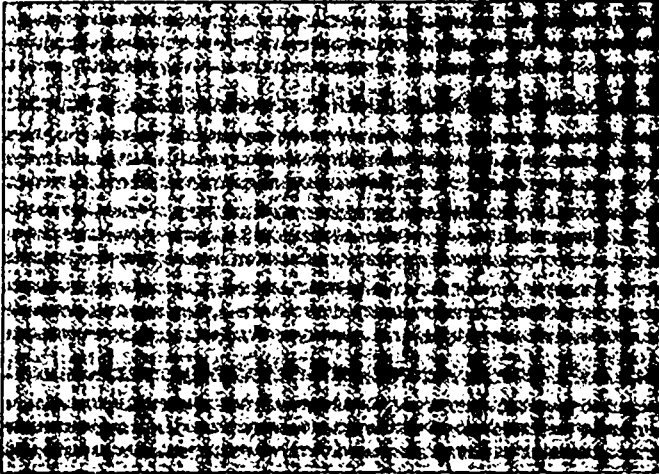
Cottonades  
Denims  
Tickings  
Galateas, Yarns, etc.

Agents . . .  
J. SPROUL SMITH, 30½ Yonge Street Toronto.  
DAVID KAY, Fraser Building, Montreal.  
JOHN HALLAM, 83 Front Street East, Toronto, Special Agent for  
Beam Warps for Ontario.

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

## A NEW LINE IN FLANNELS.

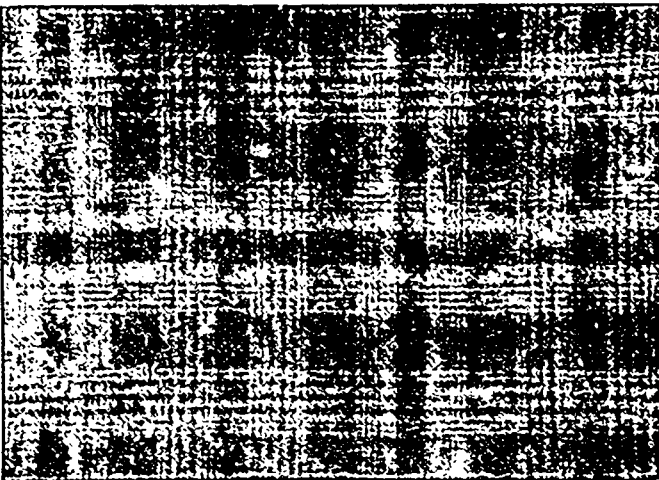
It can no longer be said that the finest grades of flannels are not both produced and pushed in this country. A line of flannels, which is going to make a sensation in the market, will be shown to the retail trade this month. Travellers will go out about February 15. Believing that there was an opening for a range of



New pattern in Canadian Flannels - Maple Leaf Woollen Mills

really fine, high grade Canadian flannels, The Maple Leaf Woollen Mills have been at pains to put their belief into practice, and are going to show a large range of new, handsome designs, which are reasonably certain to capture trade all over the country.

A few of the samples have been shown to THE REVIEW, and one or two are illustrated herewith. They are far superior in tex-



New pattern in Canadian Flannels - Maple Leaf Woollen Mills

ture and design to flannel materials of this class usually shown. The designs have been specially procured from Europe, and are the newest in vogue there. The colorings are all fashionable combinations, such as greens, purples, pinks, sky, and the more staple ranges, such as grey, military, etc. The mills have been specially fitted-up with machinery intended for the manufacture of fine high-grade goods, and will not make any other kind. Purchases are made of the finest B. A., Cape, and merino wools, so that the feel of the goods is a true indication of their real character. Anything

softer, more flexible, or with a finer finish it would be difficult to imagine.

There are already about 50 patterns, and many of the lines are admirably adapted for ladies' blouses, wrappers and shirt waists, and men's fancy shirts. The range also includes some exquisite colorings in silk mixtures, which are very taking. These goods, in spite of their high grade, are not expensive.

In order that the retail trade may judge for themselves of the qualities of these new flannels, the selling agents of The Maple Leaf Mills, 47 Bay street, Toronto, will send free, on application, samples of the goods to the retail readers of THE REVIEW, who may send for them.

### RETIRING FROM THE CORSET BUSINESS.

The Canada Featherbone Co., London, Ont., have issued a circular to advise the trade that they have disposed of their entire stock of corsets and corset materials to Brush & Co., of Toronto, the well known corset manufacturers, and that they have retired from the corset business. "Brush & Co.," they say, "will have the sole right to use our 'Featherbone' corset filler, and also our trade marks, so far as applied to corsets. They will also continue the manufacture of our most popular lines, so that there will be no difficulty in sorting from Brush & Co. any lines of 'Featherbone' corsets that any of the trade may have in stock. In thanking the trade generally for the liberal support accorded us while in the corset business, we bespeak for our successors an increased patronage, as we, on our part, will guarantee to supply a superior and improved 'Featherbone' filler, and Brush & Co's well-known reputation will guarantee the best and most up-to-date corset." The Canadian Featherbone Co. are retiring from the corset business to be able to devote more time and energy to their rapidly-increasing "Featherbone" business.

### THE S. F. MCKINNON & CO., LIMITED, FORMED.

In this issue, THE REVIEW has to announce the passing of the old firm of S. F. McKinnon & Co. into an incorporated company for carrying on the business of wholesale dry goods and millinery, and manufacturers of mantles, cloaks, skirts, etc. On Friday, Jan. 27, a meeting of the shareholders was held at the offices of the company, 71 and 73 York street, for the formal taking over of the business of S. F. McKinnon & Co. by S. F. McKinnon & Co., Limited, and for the election of directors. S. F. McKinnon was elected president of the company, James M. Alexander vice-president, and Reuben Millichamp, William Guthrie, and J. S. McKinnon as directors.

In the formation of the company, the business of Alexander & Anderson, pioneer mantle and cloak makers of Canada, has been amalgamated, and Mr. Alexander, whom the shareholders of the new concern elected vice-president, takes his place in charge of the manufacturing interests, and this means a very strong combination in the mantle-making field, and will but more firmly establish the very enviable position which McKinnon-made mantles have attained. The new concern, with its standing, experience, and ample backing, has the best wishes of the trade and THE REVIEW.

J. J. Roberts, the Winnipeg representative of THE DRY GOODS REVIEW, has been elected a School Trustee in Winnipeg by a large majority over the other candidates. We extend him our heartiest congratulations.

John Partridge, dry goods merchant, of Victoria, B.C., was drowned at Shawengan Lake, 30 miles from Victoria, on the E. and N. Railway. Mr. Partridge has been in low spirits for some time past, on account of poor health.

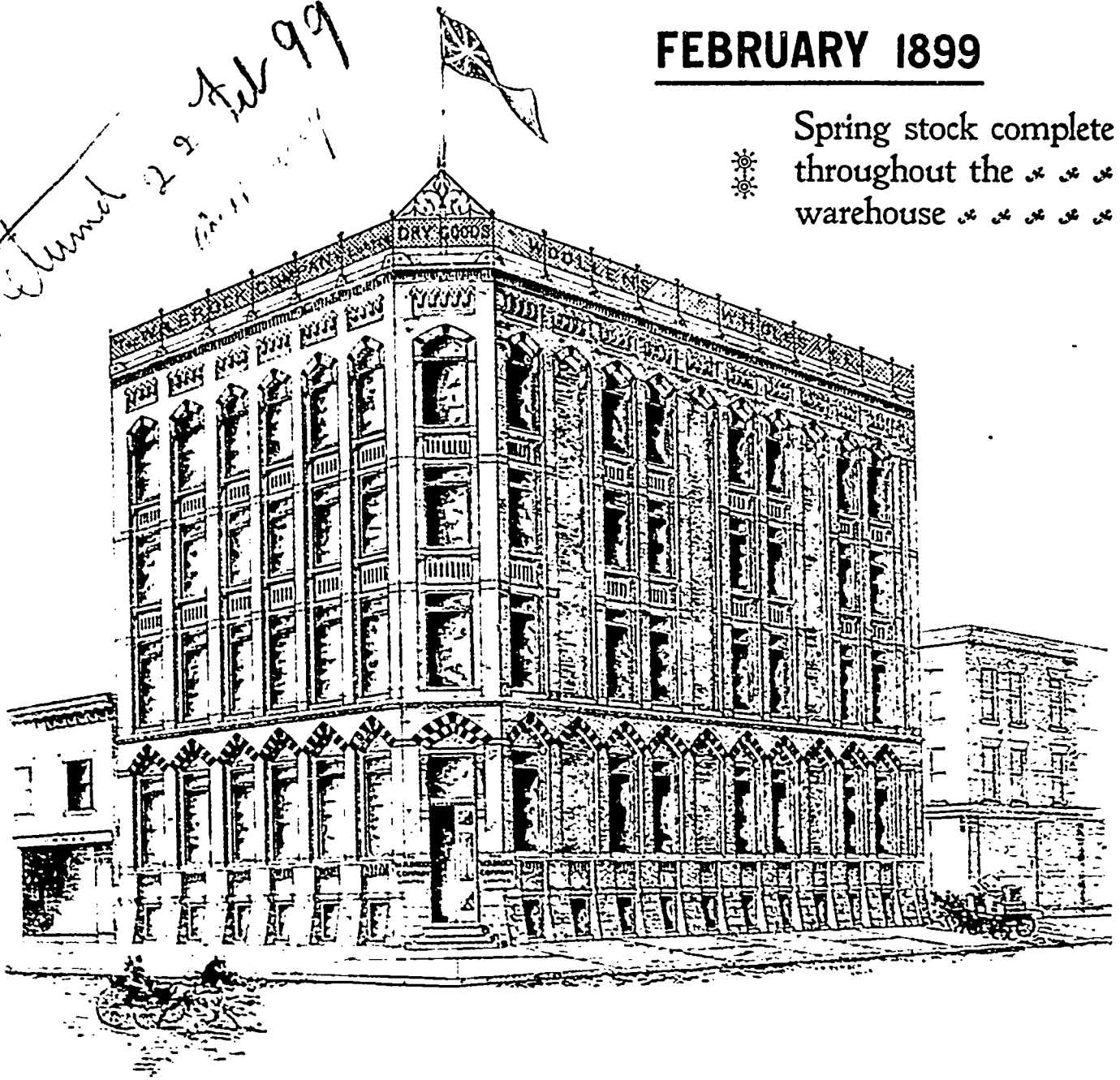
*See our circulars*



*Wait for our travellers*

**FEBRUARY 1899**

Spring stock complete  
throughout the *\*\*\**  
warehouse *\*\*\**



## Some of Our Specialties

Canadian Staples, Washing Fabrics, Linens, Carpets, Floor Oils and Linoleums, Draperies, Curtains, Hosiery, Gloves, Underwear, Dress Goods, Silks, Worsteds, Serges, Tweeds, Tailors' Linings and Trimmings, Men's Furnishings.

We are noted for our prompt  
attention to Mail Orders

*The* **Brock** *Company*  
(Limited)

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

## CANADIAN LININGS

THE question is often asked: "Why are so few dress linings imported to Canada now?" The answer is: "Because The Montreal Cotton Co. is always alive to the demands of the trade, and thoroughly up-to-date." We handle all their various makes and qualities approved of by every class of dressmaker in city, town, and country.

To secure prompt delivery **Early Ordering** of **popular** lines is advisable.

We predict a larger output for the coming season than ever heretofore.

**Our Specialties:** Foulards, Siliesias, Linettes, Surahs, Jeans, Satines, Simla Silks, Pongees, Moire Antiques, Moire Percalines.

We endeavour to keep our stock thoroughly assorted the year round.



# THOMAS MAY & CO.

— MONTREAL —

QUEBEC.

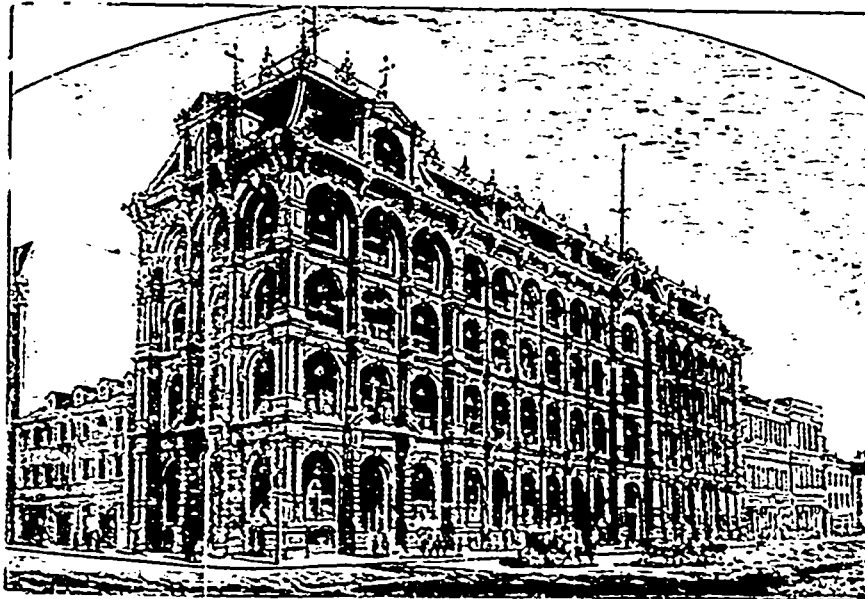
TORONTO.

WINNIPEG.

Wholesale Importers of Millinery, Dress Trimmings  
and Fancy Dry Goods

## DEPARTMENTS

Ladies' Hats  
Fancy Straw  
Trimmings  
Flowers  
Feathers  
Ribbons  
Silks  
Laces  
Chiffons



## DEPARTMENTS

Veilings  
Mantles  
Cloakings  
Dress Trimmings  
Velvets  
Velveteens  
Parasols  
Knitted Woollens

**SPRING**  
**Openings**

1899

AT . . .

**TORONTO**

10 Wellington Street West

**Monday, February 27th**

and following dates.

AT . . .

**MONTREAL**

— Victoria Square

**Tuesday, February 28th**

and following dates.

French Pattern Bonnets

Pattern Mantles and Capes

Millinery Novelties

Dress Trimmings

# A. A. ALLAN & CO.

51 Bay St., Toronto.

English  
Felt Hats

Extensive preparations made for the Spring trade. Our styles and values ahead of all competition, embracing the well-known makes :

WAKEFIELD  
LESLIE & CO.  
ROYAL BRAND  
EXCELSIOR  
STARLIGHT

These names are a guarantee of excellence.

When our travellers call have a look at their merits, or write for samples.

Letter orders promptly attended to.

# PEWNY'S KID GLOVES

We have now received a full, fresh stock of all our leading lines for immediate delivery.

LATEST STYLES  
LATEST SHADES  
BEST QUALITIES  
FRESH STOCK

Combine to make these gloves the best in the market.

All orders will receive prompt and careful attention.

S. GREENSHIELDS, SON & CO.

Agents for Emil Pewny & Co.,

GRENOBLE, FRANCE.

## Careful Buyers

recognize the necessity of placing their orders with . . . . .

## Conservative Buyers

still continue to give their orders, as heretofore, to . . . . .

## Shrewd Buyers

always know they are getting a combination of Value and Style, when ordering from . . . . .

## All Buyers

know the address . . . . .

# JAMES CORISTINE & CO.

Manufacturers and Importers of

Hats, Caps, and Straw Goods.

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Hats, Caps, and Straw Goods.

# JAMES CORISTINE & CO.

Manufacturers and Importers of

Hats, Caps, and Straw Goods.

469 to 477 St. Paul Street, and  
12 and 14 St. Nicholas Street

**MONTREAL.**

## The Hat and Cap Trade.

### THE LINEN HAT TRADE.

TRADE continues very good in the hat trade generally. The reports regarding linen hats are that this line is going to be as great a fad the coming summer as they were last. At least these are the indications up to February 1, from the sales made to leading hat dealers throughout Canada. The demand for linen hats will only interfere with the cheap grades of straw hats, the better goods in straws having sold as largely as usual.

### FAVORITE COLORS IN HATS.

It looks as if the run this year was toward tana, walnut, and nut brown in colored hats. These, it is considered by importers, are the three favorites in stiff hats. Black hats, of course, will, as usual, predominate. The same colors are most called for in fedoras, with the addition of agate and drab.

### CANADIAN HATS.

The other day, a colored hat was shown to THE REVIEW, and an opinion upon it was asked. After carefully examining it, the critic replied that no fault could be found by the most fastidious person. It was perfect in color, down-to-date in shape and the silk feel was high-grade. Inside was the legend: "American Manufacture." Of course, Canada is in America, and so is Mexico or Nicaragua. This was a Canadian hat, THE REVIEW was then informed, and it was certainly a credit to the manufactures of this country. Yet, such are the supposed prejudices of buyers, that the maker had not labeled it "Canadian," but preferred, for safety's sake, apparently, to take refuge in the "continent to which we belong." Some day, a Canadian hat manufacturer will make a hit with a national brand, boldly Canadian, and come out on top.

### SMALL SHAPES IN THE STATES.

The New York Hat Review says that the change in style which we regard as specially desirable for stiff hat manufacturers is already developing, and the tendency is distinctly toward smaller shapes, low, moderately full crowns, with properly proportioned brims; at this time  $4\frac{1}{2}$  to 5 in. deep crowns, and  $1\frac{1}{2}$  and 2 in. brims, appear to be quite popular. Retailers who placed orders in December, for delivery from February 1 to February 15, early in January sent forward requests to have the small shapes included in their orders forwarded to them at once by express.

### ENGLISH ADVICES.

The London Hatters' Gazette says: "The trade for December has been considerable for all inferior qualities, best blacks alone remaining unworkable, owing, it is said, to the very high prices at which they are held. All other grades are practically cleared off the market, and orders on hand will consume the greater part of the production for next month. The old year has been one of the most remarkable ones for very many years. The great scarcity of skins has caused prices to go up with a rapidity that has caused much alarm to every branch of the trade. January saw the first upward move from the unsteady markets of the closing months of 1897, when best New Zealand skins were bought up freely at 1s.  $4\frac{1}{2}$ d. to 1s.  $5\frac{1}{2}$ d. per lb., and Tasmanian and Melbourne skins at 1s.  $0\frac{1}{2}$ d. to 1s.  $1\frac{1}{2}$ d.

per lb. From that time down to the beginning of November the advance continued, and best New Zealand skins left off at 2s.  $2\frac{1}{2}$ d. per lb. and Tasmanian and Melbourne at 1s.  $8\frac{1}{2}$ d. to 1s.  $9\frac{1}{2}$ d. per lb., showing an advance for the ten months equivalent to about 2s. per lb. on the produce of fur."

### THE MAKING OF HATS.

A correspondent of the Danbury, Conn., News., denies that hat machinery has led to a decrease in the men employed in the United States hat factories. He says: "There has been so much said about the large increase of improved machinery in the hat factories, that I arise to explain.

"There has been no improvement in machinery for blowing fur or mixing it in fifteen years. There has been no improved machinery adopted in forming fur hats in twenty years, with the exception of dipping attachments, which have been used in a few shops only—in the hardening-rooms there has been no machine used in twenty years—in the sizing-rooms, where more men are employed than in any other department, there have been no improvements made on the machinery within ten years—there have been no improved machines introduced in the blocking department within twelve years—in the coloring department there has been no machinery used in 50 years; in fact, the machines in use over 50 years ago have been discarded; in the shaving and stiffening departments, there has been no improved machinery to materially decrease the number of workmen in 12 years. In the drying department, no machinery is used; in the finishing department, there have lately been some ironing machines and presses introduced, but I am informed that they do not materially decrease the number of workmen. In the curling rooms, there have been introduced some machines for turning the edges of the hats. In the trimming department, operated by women (bless their patient souls), there have been no improved machines.

"There have not been improved machines introduced in our hat factories to decrease the number of workmen 10 per cent. in 10 years, while the demand for fur hats has increased from 40 to 50 per cent., owing to the increased population and the decreased demand for wool hats."

### THE MERCHANTS DYEING AND FINISHING CO.

THE REVIEW was shown here some new figured black dress goods done at their works, with mohair raised figures, done by the new mercerising process, which is supposed to be known only to a few, and, as far as the writer's judgment goes, the retailer could about double his money on them. They are also now preparing to do certain other classes of plain goods, which they expect to sell largely for both Spring and Autumn, and claim that, having a stock of goods in the grey, they will be better able to supply the colors that may be needed as the season goes on than any other house. Certainly the goods done here are a great credit to Canada.

While giving special attention to those classes of dress goods which they can dye and finish here, The Merchants Dyeing and Finishing Co. are keeping, also, a large range of every class of dress fabrics. The silk department is also larger and more active than ever, while their old specialties—gloves and hosiery—still form a leading feature—in fact, they are striving to excel in the specialties that they now handle. Ribbons, laces, trimmings, cotton dress goods, muslins, etc., are especially attractive and up-to-date.

J. Sproul Smith, Toronto, has been appointed agent in Canada for John Bright & Bros. Limited, Rochdale, England, silk plush and carpets.

# CRASH! BANG!



Crash Hats and Caps

AND

Light Weight Caps

for Spring and Summer Wear.



# BANG-UP GOODS

We are determined to sustain our reputation for making the best goods in the market.

ALL REPRESENTATIVE JOBBERS  
HANDLE OUR LINE . . .

Request Your Jobber to Show You Our Goods.



# Mohawk Valley Cap Factory

UTICA, N. Y.

**NEW FEATURES IN WHOLESALE TRADE.**

**BLOUSE WAISTS, WASH SKIRTS, ETC.**

**B**OULTER & STEWART state that their adjustable front blouse is having a ready sale. It is a novelty and suits all figures. Every waist department will be incomplete without a range of these goods. A complete line can be seen at their warehouses during the openings.

The enormous quantities of wash skirts worn with the popular blouse waist in the American market has caused the demand for similar goods here. Crash skirts can now be sold as low as 50c. with three yard skirts and perfect cut; white ducks, a first-class article to retail at \$1. These leaders combined with the many rarities of novelty cloths and fancy trimmed skirts will prove ready selling stock the coming season. Boulter & Stewart are showing a most complete line, both in cheap stock leaders and the better made tailor-finish goods.

Just to think of it. You can offer a suit complete to retail at \$1—blouse, belt and skirt in stylish cut goods. These goods are offered in ten-dozen lots, by Boulter & Stewart, at \$9.45 net. A call at their warehouse, during the openings, will repay you, as these will make splendid leaders.

Fripped muslin curtains are becoming more popular every day. Nothing looks prettier or more stylish for bedroom decoration. Boulter & Stewart are showing a large range of these goods in white to retail at \$1.25 to \$3, and in fancy colors \$1.50 to \$3—some thirty designs in all. Also piece muslins, in same designs, for small sash curtains.

**HUTCHISON, NISBET & AULD.**

Hutchison, Nisbet & Auld report that the volume of business being done this year is fully double that of last year, that the demand is for the highest-priced goods, making it even difficult to sell low-priced qualities, and that in Canadian goods there has been, of late years, a remarkable improvement in the styles shown. This improvement has been so great that this season Canadian made goods (Oxford homespuns) have been bought by the oldest and most exclusive houses, such as deal with the most fashionable tailors in London. These sales have been made on the merits of the goods, and Hutchison, Nisbet & Auld say they are bound to increase, as there are no goods made anywhere which are of better value. They have now in stock fully 100 patterns of these goods. Of course, such makers of fine goods as Martin, Taylor, Clay, etc.,

have an advantage over Canadian manufacturers, for, having the markets of the world open to them, they are now enabled to distribute their styles so that the fashionable dresser who does not like to see his suit duplicated may be "suited." To meet this demand, a selected assortment of finest fabrics from the best makers of the world is shown.

Among the new things for Spring of British and foreign manufacture in worsted suitings are tartan colorings, new drabs, brown, with rather an olive tinge; also, a much larger range of greys than heretofore. The herringbone effect is fully holding its own, both in woollens and worsted goods. Black and grey vicunas and cheviot cloths are selling well for suitings. Blue serges and worsteds are selling in even larger quantities than usual.

A revolution in bicycle suits is expected this season. In the past, "any old thing" in ready-made goods has satisfied the demand, but this year, something of a higher quality is looked for. Hutchison, Nisbet & Auld have provided for this demand a large range of Canadian and British goods, which are exclusive in style and design and are all wearable goods.

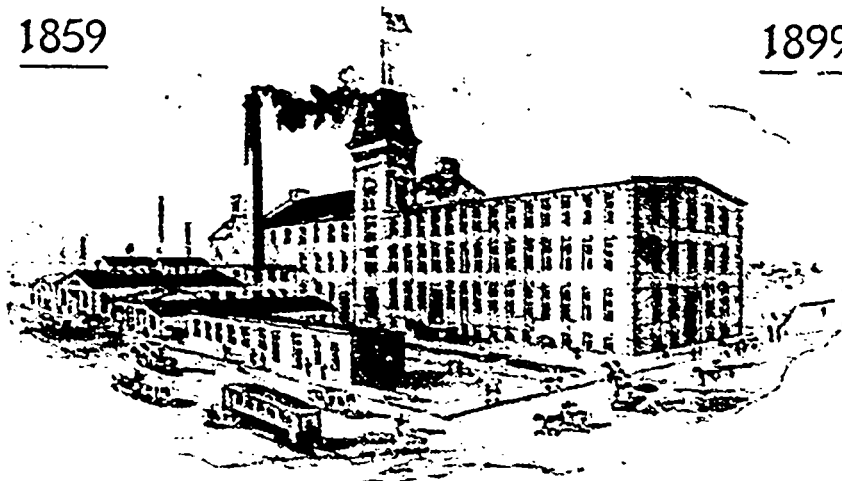
In homespuns, this firm are fully prepared for the Spring trade. They are sole selling agents for "Oxford" homespuns, before mentioned. They have a large stock of "Harris" homespuns, imported direct to insure their being the genuine thing, and a new line of homespun tweeds from the Island of Arran is being introduced. In these Arran goods are some styles even more attractive than are to be had in the "Harris" line, which they surpass in richness and color. "The wearer of a pair of bloomers and a cap of Arran tweed, with a blue serge coat and vest, will," say Hutchison, Nisbet & Auld, "excite the envy of every bicyclist less fortunate in his choice of apparel." The fashion-plates—Minster's, Eng.; Mitchell's, N.Y., and The Tailors' Review—are expected to be issued early in February.

**H. A. NELSON & SONS CO., LIMITED.**

H. A. Nelson & Sons Co., Limited, are showing a large line of purses in good qualities at low prices, specially adapted for the notion counter of a dry goods store. In back and side combs, which is another saleable notion, they show over one hundred lines, including the "Empire," in celluloid with nickel-plated insertions, in exact imitation of steel. These goods are selling at low prices. Washburne goods, such as cuffholders, pant buttons, pencilholders and key chains are enjoying a good sale.

The firm are enjoying exceptional success with their brooms and whisks. A special line for dry goods stores is worth seeing, and they solicit correspondence from those interested. In less than two months their travelers will be on the road with a full line of toys, games, fancy goods, etc.

1859



1899

**This is Our Growing Time.**

"TURNBULL'S" has Grown to be a household word and stands for the best and cheapest Underwear made in Canada.

**THE C. TURNBULL CO.,  
of GALT, Limited.**

GOULDING & CO.,

27 Wellington St. West, Toronto.

JOSEPH W. WEY,

7 Bastion Square, Victoria, B.C.

WE ARE SHOWING  
SPECIAL VALUES IN

Black Faille Ribbons  
Black Double Satin Ribbons  
Black Satin and Glace Ribbons  
Black Moire Ribbons  
Black Fancy Ribbons  
Colored Faille Ribbons  
Colored Glace Ribbons  
Colored Double Satin Ribbons  
Fancy Ribbons in newest designs.

Also a splendid range of Baby Ribbons,  
Draw Ribbons, and Frilled Satin Ribbons  
in all the Newest Colors.

**A. B. BOAK & CO.**

HALIFAX, N.S.

## We take this opportunity

of thanking our friends in the clothing business from Nova Scotia to Victoria, B. C., **ESPECIALLY OUR WESTERN FRIENDS**, and can assure them we appreciate their patronage very much.

We have the

**LARGEST AND  
BEST EQUIPPED  
CLOTHING FACTORY**

in the Dominion, and shall be pleased to send samples of our leading lines at any time.

We are making up Boys' Knicks, lined throughout, buttons at knee, in packages assorted as follows:

*Ages 4 to 11, \$2.75 to \$5.00 per doz.*  
*" 12 to 16, \$3.00 to \$6.00 "*

Samples submitted free on application.

**CLAYTON & SONS**

HALIFAX, N.S.

# J. FRANK RIEPERT - MONTREAL

**DIRECT-IMPORTER**



**MATTINGS**



**E**ASTERN Merchandise having become an important item of business with the leading Fancy Goods trade, and having exceptional facilities and advantages for procuring all the latest and exclusive goods in this line, we have pleasure in announcing that, in addition to our Extensive Japanese Silk, Rug and Matting business, we have now added a special Department including: China Ware, Lacquered Goods, Baskets, etc., etc., all of the newest and latest styles and novelties.

We have made unusual efforts to make this a leading Department in our business, and believe it will pay you before placing your import orders, to look through our line of samples which will shortly be submitted for your inspection by our Travelling Salesmen.

**J. FRANK RIEPERT**

30 Hospital St. - - MONTREAL



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**.. FANCY GOODS, SILKS, RUGS AND MATTINGS ..**

## NEW FEATURES IN WHOLESALE TRADE

THE W. R. BROCK CO., LIMITED.

THE development of the demand for fancy dress goods for Spring has been a complete surprise to the Brock Co., as everybody prophesied that nothing but plain goods would be wanted. The tendency has, undoubtedly, been that way. But this firm, believing that a certain quantity of fancies would be required, bought a complete range, which they have been obliged to repeat in every instance. This, they think, is due largely to the fact that other houses have rather avoided fancies, and thus the bulk of the orders have come to them. Among the names of the merchants who have sent in orders are some who have not previously done business with the firm.

Orders for fancy blacks have come in encouragingly, showing that the season for this class of dress materials will be as good as, if not better than, last year. Bright mohair figures and blister crepons are the two pronounced lines. In plain blacks, elastic coatings and poplins are very popular, and special mention is made of this firm's No. D. 5, which they believe to be the best in the market. In plains, ladies' cloths are undoubtedly the thing. Special values are shown in the following lines: Z 106, D 2, W.D. 62, D. 3; and in mixture serges, with Pirle finish, mention is made of four lines, namely: G. 483, L. 412, G. 480, L. 405. A fine line of coverts is shown, and velours in colors and blacks, and henriettas are both in good demand. Plain black lustres are doing well, and exceptional values in all widths are offered. Two very pretty materials, one a cream corduroy the other a cream silk stripe, are having a phenomenal success.

The trade will be interested in two new materials shown this season. One is called glyster, which is a kind of grenadine with the lining attached to it, which gives it a shimmering effect. The other is washable and untearable of French manufacture, made it is said, without either cotton or wool, but a combination of linen and ramie. The pattern shown is a black and white shepherd's check. With regard to the colors in dress material, the new shades of blue are still the prominent favorites, but greens, from the myrtle shade to sage and olive, navies, cardinals, fawns, follow in order.

The recent advances in silks have brought orders in at a lively rate, especially in black and colored satins, black surahs, peau de soies, grosgrains, in all of which the firm have a big stock on hand. But, as repeat orders would cost more money, the merchant is advised to buy now. Of fancies, large shipments have been made during the past few months, but they still show good ranges of all the latest novelties.

In their woollen department, the Brock Co. have recently cleared out a lot of mill overmakes in three-quarter goods, which they are offering at great inducements; also a big purchase of Campbell twill serges, blue and black, at 20 per cent. below manufacturers' prices. They have been calling special attention to their "Tiger" and "Terror" serges, and two-fold Clay worsteds, which they claim to be beyond competition. Their range of Spring suitings and trouserings for Spring is quite complete.

In linens, the following specials are noted. A line of 60-inch cream damask tabling to retail at 25c.; a fine bleached 72-inch cloth at a third less than the regular value; five special lines in huck towels, a manufacturer's stock lot, to retail at 20, 25, 35 and 50c. per pair; two special lines in union napkins, nice looking goods; a 23-inch checked grass cloth at one-third under regular

value; two snaps in towelings, a small lot, 16, 18, 20 and 22-inch, to retail at about 25% less than regular value. In dress linings, a soft finish linenette, with percaline finish, to retail at 12 1/2c. is shown, and in other linings the department is well up-to date. Mention is also made of a 36-inch fine cloth print, a morley zephyr, which can retail at 12 1/2c.; and also 27-inch Amoskeag gingham, fancy weaves, beautiful effects, in small, medium and large checks.

In cashmere hosiery The W. R. Brock Co., Limited, are offering all their lines, but one, at the same prices of 12 months ago, in spite of there having been several heavy advances. In anticipation of these, large orders were placed, and as long as the stock lasts, customers will get the benefit of the low price. In only one line an advance has necessarily to be asked. In hosiery, gloves and underwear, the company are doing their utmost to be considered the leading house of the trade, and claim that no firm carries a larger stock, better assorted, or at better value. They do not pretend to carry lines that may be asked for once in a lifetime, but, in all staple or staple fancy lines, orders can be filled.

The men's furnishing department is showing special values in unlaundried shirts to retail at 25c., 50c., and 75c. A full dress shirt called the Minto to retail at \$1, is a special for value and general appearance. The assortment of regatta and outing shirts is large, with specials to retail at 50c., 75c., and \$1. A silk front, called Yukon, is taking well. It is a new idea. The assortment of braces, from the leading manufacturers, was never so large. An extensive line of collars and cuffs is carried, including new styles of stand ups, turned downs, and turned down points in various heights, both English and Canadian make. In cashmere socks there are three extra special lines to retail at 25c. The Pacer, Acme, and M.20. In men's underwear, plain and fancy balbriggans to retail from 25c. to 75c. per garment are shown, and the range includes merino, natural wool, and plain cotton, in all sizes and prices. A notable range of overalls, smocks, and pants contain a great assortment of sizes to suit the most whimsical tastes. A handy little leaflet showing the names, sizes of the lines, with short descriptions of each, will be sent to any merchant writing for one.

The importation of muslins this year is very large, including apron lawns, satin and Swiss checks, Victoria lawns, India linens, mull, nainsooks, jacconets, lace and linenette stripes, Swiss books and also a new line of Swiss dress muslins, spots, sprigs, etc., in both Scotch and Swiss makes.

This firm endeavor and succeed well in having all the millinery supplies required by buyers, and this season, especially, their assortment of fancy ribbons is larger and more varied than ever, while their reputation for all makes and prices of laces and veilings will be maintained.

### FIRE LOSS AND INSURANCE.

The fire which, early last month, destroyed the business section of Bridgewater, N.S., teaches a lesson that merchants everywhere should give serious heed. Thirty-five business houses were burned out, causing a loss of \$133,750. The insurance on these was only \$64,550, less than half the loss. In some cases the insurance was nil, where the loss ran from \$300 to \$2,500. In one case, a loss of \$6,000 was covered by \$2,150 insurance, two losses of \$5,000 by \$1,500 each, while another loss of \$13,000 was covered by \$3,200. Fires during 1898 caused a loss of nearly \$128,000,000, and, it is safe to say, they finished the business career of many a merchant because of insufficient insurance. Are you insufficiently insured?

G. B. Fraser, of S. Greenshields, Son & Co., was a passenger on the Campania, which sailed on January 28. He is making his regular trip to the British market.

# THE REVIEW'S DIRECTORY OF AGENTS.

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

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

Representing—STANFIELD BROWN & CO., Bradford, Eng., manufacturers of meltons, carriage cloths, ruggings, etc. HENSAL, COLLADAY & CO., Philadelphia, U.S.A., manufacturers of dress trimmings, fringes and upholstery goods. ARNOLD B. HEINE & Co., St. Gall, Switzerland, manufacturers Swiss embroidered handkerchiefs, Swiss embroideries and curtains.

**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

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

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

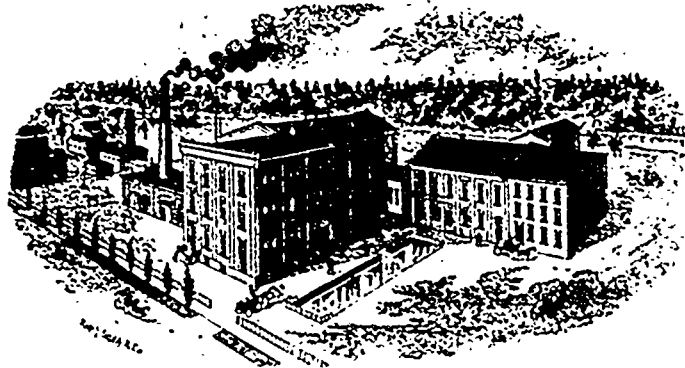
**W. E. WALSH** \* \* \* \* \*  
 13 St. John Street, **MONTREAL**

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

**FRED. R. WILLIAMS** Manufacturers' Agent  
 Hamilton Chambers, 17 St. John St., **MONTREAL**  
 Open for Agencies of Dry Goods and Smallwares.

**A. ROLAND WILLIAMS** Manufacturers' Agent,  
 10 Wellington St., East, **TORONTO**.  
 I. T. & I. Taylor, Limited, Batley, England. Hope St. Factory, Limited, Belfast  
 Shaw, Wallace & Co., Belfast. Strauss & Uhlich, Amberg. Baker & Brown, Montreal

MANUFACTURERS OF  
*All Wool and  
 Union Flannels.*

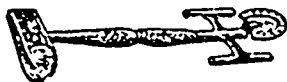


*Tweeds, Serges &c.*

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

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

Use the "Derby Link," No. 2



Patented Nov. 28, 1893.  
**FOR ALL CUFFS.**

Use the New "Star" Cuff Holder



Patented.  
**For Link and Plain Cuffs.**

Keep your trousers up with the  
 "Automatic" Bachelor Button



WRITE  
 TO YOUR  
 JOBBER.

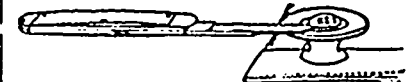
NO  
 NEEDLE  
 REQUIRED.

The New Automatic



Patented Jun. 5, 1894.

To unlock button simply raise the key



U. S. Patent June 5, 1894. Eng. Patent No. 11,630.

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

For Sale by Principal Jobbers Everywhere.



## COMPETITION IN RUBBER COATS.

Editor DRY GOODS REVIEW:

SIR,—Understanding, as we do, that your paper wishes to publish facts, our object in this writing is to put the trade right on the question of the American competition in rubber coats.

Your article in the special Spring trade number entitled "Competition in Rubber Coats," affirmed that the American trade had already been sickened by cheap shoddy goods, and that the makers of the poorer class of rubber goods turned to Canada as a dumping-ground. In reply to this, we would say that we have been handling the cheap grade of American rubber coats for five years; we have sold the bulk of coats coming to Canada in that time. So far as shoddy is concerned, we have seen the Canadian article sold for the same price by the jobber, and the adjective would be far more applicable to that line. Again, the orders for these garments in "the States" have been so large our friends here have had a difficulty in getting the goods delivered in one month from date of order. From this, it would not appear that the American goods were all made-up waiting to be dumped into unfortunate and defenceless Canada.

Now, as regards price, your article says: "It has been proved that the coats which sold for \$3.25 in January last, and paid duty on that amount, now sell for \$1.10 and pay duty accordingly." We would like to see the proof, and, if any Canadian manufacturer has taken an affidavit to this effect, it is to be hoped the Bible he swore on was not in the English tongue.

Four years ago we sold the American line for \$2.20, and, even supposing for argument's sake that the price is now \$1.10, the garment sold now is not so good in many respects as the \$2.20 coat. Any wholesale buyer will support us when we say that the price of \$3.25 in January last is a myth of some imaginative brain. This only goes to prove that the progressive American has shown that he can go ahead while our Canadian manufacturer of this particular garment stands still.

The American competition is a fair competition in this line. The goods are sold in the United States in thousands at the price they are offered here; they are subject to a duty of 35 per cent., and, if, as is the case, the Canadian manufacturers cannot compete under these circumstances they ought to turn their attention to something in which there are more prospects of their getting something for nothing.

Yours truly,

WILLIAMS & BELL.

Montreal, January 26.

## BUSINESS MEN AND POLITIOS.

Editor DRY GOODS REVIEW:

SIR,—Some years ago, I found it necessary to visit Northern Ontario to look into the affairs of a customer who was behind in his payments. I was a night at North Bay and attended a political meeting. Mr. Loughrin was the Liberal candidate, and a gentleman from Ottawa addressed the meeting on his behalf. I remember well the appeal that was made. He advised people to vote for Mr. Loughrin, because he was a man who had enough influence with the Government to have matters done as he recommended. He described how Mr. Loughrin would act. He would first wait on Sir Oliver Mowat, and ask that a certain thing be done. The Premier, just as politely, would say that the matter would be attended to. Next day he would be put off with the same gracious promises. But, continued the speaker, that was not definite for Mr. Loughrin. He would call next day, and even if he had to thump the desk and talk vigorously, he would not leave till the matter was concluded as he wished. The story was well told, and you got an idea that Mr. Loughrin was so determined that, if necessary, he would have jumped on the Premier's desk and waved

his arms in the air, in order to force the Government to attend to the wishes of his constituents.

Here is a lesson for us business men, drygoodsmen especially. Governments, Conservative or Liberal, listen as a matter of form. If we would win, we must take them by the throat, and mean what we say when we say "we want it." When we say it this way, we will get it.

THE REVIEW deserves the greatest credit for speaking so fearlessly. Your article has created a great deal of talk and has done no end of good. It has opened our eyes and made us think. I am a Liberal, but I'll vote for no Government that does not deal honestly with the business interests.

Yours, etc.,

BUSINESS.

MONTREAL, Jan. 20, 1899.

Capt Frank Fisher, of John Fisher, Son & Co., who has been in England for some weeks, has returned to Montreal.

T. T. Brown, of Baker & Brown, Montreal, has returned from a business trip to Great Britain and the Continent.

The decision of the Montreal City Council to take to itself power to impose a special business tax upon departmental stores to the extent of 10 per cent. upon each department in the new city charter, has decided Henry Morgan & Co. to abandon for the present at least the extension of their establishment. This extension would mean to the city of Montreal the expenditure of \$100,000 on capital account, and the increase of the pay roll by \$50,000 a year. This firm did not make any attempt to prevent the adoption of this clause in the charter of the city council, but it is the intention to fight its ratification by the Legislature.

17 Front St. West,  
TORONTO.

We are selling

"For the good of your health"

## RUBBER COATS

Inverness and Double Breasted, Box, Cape Coats with 26-inch to 30-inch Capes.

You do not have to

"Come in out of the rain"

when protected by one of our

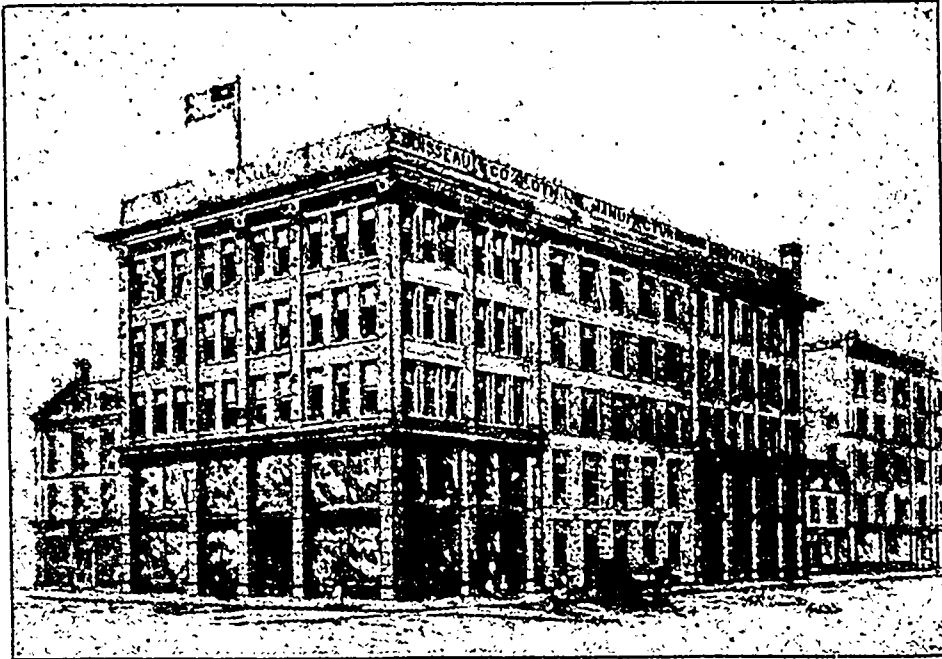
## UMBRELLAS

Our range is very complete. The style, quality and durability guaranteed. You will be wise if you see that your stock is kept well assorted and complete in these two lines, and thus anticipate your customers' demands before the Spring and rainy season begins.

Letter Orders Carefully and Promptly Filled.

CAULFEILD, HENDERSON & BURNS

17 Front Street West, TORONTO.



**“TIGER**



**BRAND”**

*This Wholesale Tailor Label is the Registered Guarantee for Style, Fit and Durability.*

*There's absolutely nothing "in a small way" in the making and selling of "Tiger Brand" Clothing. The big plant occupies an area of an acre-and-a-half, all under one roof, and operators, cutters, trimmers, fitters, inspectors and salespeople number well up to the 1,000. And in its immensity there's the closest scrutiny in the minutest detail, in the little things that go to make good clothing. "Tiger Brand" started out to win its way on a quality basis, and it's making an easy road.*

*Plenty of stock in the salesrooms—all the current styles. Wire, 'phone, write or visit the house. We'll take care of all orders quickly and carefully.*

**E. BOISSEAU & CO.**

Wholesale Tailors

**TORONTO**

## Woollens and Clothing.

### NEW STYLES IN MEN'S WEAR.

SOME new overcoats which have been on English models are the Macfarlanes of dark checks, single breasted, with a cape and big pockets with flaps. These are storm coats, and caps of the same material are worn with them. They are very useful in the country, and they may be worn in the city on a very stormy day.

Many overcoats for evening wear are now fur lined. Musquash is the popular fur for these garments. Fur-lined overcoats do not mean fur-trimmed, and they are not the showy affairs one is wont to associate with the caricature of the old time opera impressario. These coats are made extremely loose, and slip on and off rapidly.

Some of these have beaver collars and cuffs. The price of any one of these goes up into three figures, as fur that is good and handsome is not cheap.

### THE USE OF THE TERM "ALL WOOL"

A prosecution at Leeds, Eng., lately, under the Merchandise Marks Act, has evoked some comment. A merchant was charged with describing as "all wool" a fabric which really contained 40 per cent. of cotton. He said he so described it in good faith on the assurance of the manufacturers of the fabric. The magistrate thought this a reasonable defence and dismissed the case. But the evidence given during the proceedings appears to have been queer, if we may trust London Truth. One witness deposed that cotton could be so skilfully mixed with wool, or "scribbled in," that a merchant of experience could be deceived. One manufacturer said it was necessary to deceive the merchants. Another witness said a fabric containing 40 per cent. of cotton could not be described as all wool, although 5 per cent., or 10 per cent., might pass as wool, as it is too small to be detected. Upon this, London Truth grows angry and says: "A local correspondent tells me that this 'all wool' trick is regarded as permissible because a little cotton improves cloths made from low-class yarns, and that it is, moreover, considered that any interference with it would handicap the Yorkshire trade in the race with foreign manufacturers. The first statement, even if it is true, does not alter the fact that the description is false; as to the second point, the practice of such a fraud upon the public—for that is what it comes to—is more likely to help than to hinder foreign competition." This statement sounds too extreme. Certain classes of woollens are improved by having some cotton intermixed. Gold is called "pure gold," even when an alloy is present to harden the metal and make it useful in the arts and manufactures. Still, "all wool" should mean all wool in many classes of fabrics, and deception is a bad thing for trade.

### NEW YORKERS AND READY-MADES.

New Yorkers are the best dressed men in the world, and the most fashionable of them are now beginning to wear ready-made clothing.

The man who writes on men's fashions in Vogue, the leading society paper in New York, says on this subject:

"I have been accused of sneering at all the clothiers, and of stating that I do not consider a man a person of fashion who does not order his clothes of a high priced tailor, and who buys them from the block. In the first place this is absolutely false and I would hardly pay attention to the accusation, if it were not so misleading as to be ridiculous, and so furnish me with a good New

Year's text, and a chance to fight a little Meadows has brought me the decanter of Irish whiskey, and, after a glass, I feel ready for a shindy

"I have said all along that if a man has a good figure, and what is more, an amenable one, and he can jump into a suit of clothes,

there is no reason now, when clothiers follow closely the prevailing fashions, that he should not buy some of his clothes ready made. I can say so without reservation this year, because the custom has become more prevalent, and because in the aggregation of wealth and capital in these large concerns they have managed to bull the market on good cutters and excellent workmen. But getting ready-made clothes from a first-class establishment or from a cheap knock-me-down place are matters widely different. I cannot think of the second, nor would any reader dream of doing such a thing. Then, again, every first-class clothier has a custom department. A custom department—you see that I have absolutely studied the question and I devoted a whole afternoon to looking into the matter on Broadway—is nothing else but a first-class tailor's. You select your cloth and have your measure taken and order your suit to be made. The only difference may be that the work in large establishments can be done more quickly, perhaps. For the rest it is a matter of individual taste. Then again ready-made clothes can be altered and some little individuality thrown into them. There are many large houses in New York which have specialties which you cannot get as well made at an individual tailor's. The Emperor of Germany—said to be an arrant snob, if his reported speeches and actions are true—traveled in Palestine on Cook's tickets. For economy? No. You cannot go through the East unless you use a tourist agency. Capital has bulled the market, capital has enabled these people to give the very best facilities possible for travel, and capital is the result of brains.

"One large house in New York is famous for liveries, another for army uniforms and another again for golf and sporting clothes. I would rather have my liveries supplied by one of the big stores where I could make a general order than try an individual tailor, who possibly would not care to do the work. There is another shop yet where one can get the best harness in America, and it is a general department store.

"So you see there is reason in all things. I trust that I have cleared myself.

"As for my own needs I go where the fancy pleases me. Bertie Van Winkle was at the club the other day in a very smart walking lounge suit. I asked him the name of his tailor and he laughed and said: 'I was just passing a big shop and saw this in the showcase. You see it does not look machine-made and the pockets are all right. I went in and bought it and it was \$15. Well, I have a good figure [and Bertie smirked a little] and I put it right on and you know it did seem a bit queer at first to go out of a shop in new raiment without having one's clothes seasoned, and I really felt as if I were a twelve-dollar-a-week clerk.' It was great fun and you are the fifth man who has admired it. And I know many men who go to England and bring back clothes with them that are purchased in one of the shops which are eternally advertised with tailors' figures in all the illustrated magazines, but they are not as good as our American things."

### THE UNION MOVEMENT.

The Wholesale Clothing Cutters Union, of Montreal, held a special meeting at the monument National last month, to discuss the question of joining the United Garment Workers of America. R. J. Ryan, local organizer, addressed the meeting, showing the many advantages that would accrue from amalgamation. Besides

REGISTERED

TRADE MARK



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

Registered Trade Mark, as above.

This Trade Mark means that the goods are

# Salt's Belwarp Cloths

and are made at the famous mills of

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

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

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

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

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

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

**WOOLLENS AND CLOTHING—Continued.**

a traveling ticket, which entitles the holder to all membership privileges in other cities, there would be the privilege of participation in a defence fund and a death benefit fund. While some members are reluctant to resign the present independence which the local association enjoys, the general feeling is in favor of amalgamation, though no steps have yet been taken.

The Sanford Manufacturing Company, of Hamilton, are asking their employes to join the Garment Workers' Union of that city, and have agreed to hereafter attach the union label to all goods manufactured by the firm.

**THE RISE IN WOOL.**

There has been a continued large attendance at recent London wool sales, both English, Continental and American buyers being largely represented. The demand has been exceedingly keen for greasy and scoured merinos, and prices showed a marked advance for such wools on December series. This is leading to more inquiry for all-wool merino fabrics, such as cashmere, brocades and other styles, as the high prices for merino wool maintained at the London sales is a daily reminder that prices are almost certain to be higher on the finished material.

**BUSINESS NOTES.**

John S. Flynn, dry goods dealer, Montreal, has sold out.

Mrs. Whitlaw, milliner, Victoria, has retired from business.

J. H. Argue has commenced business as tailor in Strathroy, Ont.

Mrs. V. Levesque is opening out as milliner in Maple Creek, N.W.T.

Chas. S. Botsford, dry goods dealer, Toronto, has been succeeded by The Cooperative Store Co., Limited, which has recently been incorporated.

The Peterboro', Ont., Underwear Co., Limited, has been incorporated.

Shera & Co., dry goods dealers, Port Arthur, Ont., have dissolved partnership.

J. H. Rogers, dealer in hats and furs, Toronto, is advertising his business for sale.

The stock of Louis Shindler, dealer in clothing, Montreal, has been sold at 69c. on the dollar.

Kenny & Co., wholesale dry goods dealers, Halifax, have dissolved, James Heenan retiring.

R. H. Grieves, merchant tailor, Collingwood, Ont., has been succeeded by R. H. Grieves & Co.

R. H. Kells & Co., dry goods merchants, Peterboro', Ont., are advertising their business for sale.

The stock of F. Lavoie, general merchant, St. Eugene, Que., has been sold at 56c. on the dollar.

Hagaman & Jull, general merchants, Ridgetown, Ont., are advertising their stock for sale by tender.

Newton & McKellar, dry goods merchants, Strathroy, Ont., have dissolved, J. A. Newton continuing.

E. Parris & Co., general merchants, Brooklyn and Slocan, B.C., have opened a branch store at Niagara.

The stock of Beament & Johnson, dealers in men's furnishings, Ottawa, has been damaged by fire; insured.

Louis B. D'Entremont, general merchant, Pubnico, N.S., is advertising that he will sell out after March 15.

Ferguson & Thibaudeau, dry goods dealers, Chatham, Ont., have been succeeded by Thibaudeau & Jacques.

The stock of J. C. Prefontaine, dry goods merchant, Montreal has been partially damaged by fire and water, insured.

McLeod, McElroy & Hunter, merchant tailors, Toronto, have dissolved, and have been succeeded by McElroy & Hunter.



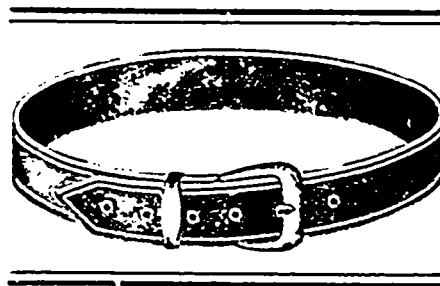
# WM. CROFT & SONS

ESTABLISHED 1855

Travellers are now out on their Spring trips, and we are showing the biggest and cheapest line of . . . .

**Ladies' Belts**

(OWN MAKE.)

**Belt Holders****Waist Setts****Waist Pin Setts****Sash Pin Setts****Fancy Belt Buckles**

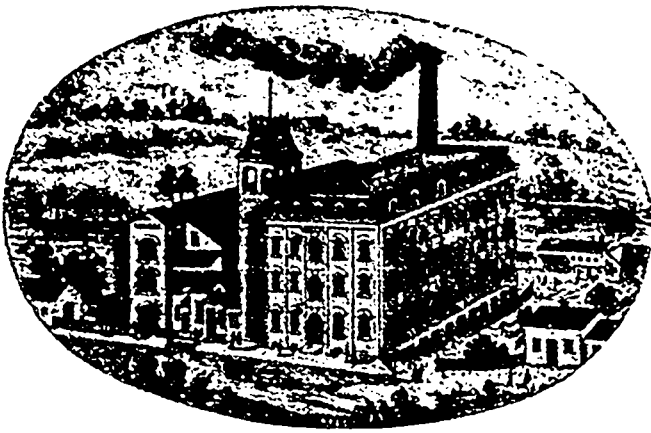
(THE VERY LATEST.)

**Links and Cuff Buttons****Stick Pins****Fancy Hat Pins****Cuff Pins and Pin Setts**

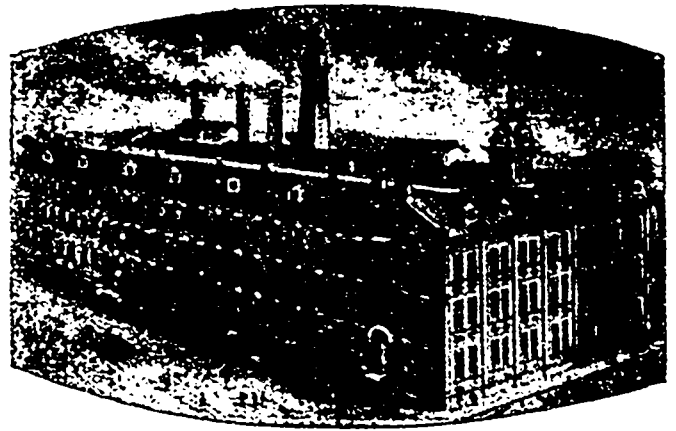
and a splendid line of all the latest **Novelties** suitable for a Dry Goods Man's Smallware Counter. Our stock is now very large and complete in **Fancy Hair Combs, Pompadour Combs, Balero Combs, Side and Bang Combs** (fine line), Hair Pins in Horn and Celluloid, and is the largest and best assorted and cheapest line we have ever sent out. Travellers will call on you in due course, and we ask you to inspect our samples before ordering—it will pay you.

**Croft's Needles and Pins** a specialty—have stood the test for 50 years.

**53 BAY ST., TORONTO,** also Winnipeg, and Quebec.



MILL NO. 1



MILL NO. 2

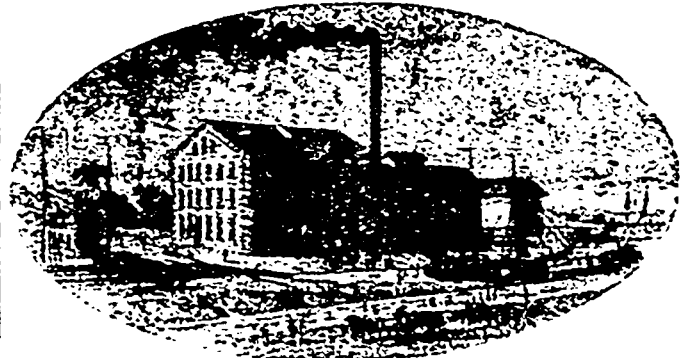
# The Penman Manufacturing Co. Limited

Manufacturers of Knitted Goods of all descriptions, including Ladies' and Gentlemen's Underwear in Cotton and Wool. Hosiery, etc.

Head Office - PARIS, ONT.

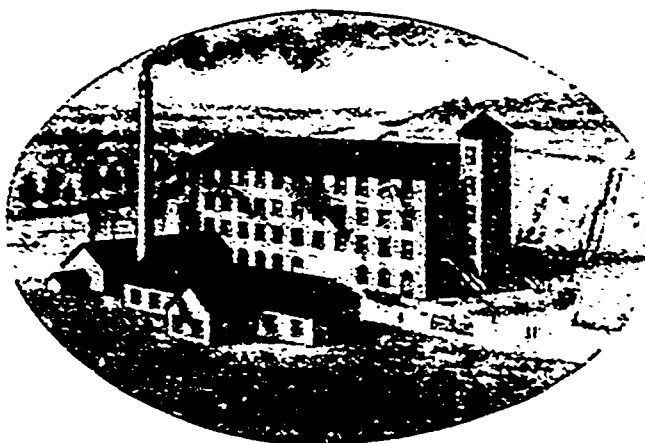


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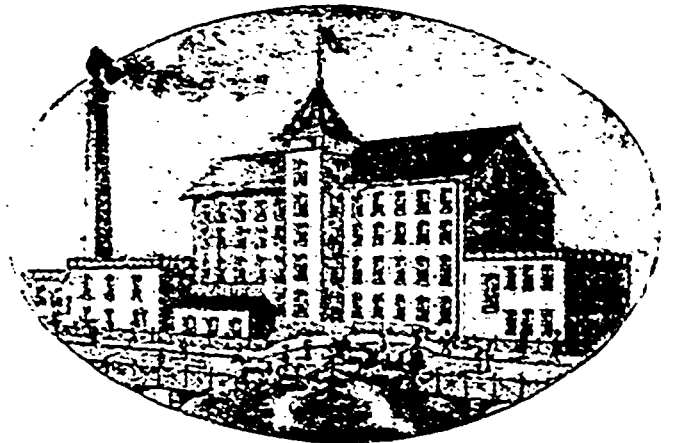


MILL NO. 4

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



MILL NO. 5



MILL NO. 6

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



## Men's Furnishings

### MEN'S FASHIONS IN NEW YORK.

**A**MONG the creations at the leading haberdashers just now, says a New York correspondent, are the new waistcoats for riding, driving, golf or morning and afternoon wear. The material of which these are made is a very fine woven silk, seemingly knit by hand. The waistcoat is made without collar and is high in the neck. The pockets are without flaps and are bound in black velvet. The colors of these waistcoats are black and dark reds and greens. They are lined with heavy white silk, and their price is \$40.

For driving, riding, going to covert side, and other outdoor sports, the latest neckwear takes the form of an Ascot stock in leather and suede, or undressed kid. This cravat has many advantages. It is soft, pliable, yields to the point of a stick-pin, and is exceedingly smart.

The Ascot is attached to a stock of the same material, which is fastened in the back by a patent arrangement. One of the prettiest of these stocks was in soft gray suede, bound with a narrow thread of crimson. The crimson is only seen on the lower edge of the stock and the inner edges of the apron of the tie.

With these stocks are worn large silver tie-pins, in hunting and riding designs.

The array, this Winter, of bath-ropes, dressing gowns, kimonas and pajamas is bewildering. Every week, there are exhibited new luxuries of this kind, which make a man wish for the wealth of a Monte Cristo or a big claim in the Klondyke. The new silk pajamas are all embroidered by hand. The designs are poppies and flowers which suggest sleep, and others, again, like the morning glory and night jessamine, indicating awakening and retiring. This may be a bit too sentimental apropos of pajamas, but these new ones are certainly works of art and absolute creations. The prices vary with the elaborateness of the work. Some of the garments are embroidered in white silks, others in colors, and \$30 to \$50 are asked for them.

The French eiderdown bath-ropes look warm and picturesque. Those which are lined are more expensive than others. The favorite colors are blues and pinks, combined with white. There is one beauty in green and white, with a pattern of fern leaves in their natural tint, and lined with quilted green satin. The cuffs and collars are also of quilted green satin.

A very attractive window in reds has been one of the sights of the holidays. It brings back the narrow four-in-hand tie, which is

still popular. All these ties exhibited were in reds of a cheery Christmas shade with polka dots of white or black.

Another shop showed dinner coats in black velvet with shawl collars of watered black silk.

Umbrellas de luxe with straight handles or handles at sharp angles in gun metal are very chic.

### NOTED ON KING AND YONGE STREETS, TORONTO.

Window dressing finds as great a place in the thoughts and attentions of the men's furnishings dealers as any class of merchants in Toronto. There are some half-dozen first-class houses of this kind within two blocks of Toronto's busy corner, King and Yonge streets, and the competition between these firms is naturally keen, so that every effort that is likely to attract attention and trade is made by each of them. The thought given to the windows by these merchants has so developed their abilities in the way of window displays, that this is really an art with them.

There is no reason, though, that as much attention should not be paid to the windows by merchants in less competitive centres than is paid to them by these dealers, so a detailed description of some of the best windows noted is published as suggestive of ideas for similar displays elsewhere.

As a rule, there was nothing elaborate, one line of articles being frequently shown at a time, and when more were shown they were placed in simple, yet effective positions. In nearly every window a certain style of display stand, itself a model of simplicity, was used. This stand consists of from two to four steel rods standing from the floor to a height of about eight feet. To these rods a large number of strong, but light, grooved arms are connected. These hold smaller rods. As the arms are movable, they can be made suitable to any kind of display.

One of the best windows I noticed contained cravats of bright stylish colors and designs. Those not "made up" were looped over the small horizontal rods on the stand; the "made-up" ones were shown to excellent advantage by looping the neckband over the rod and pinning it to the back of the tie. No price-tickets were attached to these. The only card in the window was in touch with the display, directing attention to quality and style rather than price. It read: "The Crowning Efforts of Cravat Cleverness; Exclusive, Too."

Another window, much larger than the preceding one, contained a display of suspenders, umbrellas and ties. A four-rod display stand was used here.

The central portion of the stand, which was at the back of the window, was devoted to the umbrellas and ties. The umbrellas were laid on the horizontal rods in a position to show off their handles and the texture of their cloth. The ties were hung from the ends of the umbrellas. From this stand to the front of the window, fancy bow ties were displayed in their boxes. A small card stated that they were "New English Ties."

At either side of the window, suspenders are hung over the rods on the stand. As a special sale was being made, the cards drew

**1899**

Spring  
Styles  
in

**LADIES' CLOTHS**

Super qualities in...

Broads, Amazons, Coverts,  
Box Cloths, Venetians, Whipcords,  
Bedford Cords, Worsted, (Mixes), Plain and Herringbone.

and a fine assortment of the latest London and Paris styles in

**Scotch Tweeds**

for Ladies' wear. Not to be had elsewhere.

Hutchison, Nisbet & Auld  
TORONTO.

We are showing Special Values in

**Mixture**

**Worsted**

14 ozs. at 85 cents.  
16 ozs. at \$1.10.

Also a stock lot of solid Worsted  
Pantings at 65 cents.

SAMPLES ON APPLICATION.



**JOHN FISHER, SON & CO.**

Cor. Victoria Square and St. James Street

**MONTREAL.**



*When a black  
cat comes to you  
it's good luck*

Our New Styles  
and Designs in  
Neckwear are  
very CAT-chy and  
are CAT-ching  
the trade.



**Neckwear Manufacturers.....**

**COOKSON, LOUSON & CO.**

Importers and Manufacturers  
of . . . .

**Men's  
Furnishings**

**Montreal**



Letter Orders  
promptly attend-  
ed to. . . . .





**MEN'S FURNISHINGS—Continued.**

attention to the price. One card read: "These are 25c. while you see them here"; the other: "Special, 25c. for to-day."

A good display of men's gloves was made in another store by simply hanging them one on either side of the rods in the stand. Each row contained a different style of glove, and to each was attached the price "for to-day." On the floor of this window many steel or iron stands about six inches high were capped by the finest gloves shown. A couple of small cards told of a special discount off all prices for the day.

One of the best general displays I saw was in a Yonge street store which has the reputation of always having something of special value to show. From the front of the window to about three feet back a stand was erected. It ran the full length (about ten feet) of the window. To the right was a display of collars. To show them off well, they were placed so as to show about half of them outside of the boxes. Next to these were silk mufflers. The manner of showing these is worthy of remark. The folded muffler is grasped between thumb and finger, and shaken out. It can then be made to stand in almost any position desired. In this display they were made into a compass of about six inches each way, and, as bright and quiet colors were placed side by side, the effect was very pretty. A display of cuffs came next. These were shown in their boxes, with samples on top to show the style, etc., for sale. Beside these were a number of boxes of gloves. Samples of these were also shown on top of each box. To the extreme left of the window was a special display of underwear. Some six or eight suits of these goods were shown, samples being placed so as to show the texture and finish of the goods on both the outside and the inside. Back of this stand was a steel rod stand similar to those in the other window. On this, neckties were displayed by looping them over the rods or attaching them by holders to the rods. On all goods displayed in this window were the regular price and the special price the goods were then selling at.

**EMBROIDERED HANDKERCHIEFS.**

Down in Gotham the fashion authorities say that embroideries are coming in vogue for handkerchiefs. There is a large demand for elaborate designs, especially by the foreigners in the different diplomatic corps. Many of these men have their crests embroidered, in white silk, on all their intimate linen, handkerchiefs, pajamas and other garments, and others are satisfied with the simple monogram. The designs for these furnish the best New York haberdashers with attractive and artistic collections of samples. At times, when the designs are very elaborate, they have to be sent abroad to convents, where nuns, who are skilled in this work, execute them.

The cost of having these embroidered is considerable, and it is improbable that there will be much demand amongst Canadians for them.

**CHICAGO STYLES IN MEN'S WEAR**

Chicago men dress with great care and taste and as the richest of them are very rich and fashionable they take pains to be in the forefront of style. The present styles in the west are thus discussed by a writer in The Chicago Dry Goods Reporter: "A light overcoat and a fancy vest will be necessities of the stylish dressed man, though the very loud styles of fancy vests seem to attract only those young gentlemen who desire to be noticed for their clothes.

"In bicycle suits, which are now given attention by retailers in all towns of any size, the most staple style is the blue serge coat and shepherd's plaid trousers. The Scotch plaids in match suits

are popular and should not be neglected by those who carry anything besides the merest staple in bicycle suits.

"Neckwear will be much the same in pattern and style as this Fall. Those ties having wide flaring ends will increase in demand as the season of negligee shirts approaches. The puff for the early Spring trade will be good. The wide stripes are in the lead at present and probably will continue so throughout the Spring.

"Plain black will be stronger than usual in hosiery colors this Spring, though the vertical stripes will be ready sellers. Some shades in plain colors will also be used, especially in tans and blues, and many fancies will have a limited sale. The loud plaids, however, are losing their grip, and it will not be long until they are enough out of style to be fit subjects for a new fad. They have become too common to longer hold the attention of 'gentlemen of fashion,' and it will be necessary now to dig up some style that has been long forgotten. It is this constant change, however, that gives life to business and affords opportunity for the wide-awake retailer to keep ever in advance of his sleepy neighbor.

"Shirts for Spring will not be any great departure from the styles now in vogue, except that the soft bosoms will take their accustomed place as a warm weather favorite. It is difficult to say just what fancies will be shown, because shirtmakers who have an extraordinarily good thing are not willing to let their competitors know of it until it is absolutely necessary, and then, even these supposed 'good things' at times fall flat when they are presented to the public.

"In the clothing and furnishing goods department the stock of umbrellas and canes is often neglected. This is due generally to two causes. That the men's umbrellas are kept in one of the dry goods departments and that the buyer does not realize how the demand for umbrellas and canes has grown in the last few years. While it may seem good policy to keep the umbrella stock all together, it must not be forgotten that such articles are sold generally as the result of showing them to gentlemen who are making other purchases. If they are in another department, the salesmen in the men's furnishing goods stock will not think of them, and the girls in the dry goods department will not have equal opportunity to show them, even if they had equal ability to impress their 'necessity.' This is the reason so few high priced umbrellas are sold. Cheap salespeople cannot sell high priced goods, so this line, to be properly cared for, should be entrusted to the men in the furnishing goods department, rather than to a 'new girl' in one of the dry goods departments. In medium sized towns many young men would buy canes if a few up to now styles were carried, but it cannot be expected that they will fall over each other to get those few campaign canes or those other back numbers which dry goods men show as evidence that canes cannot be sold in their town.

**THE OUTLOOK IN CANADIAN NECKWEAR.**

Red is the reigning color in neckwear this month. Combinations of red, white, and black, red and black, red and white, and shades of red from the brightest scarlet to the medium cardinal are all in great evidence. These shades are practically the only ones in general demand, and attempts to put other colors on the market have been quite futile. Red is everywhere, red is supreme. So says an authority in neckwear.

Puffs are the shape in demand almost to the extent that red is the favorite color, though graduated four-in-hands are also popular. While it is expected the demand for the present ruling shapes will continue through the Easter season, it is anticipated that the fiery red will be superseded by cooler shades. The authority, already mentioned, who has just returned from New York, states that the vogue for Easter will include bold designs, and decided checks in



A NEW LIGHT THROWN ON MILTON'S "PARADISE LOST."

**MEN'S FURNISHINGS—Continued.**

black and white, dark green and white, and blue and white. Striking effects will be as essential for the Easter trade as they are at present.

To prophesy what styles and colors are likely to rule later than Easter would be folly, as no manufacturer is bold enough to prepare for a trade three or four months ahead.

Time was when the country merchant or dealer in men's furnishings was willing to buy enough stock to last three or four months; but that time is gone, and, where the manufacturer's traveler called once and the merchant secured a stock to last three months, the traveler has now to call three times. This has increased the working expenses of the manufacturer, but it is a good move for the merchant, for he can now keep right up-to-date, and should seldom, if ever, be left with a lot of unfashionable neckwear on hand.

**PREVAILING FASHIONS IN LONDON.**

As the London season has not opened yet, and can hardly be said to have begun at all until Parliament meets, there is nothing very startling in new fashions for men. It is said that in collars the round corners, which are now somewhat worn, will be even more in vogue as the season advances. This fashion, if it prevails, may lead to round corners for the shirt cuffs as well. There are two button holes in evening shirts.

So far, the fancy vest has not been much seen, and for evening wear the only correct variant from the usual black vest is one of white drill with enamel buttons. On evening coats, a silk collar is still worn, and black socks are correct.

On Piccadilly you will see patent leather boots with strong soles, and very light colored spats over them.

In neckwear, the bow continues to go out, though many are still worn. Some young swells are seen wearing tightly-tied sailor knots with flowing ends. This tie can be had made up in very nice silks, but men of fashion are supposed to tie their own, and the shape is not difficult for even a pair of stupid hands. A pin is still worn, and those who like jewelry wear jeweled cuff links.

**NECKWEAR, COLLARS AND CUFFS.**

Caulfeild, Henderson & Burns point with pride to this department of their business, which is warranted by the steady and prosperous increase of trade in these lines during the last year. Neckwear they consider one of the most important factors in the furnishing trade, and manufacturing as they do, they not only make a study of the styles, patterns, etc., which are in demand at the present time, but buy with an eye to the future, by which they are able to meet the demands immediately, as styles change. Their special lines of English collars and cuffs are also well to the front, and all are stamped with their C. H. & B.

John W. Milne has been appointed assistant buyer in the men's furnishings department at John Macdonald & Co's. Mr. Milne has been with the firm for eight or nine years, and has lately been a success as city traveler. The appointment is regarded as a good one.

Caulfeild, Henderson & Burns report a surprising increase in the Spring trade of the season. Their three manufacturing departments have been kept busy all Winter on Spring orders, the demand for goods of their own manufacture being greater than they anticipated. So much so has this been the case that they have been compelled to keep on adding new machinery until now every available space in their factory is taken up. This speaks volumes for the C. H. & B. brand of shirts, overalls, and Summer clothing.

**AN INDICATION IN DRESS GOODS.**

Notwithstanding the report which comes from some districts in Canada that certain lines of fancy dress goods are still in demand, it is quite clear that for city trade it is distinctly a plain season. This is shown by the large department stores clearing out at a sacrifice their stocks of fancies in order to get rid of them. It is said that materials worth from 75c. to \$1.25 per yard have been sold as low as 25c., and are not moving very quickly at that. This is a sign that buyers should not stick too long to one thing, but should be ready to adopt the new fashions in dress goods.

**THE GAULT BROTHERS CO., LIMITED.**

The Gault Brothers Co., Limited, are showing, this Spring, a more complete range than ever in their curtain department. A large and well assorted stock of curtains in lace, tapestry and chenille, also magnificent range of single and double nets; plain and fancy window muslins always on hand. The lace curtain 3½ yards, number 1004, at 75c., and other lines should be seen before placing orders in this line.

The smallware departments are now showing their usual large range of the latest styles in ladies' blouses, wrappers, and also complete range of underskirts and outside skirts in large variety which are having a rapid sale. They have now to hand their choice selection of ladies' belts, in all the new styles of leathers, buckles, etc., comprising all the latest novelties and patents. Also their well-selected ranges of laces of all sorts, and embroideries, cambrics, nainsooks, muslins, etc., are well worth while seeing, as they offer exceptional value.

The Gault Brothers Co., Limited, have just put into stock the finest range of tapestry and brussels carpets ever imported. An immense range of hemp carpets, all widths and qualities, is shown, and a large and well assorted stock of Axminster mats and rugs in all the new colorings are seen.

**A JUBILEE CATALOGUE.**

One of the measures taken by John Macdonald & Co. to commemorate their jubilee year has been an issue of an extensive catalogue. It is got up in book form, contains 236 pages, and has evidently been prepared with great care and pains. It contains the number and price of a vast number of lines in all the departments, is illustrated throughout with half tone cuts of goods and a view of a portion of each department, affording an idea of the magnitude of the business. At the beginning also, is an interesting historical sketch of the firm, with a large number of portraits of the firm's travelers and buyers, who are well known to the trade throughout Canada. It is the intention that every member of the trade shall have a copy of this catalogue, and if any REVIEW reader has not received one a card to the office will bring one.

**THE WYLD, GRASETT, DARLING COMPANY, LIMITED.**

The Ontario Gazette, of January 14, contains notice that the firm of Wyld, Grasett & Darling has changed its name to a limited liability company with a capital of \$500,000. The style in future will be The Wyld, Grasett, Darling Company, Limited, the concern, as is well known, being one of the best established and most prosperous dry goods businesses in Canada.

Willis & Crittenden are opening up a dry goods store in Portage la Prairie, Man.

J. B. Leclerc & Co. are starting business as dry goods dealers, etc., in St. Boniface, Man.

G. B. Ryan & Co., Guelph, are enlarging, repainting, etc., and putting new counters and shelving in their store, in order to make their premises even more complete.

# The Maritime Wrapper Co.

Limited

Woodstock, N.B.

MANUFACTURERS OF



Saleable  
Novelties

...

Superior  
Finish



Ladies'  
Wrappers

Ladies'  
Tea Gowns

Ladies'  
Skirts, etc.

"Ontario Agency,"

J. H. PARKHILL,

46 Toronto Arcade

Toronto.

# Announcement

TO THE

## Corset Dealers

By recent purchase of the Corset business of the Canada Featherbone Co., of London, we will place before the trade the only Corset which will not break, rust, roll up, nor poke through at top and bottom, for it will be boned with

Featherbone.

Brush & Co., Toronto

Sole Manufacturers.



The BEST GOODS secure the best trade.

# TIGER BRAND UNDERWEAR

(For men and boys, sizes 20-in. to 46-in.)

Covers the Entire  
DOMINION

A veritable hand of blessing to both buyer  
and seller.

YOU MAY ASSORT YOUR STOCK ANY SEASON OF THE YEAR.

We also make EIDERDOWN SPECIALTIES,  
ASTRACHAN CLOAKINGS  
and SHOE LININGS.

THE GALT KNITTING CO., LIMITED

Galt, Ont.

Sold to the Retail Trade only.

## LADIES' LINGERIE.

THE new-fashioned "Sheath" skirt has brought in a necessary change in ladies' underwear, as, if there is any fullness under the skirt, the style is entirely destroyed. Deep yokes in both skirts and drawers, therefore, are now worn, and the fullness of both is carefully placed at the back, in order not to interfere with the straight, close lines of the walking gown.

Lace of all washing kinds is much favored this season—valenciennes, mechlins, etc.; also elaborate tuckings and insertions, not following the straight lines, but vandyked, castelated, and done in every kind of intricate and elaborate design.

The engraving here given shows some of the newest fashions in lingerie. The skirts in the upper left-hand corner are all in the new lace trimming. The top one is of French nainsook, with two shaped flounces, each edged with ruffles of valenciennes lace. The other two are of India linen, with a ruffle edge, with valenciennes lace and insertion.

The centre figure shows a garment also of India linen, trimmed with valenciennes lace and fine tuckings.

So far, these short and dainty underskirts have not been shown in Canadian stores, and ladies desiring them require to have them made to order. As they are more and more being worn, merchants would do well to note this and have them in stock, as their American neighbors are doing. The other two garments in the centre are a nightdress of nainsook, with collar, yoke and cuffs of scalloped muslin, edged with cluny lace, and a pair of drawers to match, with two deep scalloped ruffle edges with the same lace.

In nightrobes, the lower left-hand corner shows three. The figure is in India muslin, with valenciennes lace and insertion. That to the right is of cross-barred tuckings and lace insertions, and the gown to the left is of nainsook, with collar, yoke and cuffs of silk muslin, edged with accordion-pleated nainsook, headed with cluny lace.

In corset covers, it can be observed that they only come to the waistline in front, having a frill at the back merely. This is on account of the plainness that is demanded by the sheath skirt also. The figure is of embroidered nainsook, with fullness gathered into fine tucks with edging of valenciennes lace. The others are. Upper corner to the right—India silk, with full yoke let in with valenciennes insertions, edge gathered into a belt. Upper left-hand corner—nainsook, with scalloped border, edged with cluny lace, fullness in pleats. Lower corner—India linen, with fanciful design in tuckings and lace insertions.

In drawers, three designs are here shown. To the right India

linen, with lace and insertion, open at front of knee, tied with bows of ribbon. To the left—sheer linen, with deep trimming of flounce and lace frill, tied in front of knee. Third—deep accordion-pleated drawers, with valenciennes edging and insertions of the same.

Beadings take the place now in all seams. Ribbons are run in everywhere, and lace is favorite in trimming.

## A NEW FIRM.

Two well-known young men, of Portage la Prairie, who have been connected with local stores for the past few years, have formed



NEW DESIGNS IN LINGERIE. (From Vogue.)

a partnership under the firm name of Willis & Crittenden, and have leased the premises to be vacated by R. W. McLeod at the end of the month. Mr. Willis has been with C. S. B. Burley for over three years, while Mr. Crittenden has been in the service of various firms during his sojourn in Portage la Prairie. They will carry general dry goods and ladies' and men's furnishings, both having had considerable experience in these lines. The firm are now negotiating for an entire new stock, and will open out as early as possible in February.

THINK=====THINK=====THINK

How particular every lady is in choosing her  
Gloves and Hosiery.

THINK

How she never knowingly buys a poor article  
nor one not guaranteed fast color.

THINK

Once she gets a reliable make, how persistently  
she sticks to it.

THINK

How easy it is to make a Fast Dye  
once you learn the secret.

THINK

For years *Louis Hermsdorf* has been  
*Dyer*

known throughout the world as the most famous dyer, and his goods  
sell wherever offered. "The name does it."

THINK

Of your loss in money--as well as reputation--by experimenting  
with unknown goods.

THINK

This carefully over, and place your order at once for  
a full line of

**GLOVES** *Louis Hermsdorf* **HOSIERY**  
*Dyer*

P.S.—Think to look for the stamp on each pair. It should be there.

The American Bureau of Louis Hermsdorf

78-80 Walker St. - NEW YORK.

THINK=====THINK=====THINK

# Flett, Lowndes & Co. 1899 Homespuns

TORONTO

**DRESS TRIMMINGS  
LININGS  
LACES  
EMBROIDERIES  
VEILINGS  
NOTIONS**

**Removed to 61 Bay St.**

Will soon be required, and we now have our samples ready for the season.

We have them in light, medium and heavy weights and all shades.

Would be glad to send you samples.

We are prepared to fill repeats for

## Eureka Blankets

so send your orders along.

**Eureka Woolen Mfg. Co.**

Limited

EUREKA, N.S.



C. K. HAGEDORN, Manager.



"We Fear Noe Poe."

Our travellers are on the road with

# SPRING LINES.

As our business is run on progressive lines, our range of samples will be found more representative and much superior to last season's goods.

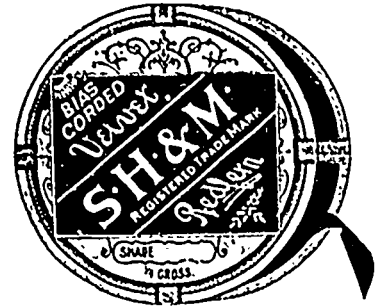
A trial order solicited. Remember we guarantee satisfaction.

**THE BERLIN SUSPENDER AND BUTTON CO.**

# S·H·&M· Redfern

## BIAS-CORDED VELVET SKIRT BINDING

is known in every town and city where people ride in street cars; in every home where magazines and home publications are read; in every nook and corner of this great country.



There is both pleasure and profit in selling a good thing. A thoroughly good thing is "S. H. & M." We create the demand—you supply it.

Samples and shade cards with prices mailed upon application.

## THE STEWART, HOWE & MAY CO.

Originators and Manufacturers of S. H. & M. Bias Brush Edge and other Skirt Bindings.

24 Front Street West - TORONTO, ONT.

Manchester, Eng. New York Boston Chicago St. Louis Cleveland San Francisco, U.S.A.



## How to Please Your Customers.

Couldn't you do more business if you never showed your customers any but the very latest and most popular colors in dress goods? Doesn't it injure your business to be continually trying to dispose of goods that Fashion has turned her back upon?

You can change the color of your goods just as quickly as Fashion can change her mind, and it won't cost you much either, not a tenth part of what you'll save.

Let us have your goods when they begin to drag and clog. We can make them look like new. Nobody can tell differently.

We dye fabrics to stay—they won't fade nor crock.

Write us for circulars that will tell you how we do it, and how little it costs.

## R. PARKER & CO., Dyers and Cleaners

Head Office and Works: 787-791 Yonge St., TORONTO.



# Good Advertising

## For Wide Awake Retailers

By F. James Gibson.

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

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

### FORCIBLE FACTS FOR FEBRUARY.

**F**EBRUARY sees two waves of merchandise—the incoming and the outgoing. One puts in the possession of your patrons the Winter stocks at small prices—the other swings in your store Spring stocks fresh with fashion's latest fancies.

The most important February event in merchandising is the great midwinter sale. It includes every article in stock, and seems to convey the impression that if bargains were ever plentiful they are during this sale.

Do not forget to carry out this thought in your selling, as well as in your advertising. "Bargains" should be the slogan of your advertising men. Your clerks and your prices and values should echo and reecho the cry until the fitful fever of midwinter retailing is aroused into the tensest activity.

There is no road to a man's or woman's heart—we should say pocket-book—but if you secure one you generally secure the other, like the electric motor and quickly traveled road of good goods and small prices. Therefore, let your Winter goods travel this road, and let the propelling force be good advertising.

\* \* \*

If in your town there is a daily, use it liberally every day. Do not bother with any other form of advertising unless you can find some "snap" in ready-made posters. In such a case, post your town liberally.

Perhaps your town only boasts of a weekly. Use it with such force and bigness as to surprise and overawe your competitors. Use reading notices liberally. They cost you nothing beyond the preparation, and the enterprising newspaper publisher is always glad to print them.

\* \* \*

A word or two about window displays. Be effective. Do not labor too hard in attempting the artistic. A window full of ribbons, with a solitary full-sheet show card in the centre, with the words, "Choice, 10c. per yard," is far more trade attracting and trade convincing than the effort that shows a dozen or more styles with a dozen or more price tickets.

The highest art is simplicity. The more complex the subject, the less the effectiveness. Take a dress goods subject, for instance: Is not a window showing folds of henriettas and other black fabrics forming a background to three or four folds of the same cloths, the whole surmounted with a neat black and white show card, more satisfactory to the eye and more impressive to the mind than a conglomerate arrangement of blacks and colors?

Even such an ordinary subject as dishpans can be made into a striking window display by following out the same idea.

One of New York's largest department stores makes a February

specialty of suits for men and women at \$7.77. This figure is as successful as it is odd. Perhaps you can use this idea.

One window given to dress goods at a uniform price, another given to men's clothing at a uniform price, another to ladies' garments at a uniform price, another to underwear at a uniform price, and so on, would make a pleasing change from the almost universal style of having each window show many varieties at many prices.

Linens, blankets, housekeeping dry goods of all sorts, as well as the other lines, come under the sway of the great midwinter sale. Price cards in profusion should be in every department, and every clerk should be on his metal to make the sale a success.

\* \* \*

The stocktaking sale usually takes place late in January or early in February. The muslin, underwear, clothing, suits and cloaks, with other lines, have had their innings in the January sales, but the "waifs and strays," brought to light through stocktaking, are to go out during the midwinter sale.

It is now a universally recognized fact that forced sales are better than the carrying over of goods from one season to another.

Advertising the great midwinter sale should be forcibly pregnant with thought—terse and attractive. Every sentence should convey an idea.

Let the writer study Kipling, and see how that master of English marshals facts in the clearest compress. Were Kipling an advertising writer he would be the best in the profession, for he has invention, animation, audacity, logic, a desire for truth, and he goes to the point like lightning. But, as he is not an advertising writer, you must content yourself with his stories.

The Schilling tea ads. of San Francisco and the Murphy varnish ads. in the magazines are the work of J. E. Powers, the greatest living advertising writer. See them. Study them.

\* \* \*

Indirection in advertising writing is a good thing to cultivate. Here's a sample of it that strikes me as being right up to the mark. I clipped it from Munsey's for January:

DEAR MADAM:

Two or three customers can compel any dealer to keep Macbeth's lamp chimneys. Does he want your chimneys to break?

Get the Index

Address Pittsburgh, Pa.

Write MACBETH.

\* \* \*

The circular or "dodger" sent in for criticism by Mr. F. W. Christman, of Hespeler, Ont., and herewith reproduced, is cer-

# The Following Superb Novelties

WILL BE PRESENTED BY THE

## GILBERT MFG. COMPANY for the Spring of 1899.

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

**Silver Sheen; a great success.**  
**Satin Antique; a great success.**  
**XXX Sublime Silk Premier; superb goods.**  
**Commodore Fabric; a great novelty for waist linings.**  
**No. 10 Sea Island Silk; no further use for real silk.**  
**Waldorf Skirting; great novelty.**  
**Astoria Skirting; great novelty.**  
**Sea Island Silk Skirting; wanted by every lady in the land.**  
**Satin Duplex Skirting; as handsome as a woven fabric.**  
**Sublime Illuminated Skirting; excelling them all.**

We shall also offer our regular representative goods, a few of which are as follows:

|  |                         |
|--|-------------------------|
| Brocade Silk Premier,                  | Mineola Skirting,       |
| F. S. Skirting,                        | Roman "A" Skirting,     |
| Sublime Italians, a mercerized fabric. | Sublime Fancy Skirting. |

Also a line of our justly celebrated Gilbert fast black Henriettas and fast black Linings.  
 Also a full range of colors of our 3-leaf Twills.  
 Also a new range of patterns in fast black Padded Goods.  
 In Satines we make: SATIN MARQUISE, SATIN SURAH, SUPER SATIN SURAH.  
 Making altogether a line of Linings unapproached in this or any other country.

# Gilbert Mfg. Company

380-382 Broadway    ❁    ❁    NEW YORK

tainly quite clever and, so far as I know, novel. But it strikes me as being more clever than effective as a "puller" of business. However, as Mr. Christman writes me that it did him a good deal of good, that settles it with me. I don't feel like quarreling with a success. I can't help feeling, however, that the same amount of enterprise and intelligence, if directed towards getting out straight advertising, would have done Mr. Christman more good.

The straight kind of advertising might not have created so much talk, but I will wager a dollar against a doughnut that it would have sold more goods.

## Six Candidates Four to be Elected

**SCHULTZ, RAMSAY, PARKS,  
PROUD, KREIG, and GIBSON**  
in the field.

**READ THEIR PLATFORMS, THEN TAKE YOUR CHOICE**

**SCHULTZ** If again elected I will do all I can to further the interests of the village. My highest ambition is to please and give the satisfaction that Christman's blankets do. Christman's blankets are good value, and he has them at a dollar a pair up to five dollars a pair. If elected I promise not to sleep under any blankets but Christman's blankets.

**RAMSAY** Says he has no axes to grind in presenting himself municipal honors. If elected he desires to give satisfaction that Christman's linoleums do, which will wear thirty years in any dining-room. Christman has it four yards wide, and can cover a room without a seam. If elected Christman will go on laying it free of charge.

**PARKS** If elected I will try to make the taxes as cheap and low in price as Christman's carpets and curtains. If my majority is over one thousand I promise to give every voter a new parlor carpet purchased from Christman on the corner. If my votes are as large as Christman's values in carpets I will sleep well on election night.

**PROUD** I realize that I was a new man last year, and had a deal to learn in the Council, but I always did my best for the village. I would like to see Hespeler grow and prosper. A good sign is that in nearly every house in town you see one of Christman's fur caperines and those who have them are delighted with them. As a councillor I am proud of Mr. Christman's store and hope that he will continue giving the values he does.

**KREIG** I appear before you the first time for election, and promise, if elected, to guard Hespeler's interests. I have dealt a good deal with Christman on the corner, and if elected I promise to do so again. If I please the electors of Hespeler as well as Christman pleases his customers, my election is sure. Like Mr. Schultz I like to sleep under Christman's blankets.

**GIBSON** I have pleased you in the past and I can do so again. I would like to see a sidewalk to the cemetery, and would just like to say that I have always endeavored to do my best for the village. Christman's values in ordered suits are good, and no one can do better. Christman pays the tailor, and you pay Christman. The taxes might be lower, as low in fact as Christman's profits on his overcoats.

Vote early, and often.  
Vote for four, and no more.  
After voting go down and see  
Christman's values in grey flannels.

G. B. Hardy, buyer for the smallwares department of S. Green-shields, Son & Co., who left for England immediately after their fire, has made extensive purchases for his department, and goods will commence to arrive shortly.

### A REGINA MERCHANT HERE.

Mr. E. McCarthy, of E. McCarthy & Co., Regina, N.W.T., has been visiting Montreal and Toronto, on a business trip. Mr. McCarthy has one of the largest and most thriving stores in the west. It is in size 75 feet by 68 feet, and is divided into three, one portion devoted to groceries, one to boots and shoes, the other to dry goods (including furnishings and clothing). The establishment is lighted with acetylene gas, and the cash system, which works well, prevails.

"Regina," said Mr. McCarthy to THE REVIEW, "is building up well, having made great progress this past year. October was a quiet month, but November and December more than made up for it, and a good Fall and holiday trade resulted." Mr. McCarthy said the vacant lands around western towns, held mostly for a rise in value, constituted a problem which ought to be dealt with. "All we want in the west," he said emphatically, "is population."

### WELL DONE, BATTERSEA!

The women of Battersea evidently mean business (in proper hours). We copy an item which recently appeared in one of the London dailies:

"CLOSE EARLY OR WE WON'T BUY."

The almost invariable retort of the tradesman, when he is asked to close earlier in order to give his employes more leisure, is: "We can't close early, because women won't shop early."

To this, Battersea women have practically replied: "If you don't close your shops early we won't shop with you," for about 534 of them have signed a petition asking that each trader shall furnish the local Women's Early-Closing League with his hours of closing, so that a list may be "prepared for circulation, of shops worthy of patronage."

Every tradesman in the district has been served with a copy of this demand. The result will be somewhat interesting.

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

### SITUATION WANTED.

EXPERIENCED DRY GOODS SALESMAN, OF GOOD HABITS. Open for engagement 1st April. As window dresser, expert ticket and show-card writer. Address R. C. S., care DRY GOODS REVIEW. (2)

## The MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

### MERCANTILE REPORTS AND COLLECTIONS.

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

Tel., Main, 1985.



J. Walshaw Manufacturer of all kinds of White and Grey. . . BLANKETS BOLTON, ONTARIO.

**Irving Umbrella Co.**  
LIMITED

MANUFACTURERS

**Parasols  
Sunshades  
and . . . .  
Umbrellas**

20 FRONT STREET W., TORONTO

**STOREY  
Spring Trade.**

**Gloves.** New and desirable lines.

**Travelling Bags.** The latest designs.

**Women's and Men's Belts.**  
New patterns and styles of excellent value.

Our travellers will visit the trade in good time with full ranges of samples for Spring business.

**W. H. Storey & Son**

THE GLOVERS OF CANADA

ACTON, ONT.

**Patent Lock Stitch Hose**

For MEN, WOMEN and CHILDREN.

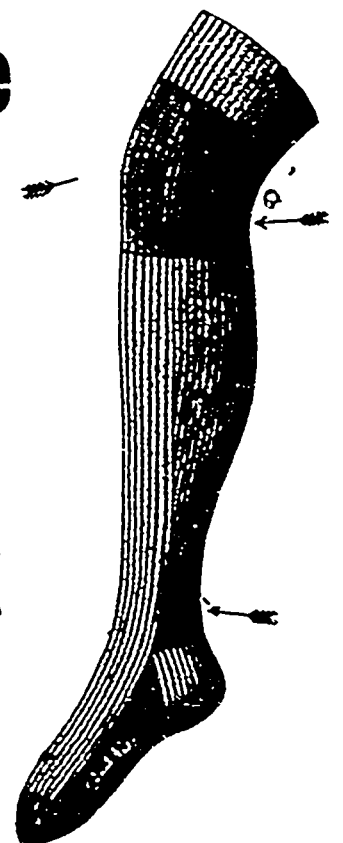
10 FOLD KNEES and 6 FOLD ANKLES.

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



Just Think

10 FOLD  
KNEES



**WILLIAMS & BELL - - MONTREAL**

## SPRING TRADE IN WESTERN CANADA.

WINNIPEG, December 31, 1898.

From THE REVIEW'S special correspondent

A REVIEW of the past year, or, in fact, the past 18 months, is necessary to a correct view of the coming Spring trade. And it is well that our friends in the east should understand some things about trade here, which, if they be wise men, they will do well to heed.

Manitoba and the Northwest, have been enjoying good times for the past two years. Crops have been good. Prices have been good. Last year, particularly, everything the farmer had to sell was a good price. Many who had been financially embarrassed had extricated themselves the previous season, and were in a position to purchase, and did purchase largely, both staple and fancy goods. This general increase of trade resulted in a large number of new firms going into business during last Spring and Summer. Spring sales of wheat were at enormously high figures, and the prospects of a large crop for 1898 were noticeable early. Everything pointed to a very large Fall trade.

Merchants all over the country laid in very heavy stocks of Fall and Winter goods. What was the result? Owing to a wet Fall, an almost unknown thing in Manitoba, threshing was delayed. Wheat could not move, and trade was practically paralyzed for nearly two months. When at last wheat began to move, prices were low and also a considerable percentage of the crop was damaged. These things tended to make the trade in Fall and Winter goods very much less than anticipated, and many firms were obliged to carry over a great portion of their stocks. To old and well-established houses this was a drawback and a loss, but it did not cripple them. To the newly established it was a much more serious matter. Does this mean that the country is in a bad state? Not at all. It only means that whole sale houses require to exercise caution if they wish to avoid bad debts. Young travelers and those new to this section are very apt to be carried away with a desire to send in large orders and urge upon customers goods which they do not really need, or, if required at all, should only buy in small quantities.

Another thing which is apt to lead eastern people astray is the report of our largely increased population. The report of the increase in the population is quite correct, numerically, but let no one be carried away with the idea that this means a large additional consumption of dry goods in Manitoba during the coming season.

The great majority of our new immigrants are Galicians, and they will not increase the sale of dry goods to the extent of \$100 per 1,000 next summer, or, materially, for years to come, except for the cheapest class of cotton staples. The Doukhobors, who are already arriving, and who will form the bulk of our immigration during 1899, are Quakers and hold very strict views on the subject of dress, so that they will not offer an attractive field for the "Knights of the sample-trunk and grip-sack."

Notwithstanding the drawbacks mentioned, a very fair Fall trade was done, and leading houses express themselves as satisfied with the results and encouraged by the prospects for a good Spring trade. Already travelers are out with Spring samples, and a pretty correct guess can be made at leading styles and lines. There is every indication that the Summer of 1899 will be a white Summer. White pique, cords, lace, lenos, dotted lawns (a new fabric, by the

way), and, in fact, every class of white dress goods, with white hats, white parasols and white gloves, will be worn.

The preference will be for skirts of heavy cord with blouses of lighter material, either white or fancy colored lawn or silk. Probably because women love vivid contrasts, the demand in woollen goods is for black. Fancy black weaves continue to be popular. "Bull-Cloth" and "Sirdar" are among the new names and designs. These goods, according to the old-style ad., are "at prices to suit all purses," for R. J. Whittle & Co. showed me a line ranging from 15c. to \$2.50 per yard.

In colors, the Amazon cloths take the lead, but covert cloths are also ready sellers. There is a marked return to subdued shades and plain effects, hair stripes and tiny checks. Neat and elegant are the watchwords this season. Dress silks are in delicate shades, but extremely rich and beautiful effects are produced by the use of different shades of the same color for warp and woof and the elaborateness of the brocaded designs.

Stobart, Sons & Co. are showing a very fine range of these silks, and also the very latest thing in Parisian silk blouses. These are in poppy red, cornflower blue, lemon, cerise, salmon and white. The material is a soft, thick satin, trimmed with appliques of black lace and jet. The effect is very handsome. The silk blouse is evidently to remain with us, judging, not alone from the number and beauty of the ready-made article, but from the variety of exquisite silks shown for this purpose. Bryce & Co., through whose samples your correspondent had the privilege of a rummage before they went upon the road, have a line of these silks which are perfect marvels of beauty. The pattern is groups of stripes in alternating shades, and the effect something like a rainbow as it pales towards the centre of the arch, or the moon:

Beginning to pale on the light she loves  
On the bed of a daffodil sky.

COLORED COTTON DRESS GOODS.

In colored cottons, the variety is endless. Mr. Slater, of Robinson, Little & Co., showed me a line of English printed cottons, in soft finish, for which his house are the sole agents for Canada. These cottons come in 27 different patterns, the colors are soft and delicate, and the goods are almost as handsome as silk. The designs closely resemble those produced at the early part of the century.

This house has found business so satisfactory that they have established two more agencies between Lake Superior and the Coast, Mr. Masters representing them in the Northwest Territories, and Mr. Brabury in British Columbia.

### TRIMMINGS

A great many lines of dress trimmings are offered, but ribbon is the leading decoration. This does not mean rows of ribbon set on. It may mean a dainty puff of silk gauze in the centre, with tiny ruffles of embroidered silk gauze on each side, or a narrow band of Dresden pattern with a drawing-string on one side and a dainty fringe on the other. Black ribbons, with gauze edges, satin stripes, picot edges, scalloped edges, drawing-strings at the middle, at both edges. Ribbon in every guise it is possible to imagine, and always pretty, dainty and effective. Passementries are narrow and light in design, and sequins are still very much in evidence. The Cyrano chains, which began their career as muff chains, are in greater variety than ever, and are quite the proper caper for watch chains and fan chains. Those made of alternate jet and gold beads are the handsomest. The jeweled elastic belts are in greater variety and richer designs than ever, and furnish just the right touch of richness and color to an all-white costume.

### MILLINERY.

Trimmed hats for Summer are not yet shown, but trimmings and shapes are here. The hat of the coming season will be the

# Hamilton Cotton Co.

HAMILTON.

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

## CHENILLE CURTAINS AND TABLE COVERS

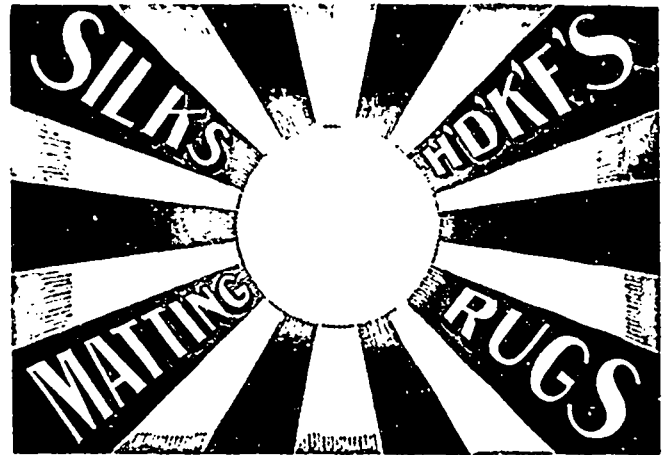
In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

**W. B. STEWART**

20 Front Street East, TORONTO.

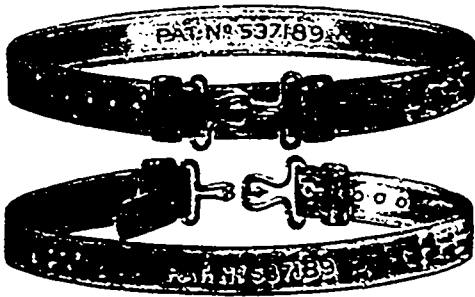


# K. Ishikawa & Co.

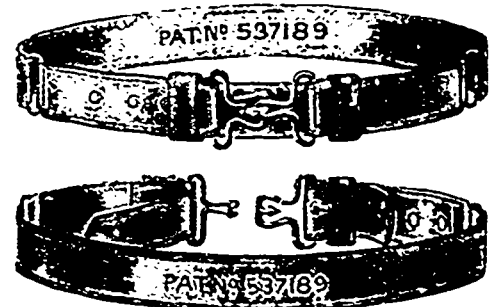
Main Office:  
Yokohama,  
Japan.

Canadian Office:  
24 Wellington St. W.,  
**TORONTO.**

## THE P. & P.



HOOK  
AND  
EYE  
BELT.



Pat. July 27th, 1897.

## SPRING SEASON, 1899

The P. & P. Hook and Eye Buckle for belts is the only safe device in existence which locks and unlocks instantaneously and simply, and is absolutely, entirely and completely new in every feature, nothing resembling it in the remotest way in a lady's or gentleman's belt having ever before been offered to the trade.

Its construction, though novel, is substantial, and so simple that it requires no explanation as to its workings. Made in all classes of leather and at a range of prices starting from the cheapest to the best.

No buyer can intelligently organize a line of Belts for the SPRING SEASON of 1899, without giving this article the strongest consideration.

Canadian Branch in charge of

**MR. F. H. CRAGG**

11 and 13 Front St. East,  
TORONTO - - ONTARIO

Manufactured exclusively by ...

**SCHEUER & BROTHER**

Cor. Canal and Greene Sts. NEW YORK CITY, U.S.A.

Knox sailor. It is low and rather large in the crown, with medium brim, and is developed in rustic, plain and fancy braids and linen. Another shape which bids fair to be popular is the Napoleon, which will be a more comfortable shape for Summer than for Winter.

#### COLORS.

Blue is the color par excellence, and some of the shades shown are cornflower, turquoise, notional, olympian, porcelain and delf—the last two being the most popular, and the newest. In some cases the three shades, cornflower, delf and porcelain are used together on white with very pleasing effect.

Plisse striped gauze and tamboured chiffons are among the favorite trimmings and lend themselves to an infinite variety of pretty designs. Flowers are in great profusion, but will not be worn as much as last year, and there will be no crowding of half a dozen different colors on one hat. Roses, lillies, lilacs and violets will take the lead.

Veilings are always important in this land of wind. Fine light meshed nets with large dots very far apart; black on white, and white on black, are the best designs.

John McRae, of the D. McCall Co., Limited, is now on the road with a very complete line of samples. Milliners throughout the Province are looking forward to the Spring opening of this company.

The large sample-rooms of R. Bryce & Co., representing Thos. May & Co., look very charming just now.

E. C. H.

#### NEW OTTAWA WAREHOUSE.

JOHN M. GARLAND, SON & CO., of Ottawa, have moved into their splendid new warehouse at the corner of O'Connor and Queen streets. The building consists of five storeys with large basement and is built of pressed brick. Each flat is 62 feet square giving ample room for even as large a business as is carried on by this firm. The warrerooms have windows on three sides, which, as every dry goods man will understand, is a big factor in a business where light is an absolute essential.

The basement will be given up to cottons and heavy goods, and will be under the direction of C. E. Clark. On the first floor will be found all staples, while the tweed and dress goods departments with Mr. Allan in charge, will be found on the second flat. J. O. Dalglish, who has been 14 years with this firm, will manage the smallwares department which will occupy floor No. 3. The mens' furnishings department will hold sway on the fourth flat. Kelly Thompson will be in charge. The fifth floor will be devoted to carpets and kindred lines. The warehouse is lighted throughout with electricity, and all the heating is done from a special annex so that the danger of fire is minimized. Fensom elevators make transit from one department to another an easy matter.

The firm of John M. Garland, Son & Co., which has had a long and honorable career in the Ottawa Valley, are now extending their operations to the Maritime Provinces, and THE DRY GOODS REVIEW bespeaks for them the same success that they have enjoyed elsewhere.

#### GREAT IMPROVEMENT IN A STORE.

On visiting Drayton, THE REVIEW representative was pleased to note the extensive improvements which Mr. J. Lutz has accomplished since the visit a year ago. He has literally made a new store of the old premises. The first thing which draws attention on passing between his massive plate glass windows is the new oval-shaped counter finished in ash which extends almost the entire depth of the building down the centre. On either side run those of similar wood, fitted with plate glass covers for drawers, in which are displayed all the expensive laces, ribbons, etc. of an up-to-date store.

#### HUMBUG AND FOLLY.

It may startle some people to be told that humbug and folly were never more rampant in business than they are now, but it is a fact. People are humbugged because they want bargains, i.e., something that is, or is supposed to be, a loss to someone else. Each wants a big price for his own labor, and wants his neighbor's labor for a small price—devilish greed. As this cannot be (because, if you reduce the price of your neighbor's labor you reduce his power to purchase from you, and so you must reduce your own price), resort is had to humbug, or, in other words, to make people believe that an article is worth more than it really is, and that the price asked is a sacrifice price when it is not. In fact, it is a straight liepure and simple. When we see, every day, such assertions as "The Best in the World," "The Only Reliable," etc., made by dozens of firms about the same article, we may be sure it is not all gospel. Remedy: Don't believe or patronize the big blowing humbug; let him alone.

Folly: This same spirit of greed, which makes the bargain-hunter an easy prey to humbug, is also abroad in the effort "to beggar your neighbor," instead of recognizing that all have a right to live and to a share of what is going. Many who think themselves very smart, watch their neighbors just to cut under them. Wholesome competition is good, but there is very little brains or profit in copying your neighbor's goods for the sake of underselling him. Use your own brains and get something else. Let him make his profit on his ideas and you make yours on your own. Cut prices and low prices don't make profits, and when you have toiled all the year and made little or nothing you will repent. Good times mean good prices and good profits. Money is round; let it roll and all have a share.

Advices from London and Paris give demand for gloves as follows: Blacks, 40 per cent.; whites, 40 per cent.; colors, 20 per cent.

## THINK . . .

### What you can save

By using our famous

Metallic  
Walls and  
Ceilings



Sample Design—Plate No. 229.

They are enduringly beautiful—don't get shabby and need renewing like other styles of interior finish. They are fireproof, sanitary and easily applied.

You can use them over plaster in old buildings if desired, and will find them the most handsome and economical finish to be had.

If you care for an estimate send us an outline showing the shape and measurements of your ceilings and walls.

**METALLIC ROOFING CO., Limited**

1176 King Street West - TORONTO.

# Perrin's Gloves



**PERRIN FRÈRES & CIE.**

5 Victoria Square, MONTREAL.

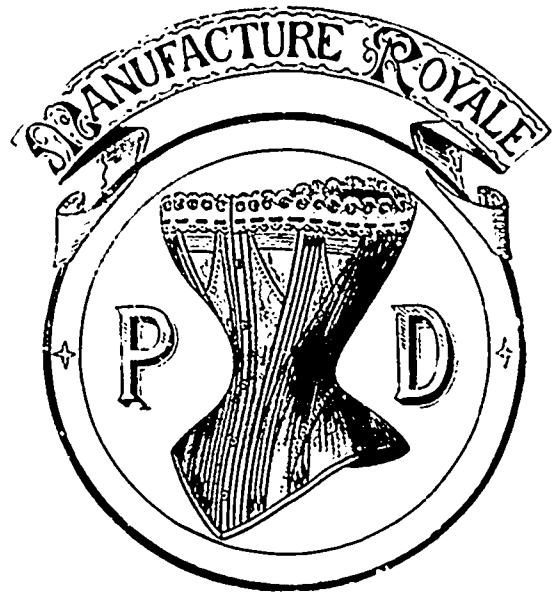
Manufacturers  
and ..  
Importers of

**KID GLOVES**

of all Styles  
and ..  
Qualities ..

We have a very complete stock ordered for Spring.  
Write for samples.

# French P. D. Corsets



The Most Graceful, Comfortable, Durable

Corsets in the World. No Corset department  
complete without them. Wholesale only.

**KONIG & STUFFMANN**

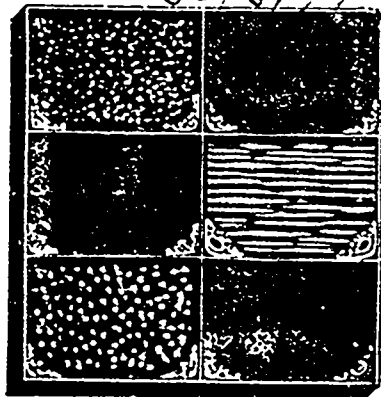
7, 9 and 11 Victoria Square, MONTREAL

# For the Fancy Goods and Notions Counter.

Buyers for this department will  
always find our stock of ..

3075/99

COIN  
PURSES,  
BILL  
WALLETS,  
LETTER  
CASES,



Combination  
Card Cases  
and Purses,  
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Bags  
and Belts

**COMPLETE.**

**The H. A. Nelson & Sons Co., Limited**

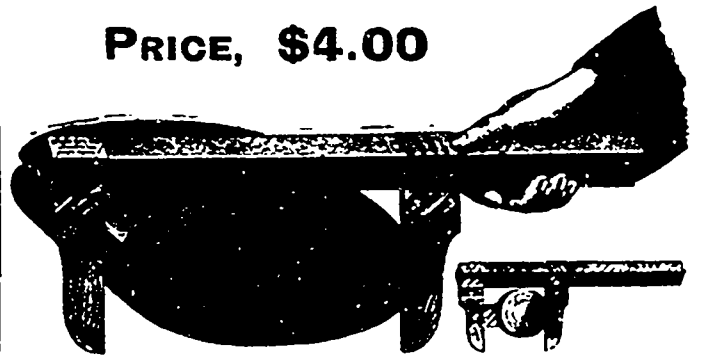
Sample Rooms: 59-62 St. Peter Street,

56-58 Front St. West, Toronto, Ont.  
Grand Union Hotel, Ottawa, Ont.  
72 St. Joseph St., Quebec, Que.

**...Montreal**

# Putnam's Cloth Chart

**PRICE, \$4.00**



Will measure all piece goods and ribbons quickly and accurately without  
unwinding. Write for particulars

Works just like a Lumberman's Board Rule, just as simple.  
In use throughout the United States, in Canada, in England and South Africa  
A great labor-saver in taking stock, and also very useful in checking invoices.

Canadian  
Agent:

**E. J. JOSELIN**

33 Melinda St., Toronto, Ont.

Manufacturer:

A. E. Putnam, Milan, Mich.

Canadian Patent, June 25, '97. **RIGHTS FOR SALE.**



THE  
**CANADIAN COLORED  
 COTTON  
 MILLS COMPANY**

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale  
 Trade supplied.

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**BEAVER LINE**

STEAMSHIPS

TO and FROM

**LIVERPOOL.**

Rates of Passage :

FIRST CABIN.

Single, \$50 to \$55. Return, \$95 to \$104.50.

SECOND CABIN.

Single, \$32.50 to \$35. Return, \$61.75 to \$66.50.

STORAGE

Outward, \$22.50. Prepaid, \$24.

For sailings, and all particulars as to freight or passage, apply to any Agent of the Company or to

D. W. CAMPBELL, General Manager, 18 Hospital St., MONTREAL.

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 . . . **ASSURANCE  
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| Capital Subscribed - | \$2,000,000.00 |
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**NOTHING DECEPTIVE**

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**Patent Roll** ❖  
**Cotton Batting**  
**North Star, Crescent,  
 Pearl Brands**

The "North Star" and "Crescent" for 1898 will show very decided improvements in whiteness and quality. No other cotton bat will retail as satisfactorily nor call for as many repeat orders.

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

**SYSTEMATIC  
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Can be accomplished by taking out an

**Unconditional Accumulative  
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IN THE

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HEAD OFFICE - - TORONTO

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

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

**W. C. MACDONALD,**  
 Actuary.

**J. K. MACDONALD,**  
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# Crompton Corsets Are the Best

They need no trumpet-blast to proclaim their worthiness to the world. The graceful outlines of a Crompton Corset first catch a lady's eye. Then comes the examination of material and workmanship. Then the purchase, which is invariably a satisfactory one. Such lines as

QUEEN MOO, CONTOUR, VICTORIA, MAGNETIC, YATISI and QEBEH CORSETS and the celebrated CROMPTON HYGEIAN WAIST.

are advertised by the satisfaction of their wearers.

Crompton Corsets worn once are worn always. Correspondence Solicited.

The Crompton Corset Co. Limited  
Toronto, Ont.



# BELLEVILLE BUSINESS COLLEGE.

ESTABLISHED 1889.

Students have a larger earning power who acquire the following lines of preparation under our efficient system of training. It has no superior.

1. Bookkeeping.
2. Shorthand.
3. Typewriting.
4. Telegraphy.
5. Commercial and Railway Work.
6. Civil Service Options.

Students may commence Telegraphing on the 1st of each month, and the other departments at any time.

Address: Belleville, Ont.

J. Frith Joffers, M.A.  
Principal.

# CORSETS WITHOUT WHALEBONE.

Invented by a Doctor.

Our Corset, "Nature," fills a gap existing since the invention of the Corset. No more internal troubles no more infirmities caused by the ordinary corset.

The numerous testimonials and orders which reach us from every side are an evident proof of its great value.

We have a special pattern of this Corset for ladies troubled by an excess of fat at the abdomen, and, moreover, this trouble is overcome by the usage of this Corset, which is for sale by the MONTREAL AGENCY CO., MONTREAL.

This Corset is made and sold by the "PARISIAN CORSET CO.," of Quebec, already renowned through the celebrated P. C. Corset.

Fac-Simile of label on our regular goods.



LEATHER BRACES AND LEATHER BELTS

**GLOVES**

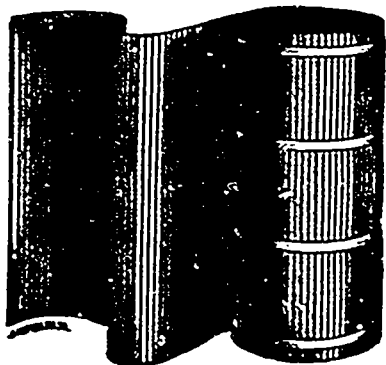
FINEST and BEST in MOCHA and NAPA BUCK, Etc.

SPECIAL RAILROAD and MINERS' GLOVES

Full Lined

**W. J. CHAPMAN - WINGHAM**

# The Folded Paper Carpet Lining



ALL PAPER AND A YARD WIDE IT HAS NO EQUAL

Sanitary, Vornin Proof, Warm, Durable, Deadens Sound, Saves the Wear of the Carpet, and makes it feel Richer and Chicker.

No house is completely furnished without this lining beneath the carpet.

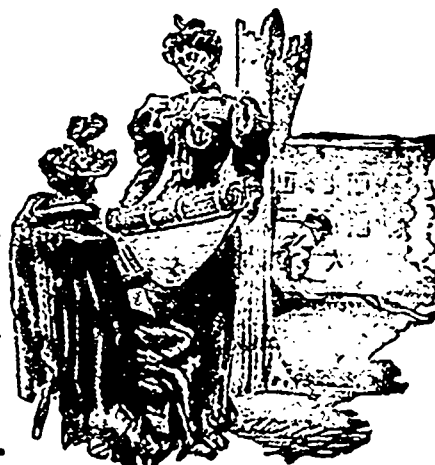
## STAIR PADS

In Three Sizes— $\frac{1}{2}$ ,  $\frac{3}{4}$ ,  $1$ .

We are the sole manufacturers for Canada. Send for sample.

For sale by best Carpet Dealers. If your dealer will not supply you, it can be ordered direct from the factory.

S. A. LAZIER & SONS, BELLEVILLE, ONT.



**HOTELS FOR COMMERCIAL MEN.**

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|------------------|-------------------|
| Halifax, N. S.   | Halifax Hotel     |
| "                | Queen Hotel       |
| Montreal         | Windsor           |
| "                | St. Lawrence Hall |
| Quebec           | Chateau Frontenac |
| "                | Hotel Victoria    |
| St. John, N. B.  | Hotel Victoria    |
| "                | Royal Hotel       |
| Sherbrooke, Que. | Sherbrooke House  |
| Toronto          | Queen's Hotel     |
| "                | Walker House      |
| Winnipeg         | Leland            |
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**CAPITAL CITY BUSINESS COLLEGE.**

**A. M. Grimes, M.A., Principal.**

Shorthand, Bookkeeping, Penmanship, Telegraphy, Business Co response and Proof reading. Pitman's or Munson's Shorthand, per month, \$4.00; White's Phonography, per month, \$8.00; Telegraphy, per month, \$8.00; Bookkeeping and Business Practice, per course \$35.00; Bookkeeping and Business Practice, per month, \$5.00; Penmanship, per month, \$1.00; Night School, per month, \$3.00; Private Lessons, each, \$1.00. Address A. M. GRIMES, Principal, Cor. Bank and Sparks Sts., Ottawa.

**The "Safety" Acetylene Gas Machine**



**Gas Machine**

HEADS THE LIST

For Safety, Economy and Utility.

The Celebrated . . .

**Cliff-Wardlaw Generators**

Manufactured only by

**THE SAFETY LIGHT AND HEAT CO.**

Send for Booklet.

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**DYEING DRY GOODS and MILLINERY**

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons, and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP.

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

And Garment Work of all kinds.

**BRITISH AMERICAN DYEING CO.**

Technical, Chemical Dyers and Finishers.

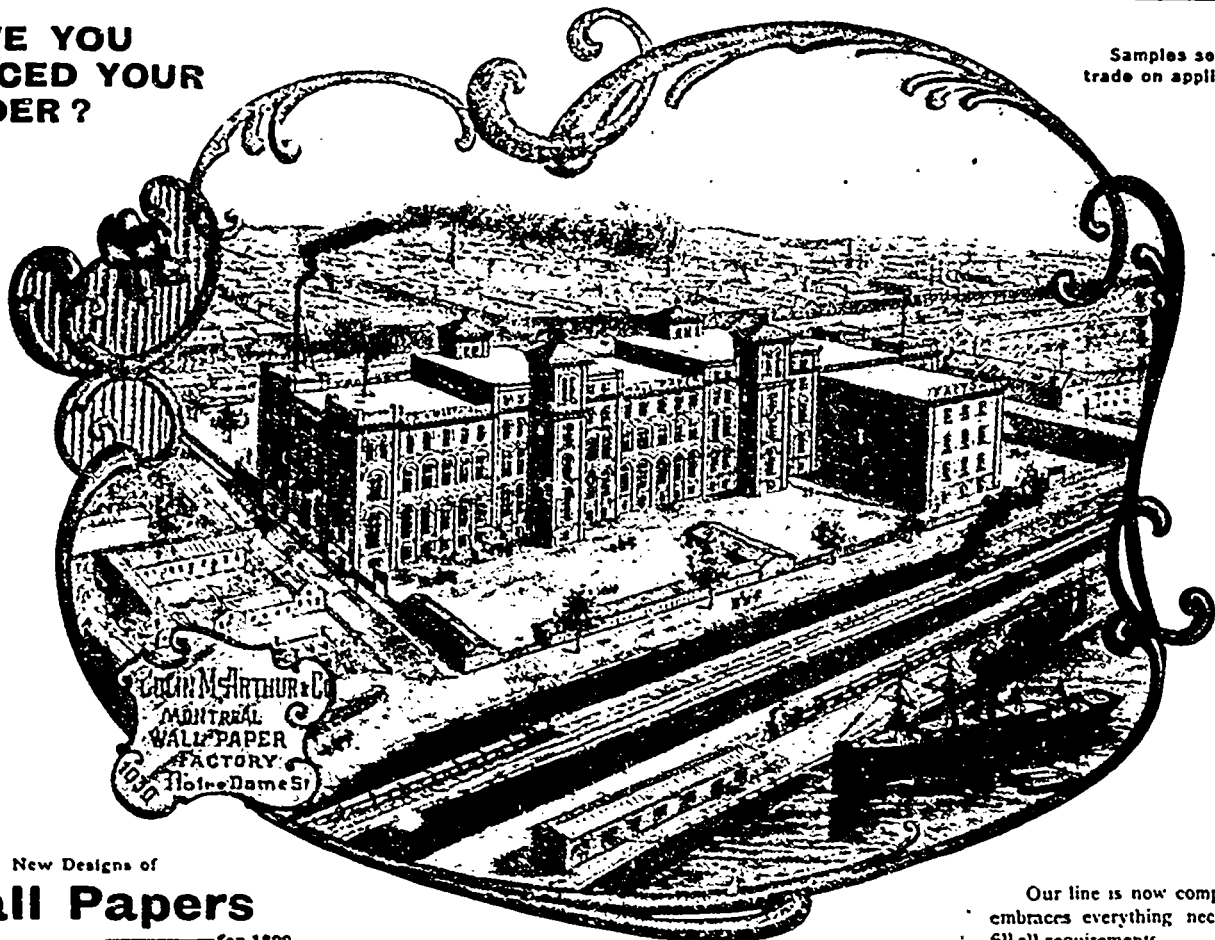
JOSEPH ALLEN, Managing Partner

Principal Offices—215 McGill St., Montreal.  
257 Yonge St., Toronto

123 Bank St., Ottawa.  
47 John St., Quebec.

**HAVE YOU PLACED YOUR ORDER ?**

Samples sent to the trade on application.



COLIN McARTHUR & CO.  
MONTREAL  
WALLPAPER  
FACTORY  
Notre-Dame St.

New Designs of

**Wall Papers**

for 1899.

**COLIN McARTHUR & CO., Manufacturers**

Our line is now complete, and embraces everything necessary to fill all requirements.

40,30 Notre Dame Street, **MONTREAL.**

NOV 99

# The Celluloid Company

30, 32, 34, 36  
Washington Place

NEW YORK

ORIGINAL and ONLY  
Manufacturers of

"CELLULOID" Interlined Waterproof  
Collars and Cuffs . . .

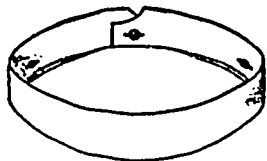
All goods made by us are stamped as follows :

Absolutely No

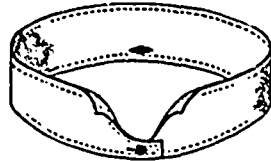


TRADE  
CELLULOID  
MARK.

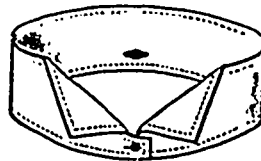
Others Genuine



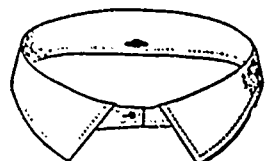
**ROMAN**  
Sizes 15 to 17 1/2 in.  
Front 1 7/8 in.  
Back 1 in.



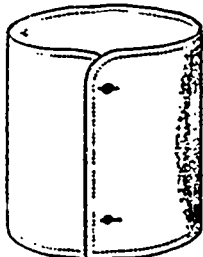
**VULCAN**  
Sizes 13 to 18 1/2 in.  
Front 1 3/4 in.  
Back 1 1/2 in.



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



**ROYAL**  
Sizes 12 1/2 to 20 in.  
Front 1 7/8 in.

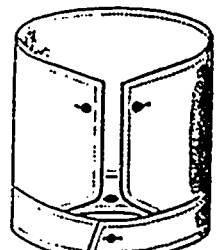


**EXCELSIOR.**  
Sizes 8 to 11 1/2 in.  
WIDTH 3 1/2 in.

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

**CAUTION**

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



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

The Celluloid Company

## LUXFER PRISMS

CARRY DAYLIGHT  
with wonderful success.

All progressive business men recognize their value.

"The most useful, and the most profitable  
improvement you can put into commercial  
premises."



EATON'S—WITH PRISMS.



EATON'S—WITHOUT PRISMS.

Send for Descriptive Booklet to . . .

The Luxfer Prism Company  
Limited

58 Yonge Street

Toronto.

Installation at premises of  
The T. Eaton Co., Limited } A STORY WITHOUT WORDS.

February 1899.

Established 1849.

TO THE TRADE.

# HALF A CENTURY

We have entered upon our jubilee year with bright prospects of successful business. Our stocks are larger, better assorted, and, in value, superior to any that we have ever shown. Orders have been, and are coming in freely, and sales in our warehouses are daily increasing. Our margin of profit has been reduced, with the object in view of greatly increasing the amount of our sales. The old maxim "small profits and quick returns" has been adopted by us, and our buying capacity largely increased.

## We Have Complete Control

in the Dominion of Canada for some of the best selling lines in general Dry Goods, Carpets and Men's Furnishings; and selling agents for a number of foreign manufacturers. At present we are selling Laces and Embroideries to some wholesalers who are selling the same goods to some of the largest retailers who claim they import everything direct. We claim that unless a merchant buys direct from the foreign manufacturer, he can buy to better advantage in the home market. We would remind you that we sell at the manufacturer's price list many of our

## Home Manufactured Goods.

With pleasure we are anticipating a visit from you, when in this city, especially during the Millinery Openings. Although we do not carry made-up Millinery, we show many lines that may be called Millinery Supplies, such as, Silks, Laces, Veilings, Frillings, Hat Buckles, Pins, etc., etc. Our stock of these goods is much larger than usual; especially is this the case in our Lace Department. We would also direct your attention to our Skirt Department which is a new department with us, and one which is growing very rapidly. We have one of the most expert skirt cutters in Canada and we are sure it would repay you to

## See Some of His Work.

**JOHN MACDONALD & Co.**

Wellington and Front Streets East

TORONTO.