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IN THIS ISSUE :

RUMOR OF A BIG NEW CANADIAN COTTON COMPANY.
PRACTICAL HINTS ON STORE MANAGEMENT.



VOL. VIII.

MONTREAL AND TORONTO, OCTOBER, 1898.

No. 10.

The Czar

suggests a Congress to consider "The most effectual means of ensuring to all peoples the benefits of peace." We, like the Czar, turn our attention to the arts of peace! By manufacturing and distributing the most artistic articles to be found in the ladies' branch of the DRY GOODS WORLD such as

SHIRTS and BLOUSES
MADE-UP LACE GOODS
LINEN COLLARS and CUFFS
APRONS and FRILLINGS
CRAVATS, FANS and PINCUSHIONS

E. & H. Tidswell & Co.

3 and 2 WOOD STREET,

Please give English Reference House.

LONDON, Eng.

WE MANUFACTURE

AND SELL

NOTHING BUT NECKTIES

AND

EVERYTHING IN NECKTIES

E. & S. CURRIE

Cor. Bay and Front Streets.

TORONTO

A. A. ALLAN & Co.

Fall and Winter 1898

LADIES' and
GENTS'

Fine Furs

Respectfully request inspection of the most attractive line of FUR NOVELTIES ever submitted to the trade. Every Fur department that will give our productions a place in stock will secure the patronage of the most critical consumers. Latest Novelties always to be found with us.

WE MANUFACTURE ALL
OUR GOODS.....



ASSORTMENT LARGE
PRICES RIGHT
WE LEAD IN STYLES.

IN THIS ISSUE :

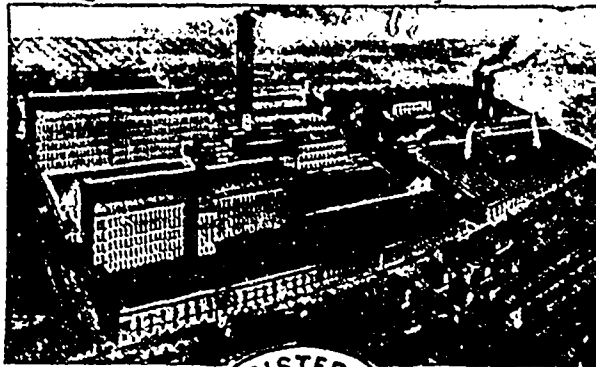
DIRECTIONS FOR MAKING WINDOW DISPLAY APPLIANCES.
WHAT DATE FOR THANKSGIVING DAY ?

LISTER & CO., Limited, Manningham

*Silk
Velvets*

FOR ...

Millinery and
Dress Trimmings.



*Silk
Plushes*

FOR ...

Upholstering,
Etc.

Mantle Velvets
AND
Silk Sealettes



Mohair Plushes

FOR ...

Railway and
Street Cars, Etc.



Recite this in the
Nursery.

Alr "The House That Jack
BUILT."

This is the cock that crew in the morn,
That awoke the Merchant all shaven and shorn,
Who to see Shirts and Overalls tattered and torn,
That were bought at his store, made him feel forlorn
So he went to the hotel to buy him a horn,
On a cool and crisp October morn.

As he tossed it down with a satisfied sigh
(Three fingers of Anti-Plébiscite eye),
He was met by a Drummer, as slick as pie,
Who requested the Merchant to come and buy,
He showed him the **ROOSTER BRAND**, prices not high
And "warranted not to cut in the eye."

Gre whizz! " said the Merchant, these goods are slick,
Just send me a thousand dozen quick,
Since then he's had neither trouble nor care
For he sells **ROOSTER BRAND** that give good wear
He sleeps on down neath a satin quilt
In a mansion the **ROOSTER BRAND** has built.

Moral—Don't sell rubbish because it's cheap.
Buy "Rooster Brand" be happy and get rich.

ROBERT C. WILKINS

MONTREAL

Manufacturer Shirts, Overalls, Working Garments and Ladies' Skirts.

Wyld, Grasett & Darling

"DRESS DEPARTMENT."

Merchants will find the stock in this department complete for sorting. Special values in French Serges, Fine Twills, Pearl Twills, etc. Vigoreuxs in two-toned effects. Silk and Wool Fancies, etc. A large range of Silk and Wool Plaids. Stock well assorted in Black and Colored Velvetens.

Great values in—

**BLANKETS, FLANNELS,
SHIRTS and DRAWERS,
HOSIERY, Etc.**

Smallware Department very Attractive.

WYLD, GRASETT & DARLING

GENERAL DRY GOODS

THE LATEST NOVELTIES FOR
FALL TRADE.



THE ATTENTION OF THE TRADE IS CALLED
TO THE FACT THAT OUR TRAVELLERS
ARE NOW STARTING ON THEIR SECOND
FALL TRIP WITH

Exceptional Values

IN

Staples
Dress Goods
Carpets
Curtains
Smallwares
Notions
Men's
Furnishings

THE LINES ARE COMPLETE WITH DRIVES AND SPECIAL-
TIES THAT WILL MAKE LIVELY RETAIL SELLING. THE
GOODS ARE IN STOCK, AND CAN BE DELIVERED AT ONCE.

S. GREENSHIELDS, SON & CO.

Montreal and Vancouver, B.C.

SOLE SELLING AGENTS for

{ Priestley's Celebrated Dress Fabrics.
{ Pewny's Kid Gloves.

The Unparalleled Success of

THE NEW IDEA PATTERN

HAS PROVOKED THE ENMITY OF ALL ITS RIVALS, who have never missed an opportunity to misrepresent us and our goods; notwithstanding which our sales have climbed higher each season.

In 1897 the increase was 50% over 1896; in 1898 the increase is 40% over 1897, and the list of houses now selling our goods has reached the handsome figure of

2,000 FIRMS

We have always had one object in view in our business; that of furnishing

THE BEST GOODS FOR THE LEAST MONEY.

Our method of doing business Without a Contract appeals to the merchant, while the price and quality of the goods

ATTRACT THE PEOPLE TO HIS STORE

as no other pattern does. We do not have to reduce our price as others do to retain our business, for we are now, as we always have been

THE LOWEST IN PRICE and WE GUARANTEE THE QUALITY AS GOOD AS THE BEST

Hence we keep the trade we have, and our representatives sell in every town they visit.
Do you want the agency for your town?

THE NEW IDEA PATTERN CO.

NEW YORK, N.Y.

75 Victoria
Street . .

TORONTO, ONT.

CHICAGO, ILL.



C. K. HAGEDORN, Manager.



"We Fear Not For."

Suspenders .. and Buttons

Fall Samples now on the Road.

We are again showing a beautiful assortment of choice values which we feel confident will meet the requirements of the trade.

We would respectfully solicit a mail order, if not already on our ever increasing list of customers.

We are noted for filling orders promptly.

Try us.

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

MISSED BY ONE DAY.

Change in our add for last issue
WAS A DAY LATE.

Be sure **YOU DON'T** miss ordering

The Morse & Kaley

SILCOTON **SILKS**
EMBROIDERY COTTON
KNITTING COTTON
VICTORIA CROCHET THREAD
ETC., ETC.

ROBERT HENDERSON & CO.

Dry Goods Commission Merchants

181 and 183
McGill Street,

...MONTREAL

SOLE AGENTS FOR CANADA.

Wm. Taylor Bailey

27 and 29 Victoria Square
..... MONTREAL

Upholstery and . . .
. . . Drapery Goods

Selling Agents for

E. F. Timme & Son, Plushes,
Velours and Corduroys.

Jaeger & Schmiedel, Fancy
Silk Villosart Plushes.

Stead & Miller, Fine Silk Tapes-
tries, Draperies, etc.

**Finley, Smith
& Co.**

Importers of . . .

WOOLLENS and
TAILORS'
TRIMMINGS



29 VICTORIA SQUARE

MONTREAL

WM. C. FINLEY
J. R. SMITH

Solo Agents for

TRAFALGAR, BRITANNIA AND ROYAL NAVY SERGES

THE SILK HOUSE OF CANADA.

Our Collection of Fancy Silks for Spring
1899 is now ready, showing:

WARP PRINTED BAYEDERE		CHENILLE STRIPED TAFFETA
LATEST PARISIAN PLAIDS		OMBRE CHECKS
POLKA DOTS EFFECT		FANCY SATIN STRIPES
DAMASK PATTERNS IN KAIKI		
CHINA and GROS GRAIN BROCADE, Etc.		

Our travellers are on their usual routes with samples of all these novelties.
Do not fail to see our special lines to retail 50 cents.

K. ISHIKAWA & CO.

Manufacturers and Importers,

✿ ✿ Toronto and Yokohama.

JAMES JOHNSTON & CO.

... Importers ...

MONTREAL

Our Fall Assorting Trade has now commenced. We are fully stocked with all lines needed for this time of year.

Plain and Fancy Dress Goods, Silks, Ribbons, Jet and Fancy Trimmings.

Our Hosiery stock is most complete, Stockings and Underwear in great variety.

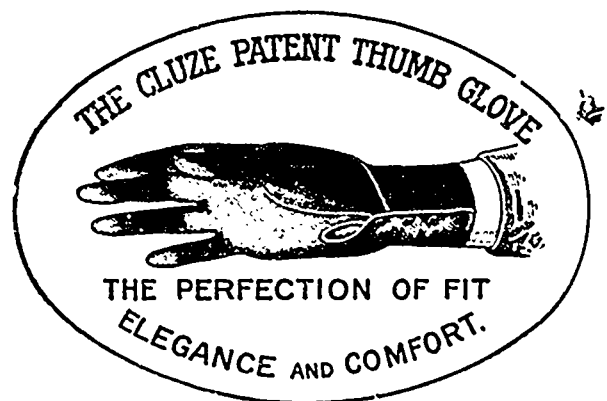
Fancy Hosiery, Laces, Muslins, Smallwares, and all Staple Dry Goods—Foreign, American, and Canadian.

A well assorted stock always draws customers.

When you are asked for Smallwares—have them
—they sell a variety of other goods, and you
will find it pays.

We have them in quantities.

Now is the time for Cluze Kid Gloves.
We have control of this Glove for Canada.



Special Attention given to **LETTER ORDERS**

Second to None.

Pewny's Kid Gloves

Manufactured in France.

Solo Selling Agents for Canada.

S. GREENSHIELDS, SON & CO.

MONTREAL.

Wreyford & Co.

Manufacturers' Agents

and

Wholesale Importers

McKinnon Building

AND

85 King St. W.

Toronto

This month we shall receive new styles for SPRING, 1899, from following English manufacturers :

Young & Rochester

Shirts, Collars and Neckwear, Dressing Gowns and Cycling Suits.

Tress & Co.

High-class Hats and Caps.

Latest shapes, Silk, Felt and Straws.

Dr. Jaeger's

Sanitary Woolen Underwear.

We stock in the different qualities, gauze, light, medium, warm and extra warm. Every garment for Ladies, Men and Children.

FOR WOMEN'S

SHOWERPROOF SUITS USE

Cravenette

It differs from all other water-proof goods. No rubber is used in the proofing; hence, no odor. It is not a surface proof, but is applied to the yarn, leaving the cloths porous to air; therefore it does not overheat.

STYLISH, DURABLE, HEALTHFUL, ECONOMICAL, COMFORTABLE.

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

World Wide Popularity

The Delicious Perfume.



Crab Apple Blossoms

EXTRA CONCENTRATED

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

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., LONDON, E.N.G.

By all principal dealers in perfumery.



SOMETHING NEW

MADE IN ENGLAND
No connection with any American Corset House.



MADE IN ENGLAND
No connection with any American Corset House.

Thomson's NEW "GLOVE-FITTING" Corsets.

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

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

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

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

To be had of all Dealers Throughout the World.
ASK FOR THOMSON'S NEW "GLOVE-FITTING" AND TAKE NO OTHER.

A large stock of these Corsets always on hand at
JOHN MACDONALD & CO'S, Toronto.



Medals taken at all Exhibitions.

TRADE MARK

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.

CARTWRIGHT

...ESTABLISHED in 1794
but "UP-TO-DATE" in '98

AND WARNERS

Spinners and Manufacturers of
the Celebrated

LIMITED

Hosiery and



Underwear

Which will not "Cott"

Absolutely Non-shrinkable
Pure Undyed Wool Underwear
The best unshrinkable finish in the market.

MILLS:

Loughborough, England

Canadian Agents:

R. FLAWS & SON,

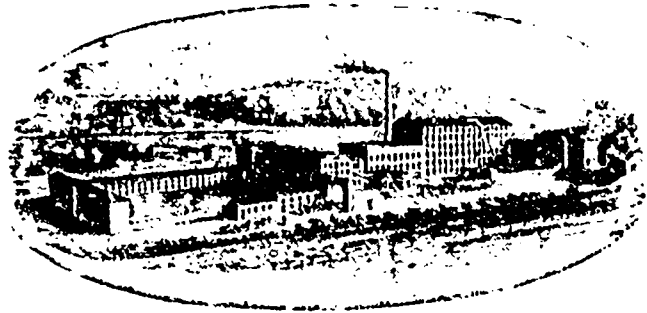
Manchester Buildings,

Melinda St., Toronto

Foster & Clay

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, 33 Lemoine Street, Montreal.

Brice, Palmer & Co.

MANUFACTURERS
OF

THE CELEBRATED

"EMINENT" Showerproof
Cloaks

Largest selection in the trade.

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

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

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

Telegrams,
"Eminent," London

LONDON, ENGLAND

THE CELEBRATED OXFORD

FLANNELETTE AND FLANNEL
UNDERCLOTHING AND
BABY LINEN



Factories:
LONDON BANBURY
OXFORD CASTLEFIN

NEW PRICE LISTS UPON APPLICATION.

W. F. LUCAS & CO

129^a London Wall
LONDON, ENGLAND.



"Oxford" Underclothing.
1162.

The **Brock** Company, (Limited)

ANTICIPATING INCREASED BUSINESS

We

Bought largely in all departments.
Never were so well prepared.
Have special lines to offer on each flat.
Buy for Cash and handle large lots.
Are always ready to purchase manufacturers' overmakes and sample lots at a price.

(Our Mr. B. B. Cronyn is now in Europe, and has secured many lines well worth the attention of buyers visiting the market during the next week.)

**This enables us to keep in
Close Touch**

with the

ASSORTING TRADE

and merchants wanting goods that

Are

Up-to-date
and
Good Value

Should Inspect

*Our Travellers' Samples,
Call at the Warehouse, or
Try our Letter Order Department.*

THE CANADIAN GOODS DRY REVIEW.

Vol. VIII.

MONTREAL AND TORONTO, OCTOBER, 1898.

No. 10.

THE MANAGEMENT OF A BUSINESS.

THE THIRD OF A SERIES OF ARTICLES ON THE METHODS OF ADMINISTERING THE OFFICE AND THE STORE.

III.

HINTS ON STORE CONTROL.



BY OBSERVING how one man has succeeded in building up a great business, you get hints for your own use. Allowing for different circumstances, the principles underlying success are identical. Take the case of M. Boucicaut, who founded the great Bon Marche store in Paris. He reached the conclusion that to attract customers was good, but to keep them was equally necessary. Therefore, he made a point of establishing confidence between customer and store. The rules given the clerks were: 1. Don't overrate the value of goods, 2. State the exact price at once; 3. Don't try to get rid of shopworn or damaged goods by deceiving the customer, in fact, be the first to point out serious defects. In order to inspire confidence, he found it convenient to state boldly that purchases not proving satisfactory when the customer got home would be taken back, or money refunded. Low prices were the means used to attract new trade. He cut down profits to a figure as low as was consistent with good business. He figured it out this way: If two merchants invested the same amount of money in the same goods, and one succeeded in turning his stock over in three months, while it took the other a year, the first merchant would get four times as much out of his investment. If he reduced his profit three-fourths, his business, at the end of the year, would show as much profit as that of his competitor. These ideas, we may infer, were new in Paris at that date and worked out profitably.

THE OUTSIDE APPEARANCE.*

II. I have been impressed recently with the fact that a great many stores do not keep the outside appearance of their places of business as neat as they ought to. How often the sidewalks are covered with trash; how often the windows and doors need washing; how often the street in front of the store is muddy and impassable. I believe it would be well for every storekeeper to have a path swept clean across the street in front of his store. In the course of six months or a year enough trade will be tempted to walk across the street to your store, simply because the crossing is

clean, to more than pay for the labor and time expended in the work. Everybody admires neatness, even though they may not practise the virtue themselves. A store that keeps the outside and front of its building looking bright and inviting gets trade enough thereby to pay for doing it. The look of your store outside often determines whether people wish to enter it or not.

LEARNING FROM COMPETITORS.

III. I believe that every merchant owes it to himself and to his trade to keep up with the times. To find out what your competitors are doing, and weigh carefully the good and bad points of their methods. If their methods appear to be good ones, don't have any hesitancy in following them. If their methods are bad, that is the time to go opposite to them. A storekeeper only injures his business by going contrary to his competitors when his competitors are doing the right thing. It is better to carefully follow correct methods that the more progressive competitor has avoided. If I were the merchant I would go to some clear-headed friend and ask him to go through my store and examine every part of it, and then go through my competitors' stores and see what they were doing. After the examination I would have this friend tell me in what particular way I seemed to be wrong, and then I would change my methods to the right way, no matter how closely I might be following somebody else. When I once get even with competition by having all their good points, I would then try to get ahead of them by having some good points that they have not got, and thus make them followers of me in the long run.

HOW MUCH AT A SPECIAL PRICE?

V. When you make a special price on an article, you can say in your advertisement that you have so much of a certain class of goods, that you are going to make a price on a certain article, and, as long as the quantity lasts, you will give it to everybody who calls for it in any reasonable quantities. A retail store is not expected to sell at wholesale or to supply competitors, but it ought to give the consumer as many of any article as the consumer can reasonably be expected to use. Then, the question comes up as to how many is a reasonable quantity, if you must have a limit. That depends entirely upon the goods. If the sale is upon furniture and the item is a parlor suite, one ought to be a reasonable quantity. You could limit your sale to one customer to one parlor suite, because one parlor to be fitted up is about all any ordinary person can be expected to have, and you would be justified in not selling more than one parlor suite to one person, for the reason that one is a reasonable quantity. Again, if the sale is on soap, I do not think it is reasonable to limit it to one cake to a customer, I should rather allow them six cakes each, and possibly even a dozen, if necessary,

* These and following hints are by Chas. F. Jones, New York, a practical authority.

MANAGEMENT OF A BUSINESS—Continued.

because soap is an article of every day use, and a great many customers buy their soap by the dozen or half dozen cakes. Again, in a sale of sugar, I should not think it would be reasonable to limit the sale to one lb. to a customer, but would rather allow them 10 lbs., or even 25 lb., which is a sufficient quantity to be called a reasonable purchase.

THE RIGHT KIND OF SPECIAL SALES.

IV. Special sales are sometimes an important factor in dull seasons as well as in other times. If you are going to have a special sale, go about it right, make a success of it, or do not have it. Do not have a special sale unless you have something special to sell. The so-called special sale of regular merchandise at regular prices has been worn out long ago. Make the first day of your special sale a great success at any reasonable cost, and then those who attend this day will help the sale along with their tongue advertising. First appearances go a long way. Do not start your sale until you are ready, and then start it with a will. Decorate your store with merchandise; place price tickets on whatever goods you have to sell; announce your special sale in whatever way you may deem best, so that the public will know when to expect it. Special sales which you wish to repeat from time to time, such as semi-annual or annual sale of any line of goods, will be found more profitable on second, third, or subsequent sales, than the first, provided the first sale has been a success. If this is your first special sale, be sure to make a success of it, no matter what the cost.

EMPLOYEES' REMARKS OVERHEARD BY CUSTOMERS.

VI. In going among a vast number of stores, as I frequently do, I hear many things said by the employes, many times purely in jest, but which are taken in dead earnest by the customer who hears the remark. Try to impress upon your people that what they say to each other, if overheard by the customers, has sometimes a greater effect than if it was said to the customer in person. Many customers have the idea that the clerks are honest in their talks to the public, and, therefore, the jesting remarks made on the side are taken as the truth. In a dry goods store in New York, some time since, at the dress goods counter were sitting two persons making a purchase. One was an employe, permitted to shop during business hours, and the other was a customer, just in the act of buying a dress from a piece of gray cloth. The salesman behind the counter called the other employe's attention to the same goods, asking how it would suit for the dress that the employe wished to buy. Evidently, in a half joking, yet thoughtless, way, the employe replied: "Oh, you can't beat me into taking that." The lady customer about to buy dropped her intended purchase with a suddenness which surprised the salesman. She, perhaps, only heard the word beat, and knew of its application to the merchandise in question, and felt that the employe, who evidently knew what she was talking about, was insinuating that she was being beat into buying the goods. Here is another case. Recently, in a Broadway store, that is supposed to be strictly one price, a conversation was carried on by two employes, which evidently made the dozen or more customers who heard it believe that the house was not as one-price as it claimed, but, if occasion necessitated, made special prices for special individuals. The real circumstance, had it been known, was that a certain piece of merchandise had fallen on the floor earlier in the day and become soiled. The head of the department, whose business it was to make the price on the goods to be sold, had agreed with the salesman to make a special price on it because it was soiled, but had forgotten to say just what price it should be sold at. In the meantime, a customer came in to buy the identical piece, and the salesman, instead of walking over to the head of the department and asking him privately what special

price he had concluded to make, sings out across the store, so that everybody could hear it: "Mrs. B.— wants to know what is the special price you will make her on this, it is marked 75c." The head of the department thoughtlessly answered back: "Sell it to her for 50c." The persons who overheard this, not knowing the circumstances, evidently drew a wrong inference from it.

Watch your clerks, watch your heads of departments, and watch yourself. Caution your clerks to be very careful in their remarks to one another, and, if they have anything to say to one another, say it privately where it cannot be misunderstood.

THE PROFIT LOCATED.

VII. There ought to be some definite means, in any store carrying separately several lines of goods, for the proprietor to know which line is paying and which is not. Supposing the store carries clothing, shoes, hats, dress goods and men's furnishings, and lumps all the returns together, it is impossible to tell where loss occurs and where the largest profit occurs. A Boston merchant complained that his profits were not satisfactory and called in an expert to determine what was the matter. The principal departments in the store were dry goods, carpets and furniture. An examination showed that the carpet man had been losing the money and eating up the profits of the others. This had not been discovered because all the expenses and profits had been lumped together. Of course, there may sometimes be small or no profit on some staples that have to be carried simply because you are expected to have them, but surely these lines are not numerous.

GETTING THE VALUE OF ECONOMY.

VIII. The merchant is told to practise economy, and the advice is sound. There is real and spurious economy. Being stingy in the outlay for necessary expenses is not true economy. Let me illustrate: A merchant decides that the store is not light enough and puts in, at some cost, one or two new windows. But, if the windows are not kept clean, the outlay is largely lost. Or, suppose that the merchant, from the class of trade he does, finds that it pays him to use good stationery. If he keeps to ordinary printed letterheads, as being just as good as the better-looking lithographed ones, then his economy is misplaced. Or, assuming that after spending a couple of hundred dollars in improving the windows, no extra labor is bestowed on trimmed displays, and the trimmer is kept so busy inside the store that no additional advantage is secured from the extra window accommodation, then the expected profitable result is not secured from false economy.

RECIPROCITY CONSIDERED IN SOME QUARTERS.

A great many merchants, who came into town from local points during September, reported trade in their districts to be distinctly better. Mr. Tyndale, of Arthur, Ont., said that in his district the crops are better, notwithstanding the injury to the potatoes by frost in July. Merchants were taking a certain amount of interest in prospects of reciprocity at the Quebec Conference. In the Arthur district, for instance, free trade in barley would be appreciated, as a high quality of that article was grown there. As the United States needed barley, it was hoped that something would come out of an arrangement.

THE DISCOUNT TO DRESSMAKERS.

The dry goods merchants of Brantford, feeling that they have been giving too liberal discount to dressmakers, decided unanimously to allow only 5 per cent. discount on and after September 10. This step was taken owing to the close margin of profit at which goods are handled.

WINDOW DRESSING.

SOME SIMPLE APPLIANCES FOR THE TRIMMER.

Originally Written for THE DRY GOODS REVIEW.



displayed.

A stand which I find suited to a great many purposes is easily made from thick carpet felt made up in the shape of a drum. Take, say, five yards of heavy felt paper and roll it up, making it about one foot in diameter. Then take a needle and some strong twine and put a stitch here and there on bottom and top, so as to keep it from unrolling and to make it solid. These can be used for draping dress goods on, or, if covered over with colored cambric, laces can be nicely arranged on them. They are a splendid stand for showing handkerchiefs and dozens of other lines of goods on.

Another stand, which can be used for several different lines of goods, is a stand made of a strip, say, one inch by two, with a block, say, six inches square by two inches thick, which can be nailed to the floor, and can be made in several sizes. It is merely an upright, and can be used for dress goods, blankets and comforters, curtains, etc., and can be covered with bright materials and used for handkerchiefs and lots of different things.

If the trimmer takes his time and thinks the thing out he can adapt one style of a fixture to dozens of different articles. Hoops can be used to great advantage in lots of displays. Ordinary dress goods boards can be used for small articles, if covered over with something bright, and supported at the back with a strip attached to a hinge, so as to put it on any desired slant. These are also used for clothing shows.

Half circles nailed to the backs of windows can be used for draping dress goods, curtains, etc., on, and can be made by bending a light strip of cedar and supporting it from underneath.

Another, which is greatly used, is made in the shape of a stairs, but this has become common, although it is a splendid stand for chinaware, glassware, etc.

A splendid stand can be made by taking a block about one foot square, and then make a box tubing about three inches square, and stand it upright on the block, nail it at the bottom and support it by small braces so that it will stand solid. Then make a large T shaped piece, and make the long part to just the size of the box tubing, so that it will slide up and down easily in the box. A hole can be bored at the side or back, and a peg run in, so as to hold it at any desired height. Holes can be bored down the sliding strip three inches apart. This is a stand used a great deal, and can be employed in almost all kinds of displays.

The half circles and hoops are being used a great deal, and it only lies in the trimmer's ability to use them in all sorts of ways. For small articles, fancy shapes can be made, such as Maltese crosses, anchors, stars, pyramids, etc., and covered over and goods displayed on them.

Care should be taken in making these stands that nails do not protrude. That would destroy the goods by tearing. I find I can

construct lots of things into fixtures. In going through the housefurnishings department I often run across something, such as a towel rack, etc., which can be covered and used to good advantage in many ways.

Some lines require a better fixture, and I would advise that every up-to-date merchant keep a few nickel fixtures, as they always give a tone to a window, and, while they are expensive, will always return more than the amount paid for them.

Mirrors can always be utilized, and make the attraction appear larger in size. In conclusion, I may say that any clerk or window trimmer with a little thought can construct dozens of different kinds of fixtures from a few strips of wood, hammer and nails and a saw, and can turn each of these to various uses by joining one to the other and turning them about. —H. Hollinsworth, Ottawa.

WOMEN AS TRIMMERS.

It is evident that the profession of window dressing has not yet approached a full stage of development from the fact that it has not been invaded by the gentler sex to any extent. Women are found in nearly every walk of life, and it is safe to say that the time will come, and that before very long, when there will be lady window dressers as well as lady clerks, bookkeepers, lawyers and doctors. The male window trimmers will doubtless look upon them as intruders, but they need have no fears that the services of first-class trimmers of either sex will not be as much in demand for years to come as they are now. Probably, in large cities the lady trimmers will never cut much figure except in special departments of the work.

It must be admitted that there are some things in the trimming of windows in which the women will show more natural adaptability than the average man who takes up window dressing as a calling. In color harmony and tasteful draping women are generally supposed to have a natural talent. They, at least, have more to do with such things than men, and their experience stands them in good stead whenever matters of decorating are placed in their hands. This same experience is what, under certain circumstances, will draw women into window dressing.

There is much about window trimming that a lady cannot, or would not do, and, for that reason, she is not likely to cause many men to lose their jobs. In a metropolitan store, for instance, the life of a trimmer, between hot windows and cold windows, night work and long hours, is rather rigorous, and is about as peculiarly adapted to men as is blacksmithing or any other masculine trade. The carpentering, and any amount of such dirty work that falls to the lot of the trimmer, also precludes the possibility of a woman becoming an all-round window dresser.

It is in smaller cities and towns that a woman can be best used in the windows, and, if she will, she can become of great service in this department of store advertising. What the average merchant wants is some one with good taste who can oversee the window decorating in connection with other work in the store. A woman is just as well fitted for this kind of work as a man, and, as stated above, on account of her previous experience in matters of color harmony, draping, etc., will do better at it at first than the male clerk. She certainly should not be kept out of this work just because it customarily belongs to men.

In a certain specialty store in Chicago, there are a pair of show windows of which a young lady has charge. The nature of the goods makes heavy work unnecessary, and she, therefore, has practically no assistance. The store is not prominently located, so the window trims don't get the notoriety they deserve, but, from the fact that there has been no change of trimmers in that store for several years, it is evident that the proprietors are well satisfied, as they ought to be, with the way the work is done. The young lady

WINDOW DRESSING—Continued.

does not devote her whole time to the trimming of the windows, having other work in the store, but that has gradually grown to be an important part of her work, and it is a good guess to say that her salary has grown, too.

The woman has a place in the window dressing profession and, sooner or later, she will find it out. She has already, in a few cases, and the conspicuous success she has made of it in each case should lead others to try their hand. The merchant who wants a clerk with a side talent for window trimming is certainly not awake to his own interests if he does not give the lady clerks a trial as well as the men.—Chicago D.G. Reporter.

NOT TOO EARLY DISPLAYS.

It is hardly a wise policy to show the prettiest fall stuffs during the first week in September, when there is more immediate probability of a hot spell than a cool one. The people may come and look at the goods, but how many of them are ready to buy? The excuse most retailers or decorators give for an early opening show is that their competitor may get ahead of them. Suppose he does. It is pretty well known that the crowds which come are not buyers.

If Mr. Competitor is so eager to get the opinions of the masses, let him go ahead. You will get just as big a crowd at your opening days later on, with a much larger percentage of buyers. The goods will appear new and fresh, instead of having that stale appearance which so often marks high-class novelty fabrics after being shown to crowds of people for four weeks.

New York retailers are pretty well posted on the fine points of storekeeping. Their determination to hold opening displays during the last, instead of the first, week in September should induce many a retailer who has been pursuing the first course to stop and think. Show your new goods when people are ready to buy them, and not just to satisfy their curiosity.

Another point which might well be brought to the attention of window dressers everywhere, is that not a single store among those which are fighting so fiercely for business is using anything but plain, sensible displays, wherein goods and prices are the predominating features. This is as it should be.

THE TRIMMER'S DIFFICULTIES.

An interview with a window trimmer employed in a large store in one of the prominent cities of this country, says *The Economist*, elicited the information that a trimmer's position is not an easy one by any means. While this is not new intelligence, his task was made difficult owing to one peculiar feature. "Almost impossible," said he, "to get the necessary goods from departments to carry out my ideas for a trim."

Appeals often had to be made to the business manager in order to secure some particular article to complete a pleasing effect. Of course, this invariably offended the heads of departments, who forgot that a trimmer must look to the whole store for his support. The firm expects the best of windows, and if not produced he alone is held responsible.

Those who control the departments overlook the fact that a good window display of the lines carried facilitates sales. The trimmer is constantly studying to help each department, but the heads persist in antagonizing him, claiming that he damages the nice goods by using them in exterior displays, and that novelties do better work on the counter than in the window.

There is a certain amount of display work for the goods of every stock to do, and, if they come out of the performance a

the worse for wear, the department must stand whatever loss occurs. This is slight in any case, and more than made up by the increased sale of the article resulting from the window display.

In houses where the department managers are continuously fighting the window trimmer in his ambitious efforts to attract the attention of the public, the business manager should lay the law down to these narrow-minded fellows, and impress upon them the fact that windows are for a purpose, and that the artist employed to ornament them cannot be successful without the proper materials. If the trimmer is a capable man, he will understand what to use. He and the department heads should cooperate, and each be willing to allow discretion to settle any difference in opinion. Under such circumstances, the trimmer will do better service.

LIGHTING THE WINDOWS.

Have you studied the question of lighting the windows? The fall season is now here, and you had better see to this important matter, if you have not done so, as much depends on your evening displays.

The writer would suggest having the lights so arranged at the top of the window that they are not seen from the outside. In this manner the goods are displayed to better advantage. Do not throw the rays straight down, as most of your light will be lost, but slant your reflectors at an angle of 45 degrees, and you will get better results.—N.Y. Economist.

DISPLAY OF EVENING SILKS.

The curtains have just been raised in a window of one of the local stores, and a most beautiful collection of evening silks is now on exhibition. The back of the window is draped with blue plush, on which are swung two medium-sized mirrors. Suspended from the top of the window, directly over the centre of the display, is a large chandelier, ornamented with glass pendants.

The silks nearest the background are all of delicate tints, prettily draped in plaited effect over very high stands. A hood puffing is formed at the top.

In front of these are brocaded silks, a little more pronounced in shade, forming plaited pyramids about four feet in height.

In the foreground are others of very striking designs; they spread out to about three feet at the base and incline sharply to a point.

To finish the trim, puffings of heavy brocaded satins in three shades, pink, Nile and light blue, run in different directions between the various stands.

As the materials are all of delicate shades, therefore liable to be affected by strong light, a trim of this kind should never remain in the window a great while.

TO PREVENT FROSTED WINDOWS.

"Sweating" or "frosted" windows are caused by the inequality of the temperature outside and inside the window. The proper way to avoid this difficulty is to provide a method of ventilation which shall allow enough fresh air to enter the window to equalize the temperature. This can be done by cutting a number of small apertures in the top and bottom of the sash. Have them about half an inch in diameter, and a foot and a half apart. The window should also have a tight partition separating it from the store, which will keep out the warm air. Many stores have curtains at the back of the windows, for which reason we mention the necessity of a solid partition. A cloth dipped in alcohol or glycerine, and rubbed over the window two or three times a week, is also a prevention against frosting.

Goods
we have
to show
— You.

Silk Gloves
 Lisle Gloves
 Wool Gloves
 Cashmere Gloves
 Laces
 Lace Curtains
 Scarfs
 Handkerchiefs
 Mufflers
 Shirts
 Collars
 Ties
 Braces
 Ribbons
 Trimmings
 Belts
 Underclothing
 Hosiery
 Fancy Woollen
 Goods
 Shawls
 Velveteens
 English and Foreign
 Dress Goods
 Blouses
 Umbrellas
 Corsets
 Flannels
 Flannelettes
 Yarns
 Fingerings
 Fancy Goods

We are specialists in Dress Goods and Silks.

Without giving these departments a critical personal examination you cannot obtain a proper conception of the stock we carry.

Several handsome ranges in new Fancy Black Dress Goods just received.

Some beautiful designs in Foreign Mohair Figures.

Silk Crepons and Silk Grenadines up to \$3.00 per yard.

You must carry a few numbers in Cloths and Velvets for Mantles, Jackets, Capes, Ulsters, etc. We have the most desirable goods.

Several cases of new Fleece Back Goods have been put into stock this week.

Note—Our travellers are going out now with a lot of novelties for **Spring, 1899.** Place your orders at once to ensure early and prompt delivery.

Brophy, Cains & Co.

23 ST. HELEN
 STREET

— **Montreal**

WHAT DATE SHOULD THANKSGIVING DAY BE?

A GENERAL COMPLAINT THAT IT IS NOW TOO LATE IN THE SEASON.

MERCHANTS ALL OVER CANADA EXPRESS THEIR VIEWS ON THE BEST DATE, AND THE OBJECTIONS TO THAT NOW IN VOGUE

THERE is a strong feeling among the merchants of Canada that our Thanksgiving Day is fixed too late in the season. For some years past, this opinion has been growing, partly because the weather has proved inclement, and partly because a date late in November seems to have become the rule.

On looking up the record for the past four years, it appears that the dates chosen have all been late in November. For instance, last Thanksgiving Day came on Thursday, Nov. 25, in 1896, it was on Nov. 26; in 1895, on Nov. 21, and, in 1894, on Nov. 22. There is a point in connection with the choice of date which deserves consideration. In fact, one firm—that of G. E. Smith & Co., Halifax—in writing us, make special reference to it. That is, the question of having the date identical with Thanksgiving Day in the United States. Certainly, if, as in 1894 and 1895, the Canadian Thanksgiving is fixed for so late a date as the third week in November, it might just as well be made the same as the United States day. This is not so much a matter of neighborliness as a question of convenience. There is a suspension of business in both countries on Thanksgiving, and it often proves convenient to have the day the same.

However, the general opinion seems to be that November is too late altogether. Climatic conditions are not the same in the two countries, and there appears to be no sound reason why the conditions in Canada and the wishes of the Canadian people should not alone determine the date chosen. A large number of merchants, in different parts of Canada, have expressed their views, and these are quoted below. It will be seen that, while they are not all agreed upon a fixed date, they are nearly all, with very few exceptions, of opinion that the latter part of November is too late.

HALF WAY BETWEEN TWO OTHER HOLIDAYS.

Guillet Bros., Cobourg, Ont.: We are strongly in favor of a change in the date of Thanksgiving Day. The complaint is general in and around Cobourg that, it has always been too late in the year. One month earlier, or the last Thursday in October, would be a far more suitable time. The weather is likely to be much better, and then the holiday would come about half way between Labor Day and Christmas.

A. R. Woodyatt & Co., Guelph, Ont.: We have no preference as to which month Thanksgiving Day should come in. It is all the same to us, but we would like to see it nearer the middle of the month, as the end and beginning of each month are always very busy seasons with us.

Brock & Paterson, St. John, N.B.: We are in favor of a change in the date of Thanksgiving Day, and consider the last Thursday in October a very suitable date.

A STRONG PROTEST AGAINST A LATE DATE.

A. E. Micks, of Micks & Cox, Peterborough, Ont.: Thanksgiving Day has been so very late that it always rained or was snowing and really was no use for outside sport. The only way to put in the day was to sit by a good warm stove and give thanks, or be thankful that you were not out in the cold. I would say about the last week in October, say Thursday, be appointed as Thanksgiving Day, and if you can so bring the matter before His Excellency to have it changed to that date, you will do a great deal for suffering

humanity, and place us all under an obligation. Thanking you for the interest you are taking in the matter.

T. N. Hobley, Barrie, Ont.: Very much in favor of a change of date. Everybody in this neighborhood laments the lateness of Thanksgiving Day. From about the middle to the last of October would do, while I think the last Thursday in October would be about right.

MAKING IT THE SAME AS IN THE STATES.

Geo. E. Smith & Co., Halifax, N.S.: We are not in favor of the change of the date. We think the last Thursday in November would be the best date. One of our principal reasons is that it conforms with the date set down by the American Government to be observed as Thanksgiving Day. We do not mean by this that the Canadians are supposed to follow the Americans in every particular, but, in the matter of Thanksgiving Day, it looks friendly for two nations, side by side, to observe the same day.

Hobbs Hardware Co., London, Ont.: Thanksgiving should be held directly after Manitoba's and the Northwest's harvests are gathered, say, about the end of October.

G. A. Richardson, Guelph, Ont.: Most decidedly favor a change of date. The last Thursday in October, or even earlier, would be suitable.

T. Driffil & Sons, Bradford, Ont.: We very heartily agree with John T. James, of Bridgeburg, in his letter in last issue, re date of Thanksgiving Day. His arguments are so clear and conclusive that we think it quite unnecessary to add anything further. There is just one thing we would suggest as a decided advantage. That is, to have the holiday on a Friday or Monday. This would be a great boon to thousands of our school teachers, who could go to their homes and have three day's rest and enjoyment, Friday, Saturday and Sunday, or Saturday, Sunday and Monday. Either of these days would suit the general public. We would very strongly urge the Monday (say the last Monday in October), as being the most suitable that could be selected. We will be very glad if you will press these views (if you concur in them), on the Government.

Kingan & Allen, Peterboro, Ont.: We think a change with reference to the date of Thanksgiving Day would be a decided advantage, and consider the last Thursday in October a convenient day to settle on.

G. R. Hannah, Shelburne, Ont.: Favors a change in regard to Thanksgiving Day, as the last of November is generally wet and disagreeable, and is heartily in favor of the last Thursday in October.

Pratt & Watkins, Hamilton, Ont.: Favor a change of date, and think the last Thursday in October would suit.

W. J. Harbottle, Cardinal, Ont.: Thinks a change should be made, and approves the last week in October.

Bryson, Graham & Co., Ottawa: Favor the last Monday in October as a date for Thanksgiving Day.

NOVEMBER A DISAGREEABLE MONTH.

J. Fennell & Son, Berlin, Ont.: Favor a change of date, and would recommend the middle of October at the latest. November is the most disagreeable month of the year, and the selection of the latter part of it as a Thanksgiving Day would seem to be done for

the purpose of testing the gratitude of our hearts to the utmost extremity. November is a blue month. Select a bright, pleasant season, say about Oct. 1.

J. H. Glendenning, Sunderland, Ont.: Believes in a change of date; say, about the last of October.

Kenny & Cockrill, Gananoque, Ont.: Favor a date about the middle of October. The last Thursday in October would be an improvement on the date of past years; but they would prefer Thursday, Oct. 20.

A. Westman, London, Ont., assents to a change, and thinks the last Thursday in October a suitable date.

W. J. McMurtry, St. Thomas, Ont., favors a change of date.

One Ontario firm, writing anonymously, do not favor a change. Think there is less work to do in the country in November, and October would interfere with trade more.

EVEN THE TURKEYS WOULD FALL INTO LINE.

John T. James, Bridgeburg, Ont.: It seems to me that an earlier date than we have hitherto had would be an improvement. The latter part of November is generally stormy, muddy and uncomfortable, and, as the almost universal practice is to observe "Thanksgiving" by family reunions, and similar gatherings, a more desirable time would be the latter part of October. Why the time has heretofore been fixed so late I do not comprehend, unless it was simply following our United States neighbors, and this is not always the best thing to do. We are old enough to strike out our own furrows, and in this case it would certainly be better than the old rut. As to the date coming at a busy time for the trade, it is generally a busy time from now to Christmas, but when a merchant closes his store, he likes to be able to take full advantage of the holiday, and get away from the scene of his work, and this he can do much more pleasantly in

October than in November. Of course, the turkeys must be consulted, because they would have to start earlier or grow faster, or both, in order to meet the changed condition of things, but, no doubt, they could be prevailed upon to begin their courting a month earlier to accommodate the public. Yes, all things considered, let us agitate for an earlier Thanksgiving.

HOLIDAYS TOO CLOSE TOGETHER.

James R. Inksater, Paris, Ont., favors the first Thursday in November. The last Thursday in October would be suitable enough, not only on account of the November weather being cold, but the end of November brings Thanksgiving too close to Christmas, crowding the three holidays almost into one month.

J. E. Martineau, Quebec, points out that Thanksgiving is not generally observed in the city of Quebec, and suggests November 1 as a better date than that now chosen.

John Northway & Co., Chatham, Ont., favor a change of date, and think the last Thursday in October would be suitable.

Geo. Ritchie & Co., Belleville, Ont., suggest a day from the middle to the end of October.

John Hayden, Guelph, Ont.: In regard to the date that would be most suitable to hold Thanksgiving Day, I certainly would advocate the latter part of this month (September), or the fore part of October. After those dates the weather is liable to be cold and disagreeable.

OTHER OPINIONS FAVORING A CHANGE.

It will be noticed that several firms would prefer the Thanksgiving to be on a Monday or Saturday, so that a complete holiday, allowing a man to go home from a distance, would be given. It

KNOX, MORGAN & CO.

... **WHOLESALE**
DRY GOODS

HAMILTON

All
Departments

now ready for
Fall Trade, an extensive range of
Foreign and Domestic Goods.

Shawls in lively demand. Special value in Knitted Shawls at \$3.75, \$7.00, \$9.00. Colors—Cream, Pink, Black, Grey, Cardinal.

Wool Wraps and Longs in great variety. Prices, 65c., 75c., 90c., \$1.00, \$1.25, \$1.50, \$1.65, \$2.25, \$3.00, \$4.00.

Our Tourist Wrap at \$1.00 is a seller. Send repeats for this line early.

Bed Comforters (Wadded) from 75c. up to \$2.00. Values are twenty-five per cent. better than last year. The satteen line at \$1.35 very special.

Men's I. R. Coats (Tweed) special leader at \$4.75.

Cashmere Hose—another shipment to hand, Rib., D90, D94, D95.

We have repeated the best selling lines in **Black and Colored Dress Goods**, the sales of which are unusually large. Styles new and attractive. No stock of old goods.

Letter Orders receive every care and attention.

THANKSGIVING DAY—Continued.

remains to be seen what view the Government will take on this point.

Isaac E. Pedlow, Renfrew, Ont., I think the change to a month earlier a commendable one. The last Thursday in October would give us assurance of much nicer weather for a holiday. While on the subject of special holidays, do you not think that they are multiplying rapidly; in fact, becoming a nuisance to the business community?

John H. Laughton, Parkhill, Ont.: Thinks the first Thursday in November a suitable date, while as to the last Thursday in October that would be better than the last week in November.

A Cornwall, Ont., firm say the last Wednesday in October would suit the trade there.

An Orillia, Ont., merchant thinks the proposal for a change a very good idea, and suggests a month earlier than usual as a suitable date.

Wm. Cowley & Co., Moncton, N.B.: Favor the second Thursday in October for Thanksgiving.

Anderson & Elder, Blyth, Ont.: Believe that the present date is too late, and would suggest the first Thursday in November.

A. Primeau, Lindsay, Ont.: Would be satisfied with a change to the last Thursday in October.

NEW MONTREAL MILLINERY FIRM.

The firm of Blackley & O'Malley, wholesale millinery, Montreal, has been dissolved. The business will be continued by Wm. Blackley, under the style of Wm. Blackley & Co. New quarters have been secured at 230 McGill street, corner of Notre Dame in the handsome building recently rebuilt by James M. Aird. A complete stock of new goods has been purchased, and ribbons, flowers and feathers will be the new firm's specialty. In fancy and ostrich feathers they claim to have one of the best assortments ever shown to the trade.

A ST. JOHN MERCHANT IN TORONTO.

Mr. Dykeman, of F. A. Dykeman & Co., of St. John, N.B., was as far west as Toronto last month, and talked with THE DRY GOODS REVIEW regarding trade in that locality during the past summer. While it was quiet, on the whole, his firm had done a better business than ever, and the Autumn prospects were very good indeed. During the summer, the closing down of several of the lumber mills, which employ hundreds of people, was one of the reasons why trade was quiet in St. John. The firm's new store, facing on three streets as it does, is greatly helping their business.

A POST CARD WILL BRING ONE.

One of the best and most appropriate advertising novelties is being sent out by Nott's Hosiery Co., 101 Wood street, London, England. It is a small imitation, in hard rubber, of a lady's long jet black stocking. The edge and point of the toe are sharp, so that it can be used as a paper knife and letter opener.

They offer to send one, free of postage, to any reader of THE REVIEW writing for one and mentioning this fact.

Blouses, capes and parasols, are leading features with Kyle, Cheesbrough & Co., for Spring 1899. They report having booked more orders for laces and embroideries, for 1899 delivery, than ever before in the history of the firm. There has been a big demand for their lines of fancy velvets and plain and fancy velveteens, but a large and carefully assorted stock has enabled them to meet all orders.

NEW GOODS IN THE WHOLESALE TRADE.

S GREENSHIELDS, SON & CO.

S GREENSHIELDS, SON & CO. have added several novelties to their large assortment of Swiss embroidered and other fancy handkerchiefs for Christmas trade. The new samples will be shown by their travelers very soon, and goods will be delivered in good time for holiday trade.

Amongst the large range of ladies' and men's printed bordered handkerchiefs shown by the firm are the new imitations of fine French cambrics, printed centres and borders; beautiful designs. These goods are very popular in Europe and are selling in large quantities.

The firm have received a large consignment of their special lines of "Crusoe," "Army and Navy," "Punch and Judy," "Circus," and Santa Claus" handkerchiefs. These goods, as well as their special lines of white lawn handkerchiefs in the new patent revolving boxes, are very cheap and selling rapidly. They also report good demand for their "Koro" and "Universal" indigo blue handkerchiefs, silk finish.

Messrs. Greenshields have on the way a large consignment of new fall veilings, including latest novelties in gauze, net, and heavy makes for Fall and Winter trade. Their agent in France advises a good shipment of narrow ribbons, including the new makes, ready to pleat, in several styles. These goods are largely used for trimming dresses, silk waists, etc., and are selling well.

The firm will show at once for holiday trade, a beautiful and complete range of fine valenciennes laces, silk laces, fine orientals, Maltese and other cotton laces. They have also a good assortment of chiffons, in plains, embossed, pleated, etc., including other novelties for trimming fronts of waists.

WM. AGNEW & CO.

Wm. Agnew & Co. have just opened a line of colored broches, in latest effects, that are having a large sale.

JAMES CORISTINE & CO.

James Coristine & Co. report a large demand this season for their superior make of coon coats and jackets.

All the firm's travelers are now on the road with Spring samples of felt and straw hats and cloth caps. They are showing an unusually large and choice assortment of samples, which will commend themselves to intending purchasers.

No felt hat offered to the Canadian trade has a higher reputation for style, durability and value than the "Cooksey" goods, carried exclusively by James Coristine & Co. No high-class dealer can afford to be without a few lines on his shelves.

ROBERT C. WILKINS.

Eight energetic representatives will do Canada from end to end for Robert C. Wilkins, this season. Thomas H. Fahey, of Winnipeg, will represent the "Rooster" brand in Manitoba and the Northwest, and will have permanent quarters in Winnipeg.

Tailor-made skirts—Mr. Wilkins reports big sales in tweeds for Fall and Winter. For Spring he is showing a very large line of real Irish crash piques, in small and large cords and fancies, made in England and Scotland, specially from Mr. Wilkins' own patterns; also linen duck, white duck, etc.

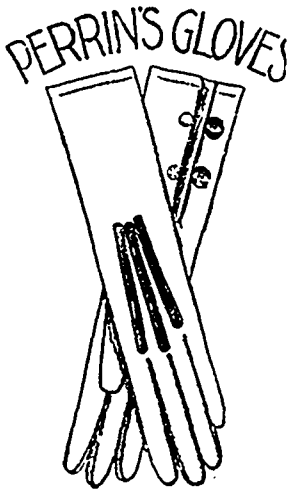
Notwithstanding the keen competition in shirts and overalls, Mr. Wilkins is steadily increasing his trade in these lines with people who want goods they can depend on.

SPRING 1899.

Perrin's Gloves



QUALITY GUARANTEED.



We are still in the lead with the latest novelties and the newest shades for the Spring 1899. We are showing several new lines of surprising value. Our facilities for manufacturing **Kid Gloves**, owing to our large output, place us at the head of the Glove trade.

Our Travellers are now on the road with our Spring Samples, it will pay you to wait and see what we have before placing any of your orders.

Our Fall stock is now complete, if you require anything please send us your orders and they will be attended to carefully.

PERRIN FRÈRES & CIE.

5 Victoria Square

MONTREAL.

GOOD TRADE IN THE WEST.

A CROWD OF PEOPLE AT THE WINNIPEG OPENINGS.

THE MILLINERY STYLES THAT ARE TAKING—TASTE SHOWN IN RETAIL STORES—THE "ARCADE'S" NEW PREMISES—A REMINISCENCE OF OLD TIMES.

From the Special Correspondent of THE DRY GOODS REVIEW.

WINNIPEG, Sept. 26.

BUSINESS in all lines of dry goods is splendid. The little snap of cold weather at the first of September set people thinking of winter garments, and the result has been an unusually large sale of Fall and Winter jackets and mantles. The millinery openings, however, are really the point of interest for the month.

Last Spring, Winnipeg had its first wholesale millinery opening, when D. McCall & Co. secured their present handsome showrooms, and came to stay permanently with us. This Fall, the milliners of Manitoba had the advantage of two wholesale openings, Green & Co. securing showrooms for a few days and exhibiting a large collection of trimmed hats.

John McRae, representing D. McCall & Co., received early such indications from outside that he would have a crowd of visitors from various points in the Province that no formal opening was advertised. The number of milliners from the smaller towns who took advantage of the opening was four times as large as last Spring, showing clearly how they appreciate the opportunity thus afforded them.

Every milliner, of good judgment and artistic taste, must rejoice at the change to more subdued colors and quieter combinations. At McCall's, the first thing that struck your correspondent was the real beauty of color and harmony in the new shades. The wood browns are a positive rest to the eye, and, when combined with the rich shades of burnt orange, suggest the subdued beauties of autumn foliage. The Yale blue is also a pretty color, especially for youthful faces. Pearl gray will be a favorite, and I saw one or two very pretty combinations of Yale blue and pearl gray. The mingling of three shades of the same color is very pleasing; for instance, a large hat of black chenille is trimmed with three shades of burnt orange and a profusion of black tips. Wings of every shape and size are shown, but there is a very marked return to the use of ostrich feathers. The large hat flaring from the face, lined with full puffings of chiffon, and the brim, edged with tiny ostrich tips, dropping to the face, is certainly a bewitchingly pretty hat. By the way, very many hats turn directly back from the face. This is not a good style for Winnipeg, except in the very early Fall, as the winds are so keen that some slight protection for the forehead is almost a necessity, and the ladies who are investing in the jaunty little Napoleons will have brief season to enjoy them. They are stylish enough to tempt the heart of any woman who can wear one. For fuller faces, the Spanish toque will be a favorite, with its high, pointed front of soft velvet folds. The duchess, with the slight droop over the face and wide ties, reminds one of the pictures in old copies of Godey's Ladies' Book and magazine, and is almost an exact reproduction of the styles worn at the opening of the Queen's reign. The shape is most becoming, especially when lined, as most of them are, with full pleating of soft chiffon. There is a noticeable return, to dead white, rather than the cream tints of that color; it makes a very handsome combination with pearl gray velvet, also with green and black.

RETAIL OPENINGS.

The Hudson's Bay Co.'s opening is always a great feature here, perhaps, because they are the first people who ever held one in the west, and, more especially, because their opening is always well worth seeing. Miss Rogers, who is in charge of this department, kindly gave your correspondent a view before the actual opening,

and chatted pleasantly about the new styles and shades, drawing attention to the harmony of color and the improvement in shapes for the season. "Almost everything," said Miss Rogers, "is trimmed directly to the front and with a broad effect, and, as the majority of ladies in this Province are slight, with oval faces, the style will be almost universally becoming." The arrangement of the rooms showed great artistic taste, the happy combining of colors, not only in hats, but in drapes, was beautiful.

J. Robinson & Co.—The large departmental store of J. Robinson & Co., having for the first time into millinery, and having erected a large addition to their premises especially for this branch, many of the ladies of Winnipeg were on the qui vive for the opening. However, Miss Jarrard, who is in charge, found herself with so many orders crowding in before the actual opening day that no opening was advertised. However, millinery, like murder, will out, and the jam was something awful. The room is approached by elevator, and also by a handsome spiral staircase from the dress goods department. The light is well arranged, the room spacious and carpeted with soft green. The large mirrors and all drawers and fittings are of oak, and the whole forms a very pleasant setting for the pretty effects in silks, velvets and flowers. Flowers, by the way, are not at all so in evidence as they were last Fall. A few richly-tinted French roses are all that are shown. The Louis XVI. bow is much used, and is a very effective decoration. In reply to the query "What do you find the most popular style," Miss Jerrard said: "This," holding up the new low-crowned walking hat, trimmed with feathers drooping to the side, "Of course, I have sold all kinds and styles, and, as you can see, the bulk of my pattern hats have disappeared, but this seems the favorite hat. The hat is stylish, and, at the same time, very ladylike and quiet, and capable of a very large variety of effects. In other styles, the berret tops of jet sequins, steel embroidery on white kid, steel and velvet are great favorites. I do not think the polka dot will last through the season, though at present it is very popular. Short-backed French sailors are also popular. Feathers, wings, ospreys, guinea fowl and pheasants' breasts, jets and steel in every possible shape, buckle and ornament, and shirred rosettes are just a very few of the bewildering variety set out to tempt the purse.

Furner & Co., "The Arcade," just got into their new premises, Portage avenue, in time for the opening of their large stock of millinery. The new quarters are very handsomely fitted up. Mr. Furner personally superintends the buying and importation of all his stock, and Miss Menzies, who has presided over the establishment for a number of years, usually accompanies him on his purchasing trips. The display of millinery is very fine and most artistically arranged.

Gossiping the other day with some of the real old timers here, your correspondent chanced across the following, which shows how business has changed. Among the traders who began to do business here after the monopoly of the Hudson's Bay Co. ceased, was one John Higgins, and he seems to have been a very enterprising man. In fact, your correspondent remembers him in the early eighties when he was doing a large wholesale trade. This story belongs to the day of small things. My informant was strolling down what is now Main street, in 1864, when passing Higgins store, he heard him say, "I tell you I brought them direct from Paris, they are all the rage there." Peeping in to see the Parisian article he saw three tall, solemn Indian women cautiously turning about upon their hands those huge woollen hoods of awful magenta, that used to infect the country districts of Ontario in the time of our grandmothers. Whether the Paris bait was the attraction or not, the women bought the hoods. The same dealer, also, a year latter, imported (from Paris direct no doubt) the first crinolines, but they were a dead failure; the Indian women would not have them at any price.

E. C. H.

For Christmas Trade

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Carpets, Curtains and Upholstery.

HOW TO KEEP A CARPET STORE.

THE carpet and upholstery dealers know too well that during the time which a given article of merchandise reposes on the shelves or the floor, says a writer in *The New York Carpet Trade Review*, somebody is paying interest upon it, and that this only stops when the article passes into consumption and ceases to be merchandise. Therefore, every legitimate means should be taken to get the goods changed quickly into money.

Several factors are concerned, namely: 1. The place chosen for the business; 2. The position of the store in the place; 3. The store itself.

The first is important, because, if we have chosen a place that is already supplied with carpet stores, our hopes of success are vague. Success depends a great deal upon being in the right place. The second is important, because very much indeed depends upon the position of a store. We must be on the right side of the street—the side where most of the business is transacted; the side which is most frequented by the public—and we must see to it that our store is in such a position that it must be noticed by the public. The third point is also important, because the public admire a nice store; one that is attractive.

If these conditions of place, position and store are correct, we are favored, and, with proper stock and store furnishings, should succeed. The stock, by the way, must be all thoroughly good stuff, even the cheap lines being good value for money, for we know by experience that if we are to build up a successful business, our goods must be sound and reliable, such as will well recommend themselves.

It will pay to make the store, if possible, the most attractive place in town. This is not so difficult. The lighting of the place must be well attended to, for both inside and out we must have a thoroughly good light. This is very necessary, for nothing looks worse than a dingy, half-lighted store. The floor should be kept scrupulously clean and free from fragments of string or paper. Carpet men will recollect that Stewart, the founder of first-class retail trade in New York, made a practice of walking over his store every day on a tour of inspection, and the salesman who permitted any trash whatever to lie on the floor in front of his counter was reprimanded for the first offense and discharged for the second.

I know of a carpet store which is often referred to as the handsomest store in the place, the reason apparently being that the windows are always dressed nicely and the goods inside arranged in the most pleasing manner. Is it any wonder that this store does the largest and best business in town? Everything looks so inviting that people at once conclude that it would be a desirable place to purchase goods. In some cases it may be advisable to leave the window clear and allow the public a full view of all that is going on in the store, but, personally, I am inclined to think that a window neatly arranged with a few goods would prove very attractive.

Frequently, a small mechanical effect can be utilized to advantage in a window. One arrangement consists of a 30-inch tin wheel suspended over a heating stove back of the window space, and worked by the ascending air. The wheel should be about 10 feet from the window and connected with the display itself by ordinary No. 10 black thread running over 1½-inch pulleys, the shaft and hangers being underneath the floor of the window. Screw

pulleys are attached to the ceiling, so that none of the machinery is in view, except the small black thread, which is not noticeable to the casual observer. The figures of the men may be cut from cardboard and painted in true woodman colors and costumes. The saw which they are using is of tin, about 8

inches long. The back ground should be made up with carpets or upholstery materials.

THE ADVANTAGE OF A GOOD NAME AND POLICY.

A firm which pursues a certain well-defined line of policy, in the matter of price or quality, reaps a reward. Once getting an established reputation trade can be held practically against competition. A Philadelphia carpet manufacturer paid a marked compliment to an English concern the other day, which is reproduced here, not at all as a puff, but to show the value of an established reputation. He said: "The Crossley people are the leaders in England today in tapestries, as they have been for many years past. They announce their prices and after that it makes no difference to them what others do. The prices are made to render a profit, to which they are entitled, and the buyers may take the goods or leave them. The Crossley managers know that lower prices will not return a compensating profit and that other makers cannot go under their prices and be successful. Many tapestry manufacturers have gone in and out of the business in England, who thought they could undersell the Crossleys, but the latter go on declaring dividends uninterruptedly. They set the example over there and are honored for it. They always pay good wages and never cut down wages to meet prices of someone else. The reputation and quality of goods should be maintained and prices will take care of themselves."

ENGLISH STYLES IN CARPETS.

Referring to the prevailing patterns in carpets, an English exchange says: "Several schools are admirably represented in the designs which are now being worked into carpet patterns. The revival of mediævalism, as reflected by the Morris school of design, is quite a pronounced feature. Many of the high-class upholsterers are demanding a revival of the Empire style, which was in vogue during the time of Napoleon I., who, it will be remembered, wanted to revive something classical. It is a style not very well adapted to the needs of the carpet trade and cannot be long-lived. It needs to be manipulated by a man of good taste and sound judgment.

"Designers recognize the fact that they must not be afraid, even of extreme novelties, if they are to catch the varying trade breezes; and in many of the best quality of patterns for Axminsters and Wiltons, flowers of a high class are introduced. There is a marked tendency for self-colors, but to make the carpet salable the design must be relieved with a little chintz coloring, and so it is found that even with many of the highest class of designs there is a smack of commercialism to meet the needs of the buyer. Still, after all, these are not the designs which keep the bulk of our looms running. Nine-tenths of the output are based upon the good old Indian and Persian chintzes, variously treated, which, it would seem, will long remain the stock in trade of the carpet manufacturer. While in certain directions the demand comes for extreme novelties, the greater call is for a good superior general carpet, which will make the floor look warm and cheerful. The bulk of the brussels carpet made is still of this stamp—a conventional treatment well colored. In some directions there is an increasing demand for squares, with patterns of rather more delicate treatment than in the body goods. On all hands, the statement is made that the increased demand which set in last season for best qualities of carpets is fully maintained. The run on what are known as Stouts, seems to be passing

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IN EVERY STYLE AND PRICE.

Self Body, soft fronts,
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in Boys', Youths', and Men's.

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All Prices.

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Every price in Balbriggans.

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Plain, Fancy Tints and
Ventilated,
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Medium and light weights. Popular Prices.

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No. 3756. Black Cotton with Split
Natural Wool Foot, "Seamless Heel,"
"OUR SPECIALTY."

Bicycle Hose . .

Boys', Youths', and Men's.
Fine Range.

FRESH LINES FOR SORTING
TRADE IN EVERY DEPARTMENT.

MATTHEWS, TOWERS & Co.

73 St. Peter Street, MONTREAL.

CARPETS AND CURTAINS—Continued.

away—at all events so far as this market is concerned. In this respect the trade is becoming healthier and more satisfactory."

A NEWLY INVENTED LOOM.

An invention, which may possibly exert a very important influence on weaving, especially in the plain trade, is being exhibited just now in Bradford, England. It is an attachment to the ordinary power loom, by which the weft is fed to the loom practically continuously. As is well known, the amount of weft that can be carried on a bobbin or cop in the ordinary shuttle is extremely limited, and, for this reason, especially when weaving certain classes of cloth, the stoppages of the loom are so frequent that the effective running time of a loom is often not more than 60 per cent. of the apparent possible working time. The invention has been patented by Edward Smith, manufacturer, of Bradford, and is being worked by him. A test, which has been made during a continuous run of ten hours, under the auspices of the Bradford Conditioning House, showed that the loom was actually weaving for very nearly 98 per cent. of the total period of the trial. The apparatus is being practically tried in several cotton mills in Lancashire, and is also about to be tested in the linen trade in Ireland.

TORONTO CARPET CO.'S NEW FACTORY.

The business of The Toronto Carpet Mfg. Co., Limited, has extended to such an extent that the firm have been obliged to build a new factory. These works, the foundations of which have already been laid, will be situated at the corner of King street west and Fraser avenue. The main building will be four storeys high and 205 x 93 ft. Besides this, an annex, two storeys and 40 x 65 ft., will be used for an office and warerooms. A dye and storage house, two storeys, 70 x 100 ft., and a boiler and engine house, 45 x 80 ft., will also be constructed. The new works will be fitted throughout with the most modern machinery, and will be furnished with the new mill construction sprinkler system. The works are to be built on the same lines as the noted Model Mills, Philadelphia, and it is expected that great saving will be effected in the production of their goods. The works will be so constructed that the yarn will be delivered directly at the storage room, out of which it will pass into the scouring boxes, going thence to the dye house. After dyeing it will be placed on the "drop leg" of a dryer, which conveys it to the dryer over the storage room. It will be taken from here to the basement of the main building, where all the winding, warping and copping will be done. The looms will be on the third and fourth floors, the ingrain looms on the third and the Axminster and Snyrna rug looms on the fourth. The first floor above the basement will be used for warehouse and shipping purposes. The power will be conveyed from floor to floor by a vertical shaft, a new method of conveying power in Canada. In the new works there will be about 75,000 square feet of floor space, as compared with 44,000 square feet in the present factory. The same number of hands will be employed, but the improved facilities are calculated to largely increase the producing capacity of the firm. This increase in the production, at about the same expense, and the reduction in the cost of insurance, are the principal economies effected by the construction of the new works.

THE DRY GOODS REVIEW expresses the hope that every Canadian industry may have the same energy and enterprise and the same success as The Toronto Carpet Mfg. Co., Limited, and that Canadians may soon learn to understand that manufactured goods can be produced in Canada equal in quality and value to any similar line of goods imported.

NEW YORK REPORTS OF COVERINGS IN VOGUE.

For the Fall upholstery trade the prevailing styles seem to be Louis XVI. and Louis XIV. and Empire, says The New York

Upholstery Review. The fabrics most in favor are silk damask and silk velours, embroidered or trimmed to carry out the style of the particular period to be illustrated. Brocettes are in demand for walls, hangings and furniture coverings. For portieres, plain silk velours and satins are in much favor. Silk damask is used a great deal for curtains. For furniture coverings, silk brocade in chintz designs is a leading specialty.

In sitting-rooms and bedrooms armures will be used largely for furniture coverings and hangings. For halls, fashionable materials are figured or striped velours and tapestries, with metallic effects in the background or in the figure. Copies of old style tapestries are also much employed.

In wall papers, brilliant colors—reds, greens and blues—predominate. This is a marked departure from the soft, subdued tones of last season. It is now becoming the custom for each manufacturer to furnish his own combinations for wall, frieze and ceiling, especially where "period" furnishing is desired. The upholsterer no longer finds it practicable to go to one manufacturer for wall paper, another for ceilings, and so on. The prevailing idea now is harmony throughout, and, alike in upholstery fabrics and wall papers, the leading characteristics now are boldness in design and strength in color.

RICH IDEAS IN FINE DECORATION.

In an uptown house, says The New York Upholstery Trade Review, the principal bedroom has had the walls hung with dark green burlap, harmonizing admirably with the white pine woodwork that has been painted a forest green. A boldly projecting molding separates the wall from the frieze, which has been richly decorated with an elaborate Empire pattern, in which flambeaux alternate with shield-shaped ornaments. The ceiling beams project and are finished in white enamel, between them ornamental work, similar to the frieze, has been introduced. This is all in rich coloring, reds and greens predominating. The broad windows and doors are surmounted by panels of opalescent glass, leaded in flowing forms, somewhat flamboyant in type. The polished oak floor had been filled with green filler and given a coat of green glazing color in addition, before the wax finish had been applied. The rugs that are strewn here and there are rich red in their coloring. The furnishings are all of antique mahogany, inlaid with holly and mother-of-pearl in artistic patterns.

In a portiere seen recently the background was plush of a sort of mouse color, the high lights verging on silver in a totally unexpected manner. Upon this were thrown bunches of slightly conventionalized poppies carried out with a soft tone of heliotrope among other shades. An admirable effect was thus obtained on the dimly tinted background, and the color was further strengthened by a hem of heliotrope plush.

In a city house that formerly had a narrow reception room in front, with a passage beside it leading to a square, dark hall in the centre of the house, the partitions have been torn out to make an open reception hall, leaving the vestibule as a protection against the storms of winter. The stair hall has been half screened by light, open arches of graceful design. All the old walnut woodwork has been enameled white, and the heavy walnut and gilt mirror frame has been replaced by a comparatively narrow enameled molding. The walls have been covered with a tapestry paper of rich though dull colors, which makes a fine background for some handsome oil paintings in elaborately carved gilded frames. Handsome rugs have been spread upon the floor, and the furniture, upholstered in green cut velvet, is heavy and substantial in appearance. Back of this hall a wide archway leads into the parlor, which is decorated in the light tints and furnished in the delicate fashion of the period of Louis XVI., affording a pleasing contrast with the heavier effects of the reception hall.

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Among the attractive specialties in our collection will be found:

A grand range of Fancy Worsted Suitings in all the newest colorings.

Worsted Trousering, special ranges at special prices.

In Trousering the styles will be larger and perhaps bolder in design than heretofore, thus giving the trade an opportunity of increasing their trouser trade.

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Tailors' Trimmings.

We believe we carry the largest and best assorted stock of

Tailors' Linings in the country, always being on the lookout for novelties, the latest and newest fabrics are to be found in this department. Especially would we draw attention to our ranges of Italian cloths and Mohair Serges. The "Westminster" and "Cabinet" Italians are particularly good values. A magnificent range of sleeve linings always on hand. Special jobs in French Canvas at 6½c. and 9½c. We have also a large variety of designs in Metallic Printed Italian, many patterns being confined exclusively to us, largely used for Skirts and Blouses. We still represent the woollen firm of Auguste Dormeuil, of Paris and London.

Wait to see our collection of Samples before buying.

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OUR REPRESENTATIVES are now on their journeys, and when they call upon you, please ask them to show you their samples of **Hosiery, Gloves and Ribbons.**

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MONTREAL and TORONTO, OCTOBER, 1898.

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

THE GOOD FORTUNE OF THE COTTON INDUSTRY.

THE Hon. Mr. Tarte, who is the frank and outspoken member of the Government, made an important statement, a few days ago, at the banquet in his honor given at Valleyfield, Que. Valleyfield, at the head of the Beauharnois canal, is a thriving manufacturing centre, and, naturally, the Minister desired to say something which would please the locality. He spoke of tariff stability, and, incidentally, of the cotton industry, and his remarks on this point are thus reported in The Montreal Herald, a Liberal journal :

" Mr. Gault, whom I regret not to see here, and whose restoration to health we all hope soon to see, came to see me one day at Ottawa, while we were studying the question of revising the tariff. After discussing the great cotton industry with him, I said. Sir, you can rely upon my goodwill. In return I ask you one thing. That is, to increase the capacity of the great establishments which you control, and especially that of the town of Valleyfield." (Cheers.) I kept my word. My goodwill was entirely for the cotton industry. I add with pleasure that Mr. Gault, too, kept his word, and it is a pleasure for me to congratulate the town of Valleyfield, to congratulate Mr. Gault, to congratulate the great insti-

tution of which Mr. Simpson is manager, on the superb products it has turned out in the last two years."

All this is very pleasant, very gracious, and very reassuring. We are glad to know that the cotton industry was, and is, so dear to Mr. Tarte's heart, and that his goodwill never faltered when the schedule of tariff rates was being made up. The cotton mills produce excellent fabrics, but none of their goods can be more serviceable or possess better wearing qualities than the friendship of a powerful Cabinet Minister at a time of tariff revision. It is a valuable thing to have. But for Mr. Tarte's charming frankness at Valleyfield, the country might never have known how it was that when the protection accorded to other industries was either reduced or swept away completely, the cotton industry emerged from the battle with higher protective duties than before !

Before the tariff revision of 1897, the cotton industry had duties of 22½ per cent. and 25 per cent. on white and grey goods, and 30 per cent. on colored goods. Some people, both manufacturers and importers, and (by the way) both Grits and Tories, thought these duties too high. They gave evidence to that effect to the Tariff Commissioners. Yet, when the new tariff was born, the cotton industry appeared with duties of 25 per cent. on all white and grey goods, and 35 per cent. on colored goods !

True, on English goods, under the preferential tariff, these duties are reduced to 18¾ per cent. on whites and greys, and 26¼ per cent. on colored goods. But, we suspect that the competition the manufacturers feared was the New England, rather than the Lancashire. Against that, they are buttressed more strongly than ever, and—unlike the duties—Mr. Tarte's goodwill is unreduced and undiminished.

But where was the Minister's genial friendship when the shirt and collar industry came up for treatment? This industry employs over 8,000 people, a considerable number of them, we believe, fellow countrymen of Mr. Tarte. They are of a highly respectable class, and the money they earned brought comfort to many a home. Why was their protection swept away, while the cotton interests got a larger slice?

Mr. Tarte also speaks of his friendly regard for the paper, pulp, iron, steel, and other interests which have all flourished since the tariff revision. Was he out of town when the case of the shirt employes came up, or had his stock of goodwill toward national industries run out?

TOO MANY HOLIDAYS?

IN discussing the question of a change of date for Thanksgiving Day, elsewhere in this issue, Mr. Pedlow, of Renfrew, made a remark which strikes us as well worthy of consideration. Have we too many holidays?

This is an age of worry and work, and no sane man will deny that rest now and then, regularly, is a paying investment for body and brain. But a merchant wants to be free to take his holiday when convenient to his business. The trouble with our statutory holidays is that they often come at very inconvenient times. They are apt to dislocate trade rather than to afford rest and recreation to the people.

The holidays now established by law include New Year's, Good Friday, Easter Monday, Queen's Birthday, Dominion Day,

Labor Day, Thanksgiving and Christmas. In addition to these, many municipalities have established what they call Civic Holiday, in August, and, in the Province of Quebec, the number of religious festivals is, comparatively speaking, large. The question is well worth careful consideration, whether we are not going it too strong in the matter of enforced holidays, which often curtail the chances of business men taking a longer vacation at a season suitable to their interests.

TARIFF POLICY.

Despite criticisms of points in detail, we will say this for the tariff legislation of the Dominion Government: That it has been moderate, sensible, and anti-revolutionary as a whole.

No doubt mistakes have been made, due to want of special trade knowledge, a fault all politicians are liable to. But tariff revision might have been much worse than it was, and, for escaping from that, we ought to be profoundly grateful.

It suits the political opponents of Governments to rail at them for this supposed crime or that. For instance, the average business man cares really little whether the present Government have been true to free trade or protection.

What was wanted was a businesslike, workable, serviceable tariff. That, in spite of several errors which have been pointed out from time to time, was, on the whole, achieved, and the Government can afford to make any improvements that are brought to their notice.

THE PROSPECTS OF INSOLVENCY.

THE interview with Mr. Crawford Ross, president of the Ottawa Board of Trade, in the last issue of THE REVIEW, will have been read by the dry goods trade of Canada with considerable interest. Mr. Ross' opinion, being that of a man of standing and ability, is worth much. We can corroborate, from personal information, his testimony relative to the low opinion entertained in England of the Canadian commercial morality which permits the present chaotic state of bankruptcy legislation in this country.

As to the prospects of new legislation on this subject at the next session of Parliament, we confess to feeling somewhat dubious, unless our commercial interests renew the agitation with some vigor and speak as if they intended the Government to listen. The misfortune is, that there are no votes in it (perceptibly, at least) for the party politicians on either side. Our information, which we do not claim to be official, is that the Government have not the slightest intention of passing such a measure next session, or, indeed, in any future session, and, that the Opposition take no interest in it, either. This position, assumed by both sides (if our information is well-founded), is surely a direct challenge to the commercial authorities of the country to show their indifference to both parties and to agitate just as strongly as ever.

If business men accept a snub of this kind, they invite further treatment of the same sort in other commercial questions. The merchants are the most influential persons with the daily press, because they are the advertising patrons of these newspapers. Let them bring to bear their influence with the party press on both sides, and the response of the politicians will be amusingly prompt.

HOW WILL THE PREFERENTIAL TARIFF WORK?

THE preferential tariff has now been in operation for three months, although it may be said to have only been practically operating for two months. It is only from August 1 that the Customs officials have had to distinguish between goods of British origin and those of foreign. As time goes on, the preferential tariff is being subjected to closer scrutiny, and there are not wanting critics in the textile and dry goods trade generally who feel that its workability has yet to be assured.

A careful examination of the conditions under which British goods got a preferential advantage of one-quarter of the duty, shows that there is a large loophole for the entry of foreign goods at the lower rate, although not entitled to it.

No doubt the officials are anxious to prevent illegal importing and to have everything done in a regular manner. But the question is, could the most expert of men prevent the British preference being shared by foreign goods under the law as it stands? The Government drew up regulations intended to establish the true intent and meaning of the tariff, and, apparently, covered every point which would arise in connection with importing. Separate invoices were demanded. A certificate of growth, produce or manufacture, must be furnished and the person who passes the entry has to be a "principal official" of the firm.

Now, the form of this certificate is so worded that the importer vouches that "a substantial portion of the labor of one or more of such countries [entitled to the one-quarter reduction in duty] has entered into the production of every manufactured article included in the said invoice, to the extent in each article of not less than one fourth of every such article in its present condition ready for export to Canada."

Under this wording what class of goods may not come in at the lower rate? The clause does not state when the "substantial portion of the labor" is to be put on the article. It may be the final stage; it may be in the early stage. Therefore, as far as many of the importations in which the Canadian dry goods trade are concerned, there will be very few lines of goods indeed which cannot fairly claim the preferential tariff. Take cottonback satin for instance. The cotton yarn which makes up the back is of British make, and is probably one-quarter of the value. The continental silk velvets are equally in the same sense of British origin. The cheaper ribbons which we import from the continent are also constructed of British material to the extent of the cotton web. Then, the German woollens are largely made of Australian and Cape wools, probably to the extent of one-fourth value. The cambric on which the St. Gall embroideries are made, is British material. Oriental laces are made on netting which comes from Nottingham.

These are a few of the cases which indicate the magnitude of the task which is before the Customs officials. It almost passes the wit of man to distinguish, under the present law, what goods have the right of entry at the low duty, and what have not. Importers, who are thoroughly familiar with the origin and manufacture of the goods they import, will be able to make a very keen fight for their right to share in the British preference. The Customs officials, it seems to us, would have to be heaven born experts before they could

challenge the statements, filled up in regular form, which honest importers may present to them. It seems more than probable that the Customs department, before very long, will have to reconsider this whole question, and decide what other precautions they must take to confine the British preference to goods that are really British.

HONESTY IS THE BEST POLIOY.

THE attention of the trade, especially the wholesale trade, is directed to the case of the Doherty estate, at Ottawa, which has been before the courts in two separate actions, with results that are worthy of note. Doherty, an Ottawa retail merchant, failed last January, and the deficiency shown was about \$7,000. A year previous to that, in buying goods from a wholesale firm, he had been able to show a surplus, on paper, amounting to \$20,000. Action was taken to discover, for the benefit of the creditors, what had become of the apparent surplus. It was found that Doherty had paid, about the time of the failure, to his brother-in-law, the sum of \$3,000 in cash for advances made. The court was not satisfied with the debtor's answer and sent him to jail for three months. There is provision in the Ontario Act regarding assignments, which enables a judge to send an insolvent to jail for twelve months, or less, for "unsatisfactory answers." This is the first point to observe in connection with the case. It shows that if an insolvent is brought into court and the record he shows arouses the suspicions of the judge, he is liable to a long term in jail.

Action was then taken against Doherty by the creditors to recover the \$3,000 which he had paid to his brother-in-law in repayment for a loan, he said. The case for the plaintiffs was argued by Messrs. Kerr, Bull & Rowley, and Judge McMahon gave decision in their favor July 13. The transaction between Doherty and his brother-in-law was set aside, and the creditors were given the money.

The lesson to be drawn from this case is that, while our law regarding insolvency may be defective in many respects, it provides, in Ontario at least, for a searching inquiry, whenever the creditors think an investigation is desirable. Any merchant will find, therefore, that the straight path is always the safest, and that, even when no thought of fraud is intended, perfect regularity and straightforwardness in every transaction pays in the end. It seldom happens that an honest insolvent, driven to the wall, as capable men will sometimes be, by circumstances beyond control, loses the respect and confidence of his creditors.

Then, there is the case of W. E. Gillespie, of Penetanguishene, Ont., which has just been tried at Montreal. The offence was the deceiving of his creditors by issuing false statements. Gillespie assured the court that he had no intention of defrauding the creditors, and, on July 16, had assigned to them everything he possessed. No doubt there are very sad circumstances in connection with this trial. There is illness in Gillespie's family, and his children are small. But the evidence seems to have been clear, and the law, once invoked, must be allowed to take its course. Judge Oumet, in inflicting a sentence of six months in jail without hard labor, hoped that this conviction would act as a

deterrant. The section of the law which Gillespie had broken was for the defence of trade, and it was a serious offence to break such a law. The sentence is not a heavy one, and yet it is heavy enough, and carries with it very painful consequences. Quite possibly Gillespie never intended to defraud, merely desiring to put the best face possible on his affairs, in order to sustain his credit and his business. We do not wish to be harsh in condemning a man when he is down, but the case is a warning to all to adhere to the most rigid integrity in all business transactions.

FLAX CULTURE IN BRITISH COLUMBIA.

DISCUSSION is taking place in our Pacific Province, regarding the advisability of trying to grow flax there for linen thread making. The climate and soil of the Province are well adapted to the growth of flax, and attempts already made on a small scale have been successful. Some specimens of the product of British Columbia were sent by the Government last fall to the flax mills of Dunton, McMaster & Co., Ireland, to be reported on. This flax was grown from seed distributed under the direction of the Provincial Minister of Agriculture, and was reported first-class.

Flax, according to a western authority, will grow almost anywhere in the Coast region. "It flourishes on the gravelly hills and in the loamy valleys. It requires very little moisture. One of the finest samples of flax we have ever seen was grown in the White River valley, Washington, and never had a drop of rain on it from the time it was sown until it was gathered. Doubtless some British Columbia farmers can say the same thing about flax grown by them. Flax culture is easy, inexpensive and profitable."

All this is encouraging, but too much reliance should not be put on State aid. It is one of the worst features of modern communities that they want the Government to do too much for them.

UNREASONABLE PEOPLE.

Every merchant knows how unreasonable a certain class of people are in their business dealings. A fund of good nature is almost indispensable to persons who attend the public in stores. The woman who takes offence at the least thing, the man who knows it all, and does not wish to listen to any explanation, however civilly given. These and many other types are seen nearly every day in trade. They are simply nuisances, but we must put up with them.

The merchant is not always a reasonable being. He, too, sometimes takes offence where none was intended. He sends goods back without an apology. "Not according to sample," he snaps, and you have to be content with that.

But a period of good trade, such as Canada seems to be enjoying now, brings its compensations to the man who, in hard times, has had to bear patiently the foibles of unreasonable people. The unsatisfactory customer, who is never pleased, can be politely passed by, while you wait on the crowd of other customers, whom it is a pleasure to serve. The merchant who has led his wholesale friends a dance when orders were scarce, and vigorous kicking had to be endured, finds that he is not of such consequence as he thought. A prosperous season punishes unreasonable people, by they whom they may.

IMPORTS OF DRY GOODS.

JULY, as has already been stated, showed an abnormal import of dry goods and kindred lines into Canada. In that month, last year, the total dry goods imports were valued at \$1,549,762; in July, 1898, they mounted up to \$3,868,569, an increase partly accounted for by the rush to get in foreign goods before German and French imports were deprived of the preferential tariff rates.

The figures for August have just been made up. They show a total importation of dry goods, etc., of \$2,115,767, compared with \$1,992,842 in August, 1897. A slight decrease might have been expected, owing to the rush in July having, perhaps, anticipated the usual August imports. In some lines, indeed, decreases are noted, but the imports, as a whole, show the recorded increase of over \$120,000 worth.

The figures for the two months, therefore, are: During July and August, 1898, \$5,984,336, and, during the same two months of 1897, \$3,542,604. Are we importing too much, considering the capacity of the market? It is too early to affirm that. Still, the figures of the next few succeeding months will be watched with some interest. A full statement of dry goods imports for the two months appears below:

	July 1898.	July 1897.	August 1898.	August 1897.
Cottons, not dyed or colored.....	\$ 47,811	\$ 20,057	\$ 37,362	\$ 23,482
" bleached, dyed or colored	321,902	169,339	247,103	163,747
Cotton clothing	47,459	26,138	29,314	24,175
Cotton thread (not spools), yarn, warp, etc....	26,145	28,496	23,509	24,972
" " on spools.....	43,979	41,112	40,170	29,702
Other cotton manufactures.....	140,491	61,384	89,665	65,383
Bracelets, braids, fringes.....	102,998	41,724	62,934	87,228
Laces, collars, nettings, etc.....	67,991	26,323	37,122	42,747
Fur manufactures	104,213	31,803	37,333	36,921
Gutta Percha, manufactures	33,397	24,238	40,607	32,763
Hats, caps and bonnets of beaver, silk or felt	50,387	42,538	133,223	126,821
" " all others.....	29,663	17,981	45,627	24,637
Boots and shoes.....	21,464	17,383	30,329	32,568
Silk manufactures	841,263	193,857	237,835	266,333
Carpets, Brussels and tapestry.....	72,512	30,821	90,143	45,161
Woollen clothing.....	214,686	23,802	101,379	137,327
Woollen cloths, worsteds, coatings, etc.....	433,921	200,986	349,119	313,847
Woollen dress goods	904,327	431,945	303,267	390,931
" knitted goods	94,042	24,714	66,781	43,092
" shawls	25,278	10,361	6,291	5,900
" yarns.....	62,002	23,026	19,633	18,112
Other woollen goods	141,859	16,127	60,971	41,143
Totals.....	\$3,868,569	\$1,549,762	\$2,115,767	\$1,992,842

Merchants will notice, in this tabular statement, the continued increase in cotton imports, especially colored cottons, and in woollen cloths, as well as in carpets. Other lines are not very remarkable one way or the other, except that the imports are pretty well sustained, considering the extraordinary figures for July.

CHEAP EXCURSIONS AND RETAIL TRADE.

THE fact that more retail buyers have visited the markets in person this season than usual has led to some discussion as to the reason of it and the results. Generally, it has been attributed to the cheap railway fares.

Some buyers, however, have said quite openly that cheap fares had nothing to do with determining their movements. Better times seemed to warrant the expense of a personal visit, and so they came. It is felt in many quarters that the inducement held out by the railways, owing to abnormally low fares, to consumers to visit the larger cities, has had a bad effect on local trade. People rush into the city with some ready cash in their pockets, and spend

in big stores what ought fairly to be left in the tills of the merchants at home. It is astonishing what fools people are in this respect: what stuff they buy and how dense they are in paying too much for an article they could get just as well at home. The ignorance of the average purchaser about goods is vast, although, of course, it is impolitic to let him or her see you know it.

Higher railway rates would probably be more in favor with local merchants. Of course, buyers from the remoter places have gone into the cities with considerable advantage to themselves and only by low rates would visits of this kind be practicable.

One merchant who realizes how much excursions tend to attract people to larger centres to buy had an interesting experience. He lives in a small town east of a large city and the excursion rate being placed at \$1 there and return, it occurred to him to go and just see how many customers and fellow townsmen took advantage of the cheap trip. The cars were jammed full of people. They returned at night loaded down with parcels. This sort of thing is not encouraging to merchants.

GERMAN DRY GOODS IN CANADA.

AN instance of how futile mere party criticism often is, when it relates to trade matters, has occurred recently. One critic has been complaining that the Government has lost us the German market, Canada having been excluded from favored nation treatment by Germany. Another political critic, defending the Government, has declared that as Germany has declined to trade with us, we won't trade with Germany.

Now, the facts are, as all dry goods men know, that we cannot help trading with Germany. There are some lines which we must continue to buy there, for the simple reason that we cannot so advantageously buy them elsewhere.

There is the case of cotton hosiery. Assuming that importations are on a strictly honest basis as to valuation, it is difficult to see how English cotton hosiery could compete in this market with the German, because the German hosiery has the advantage in value and price. In black hosiery, the demand is well nigh universal for Hermsdorf dye, which is German, and cannot be met by any other dye. Hermsdorf hosiery cannot pass the Customs as other than German.

Then, fabric gloves must continue to come from Germany, because they are not made in England.

Further, dress goods, such as Henriettas, cashmeres, and fine wool serges, must continue to reach us from Germany, since they are not made in England. Needless to say, the English manufacturers would not dream of making them for the Canadian market alone, where the preferential duty might enable them to compete, because, in other markets of the world, they would be beaten out by the Germans. It would not, of course, pay to make any of these lines expressly for our market of 5,000,000.

This disposes of the contention that we can stop buying of Germany, because the German Government has ruled us out of that country. As to whether the Canadian Government is to blame for this loss of trade, whatever it amounts to, that is a political question on which we offer no opinion.



The Puritas

brand of
Wadded Comforters, so called on
account of the purity of their ma-
terial. It is the best comforter
made, in workmanship and finish.
If you sold but once to the same
customer you would not need our
goods, but the customer who buys
over and over again will be satis-
fied only with the Puritas.
Costs no more than any other
brand. Insist on getting it from
your jobber. If no substitutes,
write us direct.

**Alaska Feather &
Down Co., Limited**
290 Guy St. MONTREAL

Remember the Alaska.

Sorting season is upon us. This is the time to remember the Alaska. An order in time saves nine disappointments to customers. Keep assorted **in all sizes** of Down Quilts and Down Cushions. Write us frequently. Instruct your salesmen to report to you whenever your assortment does not suit a customer. **Our stock of Satteens, Silks and Satins is immense.** Our assortment is sure to hit the taste of the most fastidious. Therefore, write us, whenever you have a call for some special size or special color. **Never lose a sale.** We will stand right behind you and fill special orders the same day as received.

Yours, for more business,

The Alaska Feather & Down Co.

290 Guy Street

Limited

— MONTREAL

400 Exclusive Patterns of Japan Mattings

are shown for Spring 1899. You are reaching headquarters in buying from us. Our special lines to retail 12½c. and 25c. are cotton warps. We are manufacturers and importers, and consequently we **do guarantee date of delivery** of the goods. Kindly advise us at once if you wish to have our traveller call on you.

K. ISHIKAWA & CO.

Manufacturers and Importers

YOKOHAMA and TORONTO.

TRADE AND PRICES ABROAD.

A CANADIAN BUYER REPORTS UPON PRESENT CONDITIONS.

P. H. BURTON, of the Merchants Dyeing and Finishing Co., has just returned from a buying trip to England and the continent. In answer to THE REVIEW, he made some interesting statements regarding the conditions of trade across the Atlantic. Both in England and on the continent, he said, the loss of the United States market was keenly felt. In the framing of the Dingley tariff the United States had evidently called to their assistance practical experts in every line of trade, so that no loopholes were left by which foreign importations could be made wherever the tariff intended that they should be checked. The foreign manufacturer, therefore, found that where he had a novelty, he could afford to pay the American duty, and get some trade in the United States. But, for all ordinary staple goods, the Dingley tariff was an effectual blow to the European exporter.

In England, the iron, coal and machinery trades are all in very good shape, better, in fact, than are the textile industries. As far as cotton is concerned the disturbances in the east have affected it, and the woollen manufacturers feel the loss of the United States market.

As to prices, Mr. Burton said that the tendency was certainly upward, in spite of the conditions which seemed to have an adverse effect on certain industries. In woollens, for example, owing to the shortage of wool, it was not possible to expect that the present prices of woollen goods could continue. One large English manufacturer has already withdrawn his schedule of woollen prices from October 1, and, in hosiery, advances were already being paid by the Canadian importer. The price of silk was also on the up grade.

REFLECTIONS OF A FUR SEAL.

The fur seal, who lives in Behring sea and vicinity, has not been interviewed by the press during the present controversy. Nearly everyone else has. The Quebec Commissioners, who are going to dispose of the fur seal's future in a few days, have not thought it necessary to consult him about it. He has not been asked whether he would sooner be pierced by the spears of the Alaska monopoly, or the weapons of the British fishermen. No one seems to care about the unfairness of capturing him while on his annual vacation to the Pribyloff Islands. Probably, if verbal communication could be had with the seal, he would give this advice to the British Commissioners: "Don't abandon the right to catch me if you can on the high seas without getting a pretty stiff figure for yielding up the right. The Alaska company treats me no better than the Vancouver and Victoria fishermen. As for extinction, that is all bosh. There are plenty more of me. If you are going to hand me over, skin and bone, to the Alaska company, see that you get a mighty good price for doing so."

NEWS OF THE BOOT AND SHOE TRADE.

E. W. Thurston's boot and shoe factory at 743 and 745 Craig street, Montreal, was badly damaged by fire on September 5. A quantity of machinery was destroyed, and altogether the loss was over \$3,000, only partially covered by insurance.

The upper flat of the same building, occupied by J. D. Thurston and T. McMahon, also boot and shoe makers, suffered about \$200 worth of damage. The cause of the fire is unknown.

A shoe manufacturing company is being formed in New Brunswick by a local capitalist, named Hart. The promoters are treating with Fredericton for a bonus of \$10,000, but, if this cannot be secured, Woodstock, N.B., has substantial inducements to offer that will probably secure the factory.



Maritime Provinces

TO THE TRADE

Our former representative having severed his connection with the house, we beg to advise that our complete range of

Spring

Shirts, Collars, Cuffs, Underwear, Hosiery, Neckwear, etc., together with **FALL SORTING SAMPLES**, will be submitted to your inspection by a competent representative, when we hope to be favored with a continuance of your esteemed orders, which will have our **personal** attention.

GLOVER & BRAIS

Largest Importers
in Canada.

Men's Furnishings

MONTREAL.

THE *Brais* BRAND



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COTTONS IN THE MARITIME PROVINCES.

BLEACHED COTTONS AND LININGS NOW BEING MADE FOR THE FIRST TIME IN NEW BRUNSWICK—THE OUTPUT OF THE PARKS MILLS, THE OLDEST NOW IN OPERATION IN CANADA.

ONE of the finest displays at the recent New Brunswick Exhibition at St. John was that of Wm. Parks & Son, Limited, cotton manufacturers. Parks & Son have won more first prizes and medals than any other manufacturing concern in the same lines of business. Their exhibit consisted of fancy flannelettes, shaker flannels, napped sheetings, courtenay shakers, flannels, shirtings and galateas, ticking, cottonades, denims, cotton yarns, and carpet warps, twines of different kinds, ball knitting cotton, and beam warps for woollen mills. These are the staple lines manufactured in the St. John and New Brunswick cotton mills, which are under the control of Wm. Parks & Son, Limited.

In addition to these old established lines, says The St. John Gazette, the company exhibit two new lines of goods which they have just commenced making, and which are very important articles of consumption, bleached cottons and linings. The manufacture of bleached cottons and linings in Canada has hitherto been confined to two mills in Quebec, and they enjoy practically the monopoly of the business in this country. No mill in the Maritime Provinces has hitherto attempted to make these goods, and it will be news to the Canadian trade generally, that Parks & Son have entered upon so important a branch of cotton manufacture. The cotton warps and yarns made by Parks & Son have long had the reputation of being the best made in Canada, and it is a matter of congratulation to the people of St. John that they still maintain their supremacy in this regard.

It is only two years since the manufacture of flannelettes was commenced in these mills. When the St. John mills placed their manufactured goods upon the market, the opposition of The Canadian Colored Cotton Co., of Montreal, was aroused, and there followed what is now known in the wholesale dry goods trade as the flannelette war.

The goods manufactured in St. John were of a particularly excellent character, as can be seen by the samples. The patterns were new to the trade, and were of a character that immediately won their way into popular favor. So popular did they become that the large corporation in the west which had controlled the manufacture of this class of goods declared war on Parks & Son, and the result was the complete demoralization of the cotton business of the country for the time. The result of the conflict between

the manufacturers was to reduce the cost of goods to the consumer, but the manufacture of flannelettes in St. John was not materially interfered with. Instead, there has been a large output in this class of goods from the St. John mills, and the goods are very popular in every part of Canada, but particularly in the west, where Parks & Son have a large increasing trade.

The several lines which have been mentioned are so favorably known throughout the length and breadth of the country that it is not necessary to more than refer to them. The St. John mills

enjoy a reputation for first-class work in every department, as the goods on exhibition are an index to the character of the entire output of the mills. It may not be generally known that the St. John cotton mills are the oldest in existence in this country. The New Brunswick mill was erected and put into operation in 1851. In the same year there were two mills built in other sections of Canada, one at Dundas, Ont., and the other at Merriton in the same Province. When the cotton combine was effected, the two Ontario mills were taken and have since been dismantled, and have ceased operations. This was in 1890. The St. John mills, therefore, are the oldest that have been continually in existence in Canada,

and have remained independent of outside control.

Through fair dealing, Parks & Son continue to enjoy an enviable reputation among the wholesale trade of the country, and have also, by the excellence of their products and their cheapness of price, been enabled to retain trade which they got in the face of the keenest competition, sometimes carried on in the most unfair manner. The last few years have not been particularly profitable ones in the manufacture of cotton, owing to the efforts of certain extensive corporations in Montreal to monopolize the cotton trade in Canada, but the St. John mill has held its own throughout the entire fight, and will continue to do so.

PREFERENTIAL TRADE.

The British Trade Journal, of London, has always strongly favored preferential trade between Britain and her colonies,

and is still confident in the early adoption of this policy, says the Toronto World. In its September issue, it refers to a late report of the United States Consul at Sydney, N.S.W., which throws cold water on the system of preferential duties, which was being discussed there in connection with Australian Federation. The Consul assumes that the federal movement is dead, from which he argues rather illogically that the policy of preferential duties is also dead, and that this is an excellent thing for the business interests of the United States.

ANTOINETTE.



Gillespie, Ansley & Dixon, Toronto.



Cupid to his Confidante :

I am whispering to all young ladies in love, if your young man is as "true to his colors" as the hosiery stamped

*Louis Hermsdorf
Dyer*

you need never fear his showing the "white" feather.

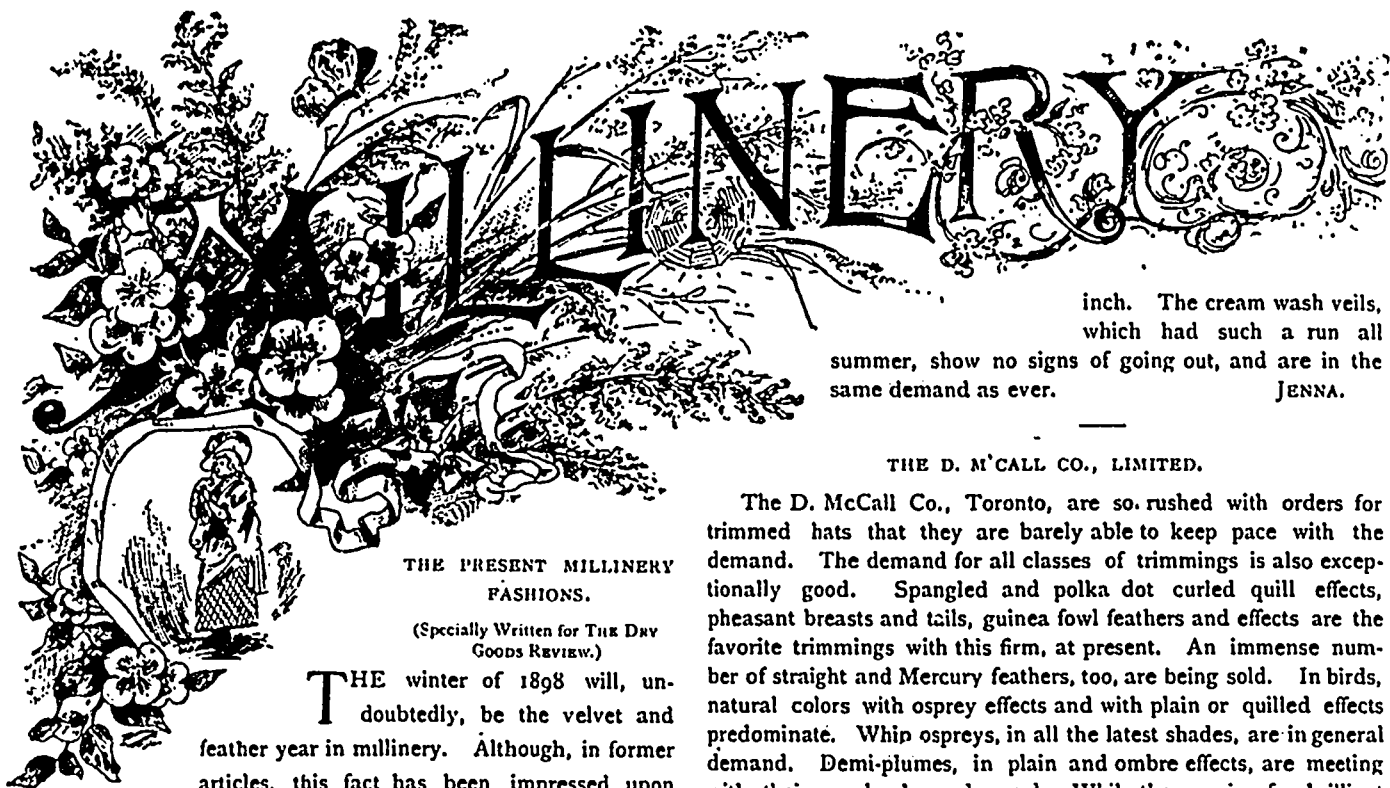
The storekeeper can give an absolute guarantee with every pair of Hermsdorf-Dyed Hosiery and Gloves.

They always retain the same "true" Black.

Washing and Wear does not affect the color.

American Bureau of Louis Hermsdorf

78-80 Walker Street, - New York



THE PRESENT MILLINERY FASHIONS.

(Specially Written for THE DRY GOODS REVIEW.)

THE winter of 1898 will, undoubtedly, be the velvet and feather year in millinery. Although, in former articles, this fact has been impressed upon the readers of THE REVIEW, it is hardly out of place to repeat it here. Velvet—tucked, corded, dotted, chenilled, jetted, sequined, in folds and embroidered; in fact, in every way—will be used to trim winter hats. Only the large picture hats will be made of plain velvet, and this merely of necessity, as, otherwise, the weight would be too much to carry.

In the innumerable effects thus to hand, milliners will find themselves able to put out a wide diversity of styles, even if they have to put a little extra work on their "confections."

The demand for all kinds of feathers and feather trimming keeps up, not only on this side of the Atlantic, but all over England and Europe. Orders have been duplicated and triplicated, and still there is a call for more.

Ostrich plumes and trimming are much in demand, in spite of the fancy feather craze. For very rich effects, wedding hats, etc., the ostrich plume has no peer. The hard flue feather, which is the most expensive, is most in demand. The price does not seem so much an object as getting the best on the market.

Felt hats of all shapes are selling remarkably well.

VEILINGS.

There is an endless variety of veilings on the market this year, and purchasers never were more critical in making their choice. Every size and style of mesh and dot are seen, and every shade of the fall color card is produced for veils.

Quantities of dotted nets are being bought for trimming purposes, and the fashion of clouding brilliant colors, in dotted net, which proved such a taking fad last summer, will be carried through the winter months.

A new veil, which promises to be much worn, and which is very becoming, is double. It consists of a light-weight silk tulle foundation, used as a background for a fancy tuxedo, the two being caught together by chenille dots. This is said to be the most effective veiling upon the market and sells at sight. It comes in 27-inch as well as 18-inch. The narrow width is used for the face and the wide for trimming. The colors are black on black, in 27 inch, and black on white, black on pink, and black on blue, in the 18-

inch. The cream wash veils, which had such a run all summer, show no signs of going out, and are in the same demand as ever.

JENNA.

THE D. McCALL CO., LIMITED.

The D. McCall Co., Toronto, are so rushed with orders for trimmed hats that they are barely able to keep pace with the demand. The demand for all classes of trimmings is also exceptionally good. Spangled and polka dot curled quill effects, pheasant breasts and tails, guinea fowl feathers and effects are the favorite trimmings with this firm, at present. An immense number of straight and Mercury feathers, too, are being sold. In birds, natural colors with osprey effects and with plain or quilled effects predominate. Whip ospreys, in all the latest shades, are in general demand. Demi-plumes, in plain and ombre effects, are meeting with their regular large demand. While the enquiry for brilliant trimmings continues good, the demand has turned toward the dainty steel buckles, etc. These are carried in all sizes, from ½ in. to 3 in. Jet buckles and ornaments continue to sell well. An evidence of the friendly feeling toward our southern neighbors is shown by the fact that there has been a run on United States army pins, with silvered and gilt tops. The fourth repeat stock of these goods has been received by the D. McCall Co. Among flowers, roses, especially the dark shades for underneath trimming, are the favorites. One of the prettiest displays made by this firm is the display of French novelties. Here, sequin trimmings, in all sizes, from the narrow widths, suitable for hat edgings, to 27-inch widths; sequin and chenille crowns, in the latest shades, and with ornaments to match; velvet crowns for large hats and toques, embroidered in tinsel and two tone effects; black velvet crowns, embroidered with baby ribbon, and other novelties, are arranged in an elegant and attractive profusion, which shows the big call for these goods. For trimming material, velvets are indispensable. Plisse and miroir velvets, in all the newest colors, are selling briskly. Plain millinery velvet is kept in stock, in all colors, in three qualities and prices.

For blouse and dress trimmings, plaid velvets are favorites. Some of these are quite loud in tone or color, but this seems to be a feature this season. Velvet brocades in their tone effects, tinsel velveteen, and braided effects, are meeting with unusually good demand. The last mentioned goods are being used largely for making up into wrappers. Plisse chiffon continues to sell nicely for evening wear. Crinkled satin, in two tone effects, is shown in the fashionable colors, and is meeting with much favor. Among the silks, taffetas are in favor. Corded taffeta, in many delicate shades, is quite popular for evening wear. There is a big call for Scotch and French Plaids, which are now the leaders in fancy silks.

The feature in the hat department this season is the great run on sailors. A great variety of this class of goods, and walking hats generally, in fancy and plain trimmings, are kept in stock. Sailors are made this year with lower crowns and narrower brims than in past seasons. The short back sailors for trimming are selling well, the leading shades being royal cadet and navy blues. The

WHOLESALE MILLINERY.

Increase
IN
Business
—
Energy

Increase in Business
means
Increase in Energy.

At least, that's our view of the issue, and we are going to act on the assumption that we are correct.

It is generally admitted that we have had a share of the trade this Fall. That portion, we are satisfied, was by far the largest that fell to any one house.

To insure a continuance of such satisfactory results, attained so early in the season, will be our sole object for the balance of the year.

ALL OUR ENERGY will be devoted to attending to the wants of the Trade during the assorting season.

Customers can depend upon having their orders filled promptly at any and all times. OUR arrangements are complete for the

CONSTANT REPLENISHING OF STOCK.

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

We Invite old friends and the trade generally, to write, or to call at our . . . **New Premises**

230 McGill Street, corner Notre Dame Street.

WM. BLACKLEY & CO'Y.

Importers of Specialties in

RIBBONS, FLOWERS
FEATHERS, ORNAMENTS

Special Novelties in Fancy Feather Effects—the very latest conceptions, **Aigrettes**, etc. Our goods and prices will appeal to the better judgment of buyers.

WM. BLACKLEY & CO'Y

WHOLESALE IMPORTERS

230 McGill St., corner Notre Dame St.

— MONTREAL.

MILLINERY—Continued.

demand for these colors is steadily increasing, necessitating keeping on hand a large stock of these goods.

The D. McCall Co. are now handling the output of one of the best Canadian makers of mantles, and are in good shape to fill sorting orders. They are sending out a plate and price list of the latest styles, and best selling lines of these goods.

HOW WEATHER AFFECTS CERTAIN LINES.

The intense heat that continued throughout August, will cause that month to be remembered by not a few, says The London, Eng., Millinery Record. Amongst the latter may be numbered the manufacturers of sunshades, who have this year experienced a most tantalizing season. Previous to the commencement of the "Summer" sales there had been but a paltry demand for these tasteful additions to summery costumes, for the climatic conditions were rather more favorable to the sale of waterproofs. Consequently, repeat orders for parasols were conspicuous by their absence. But when the "sales" were over and August had arrived, the sun turned on extra superheated rays, and for the first time during the year a sunshade became a real necessity for all ladies anxious to take their walks abroad in anything approaching comfort. But, for the manufacturers of sunshades this burst of brilliant weather came all too late. The sunshade season was over and buyers only willing to look at "jobs."

S. F. MCKINNON & CO.

S. F. McKinnon & Co. say that September is the month when millinery openings and Fall fairs hold sway, and, between the two, made an interesting month for the public. During the time when preparations are being made for these interesting events, the wholesale millinery houses do a good trade, and, before the middle of September has been reached, a good index to styles and colors for the early season has been given, and many entirely determined.

This firm is full of courage and hope, the season and business done having exceeded the volume of any previous season for the combined months of August and September. Two marked features have strikingly presented themselves, within the past two months, which they claim argue well for the times. At least double the number of buyers from the distant Provinces, east and west, have visited the Toronto market this summer. The second feature is the increased demand for better goods.

"These are facts, which speak for themselves, and, in our opinion, tell not only of a bright outlook, but a closer regard for this market. We have long thought, and previously given expression to our thoughts in your valuable and widely circulated paper, that it pays any buyer to visit this market as often as possible during the season. Many odd lines and broken lots, which cannot be supplied in other ways, come under the notice of buyers, which otherwise could not be seen. Our most successful merchants travel along this line.

"You might also let the trade know that, after being one month in Toronto, our resident European buyer sailed back to the vortex of fashion, and, therefore, the centre of his operations, with a very distinct knowledge of what is pronounced and in favor for the season which has opened so favorably. Before your paper is in the hands of the readers, we will have received large shipments of specially selected novelties from him.

"Velvets have been, and will be, the leading article of millinery trimming, and, in these we get a good index as to colors. National and royal blues, greens, purples, castors, are the favored colors, with a feeling too for serges and silver grays. Spot velvets have been in good demand through the opening season, but are not likely to retain their hold or strength in proportion to the plain article. Ribbons are in good demand, and are sure to continue popular and strong as a combination with velvet, wings, breasts,

tips and other millinery trimmings. Particularly will this apply to fancies and good plain ribbons in the 30, 40 and 60 widths.

"Thus far, the hat trade has been exceptionally good, but a feature which is not the in best interests of the trade in general has developed great strength, namely, trimmed sailors and walking hats. While these are natty and stylish in effect and take the place of dress shapes, they admit of no trimming beyond the band, and, sometimes, an accompanying wing as turned out from the manufacturers, but, of course, if the consumers demand these there is nothing to do but produce them in the correct styles, and these we have in abundance.

"Just in conclusion, kindly throw out a hint in connection with the black trade. Many buyers throughout the country had bought light with a view to filling in as the season advances. That is a safe plan to go by, but indications go to show that with a little snap of cold weather it will take ten days, and perhaps much longer, to fill orders, and, as the styles for the season are fully determined, we, at least, would urge upon mantle buyers the necessity of anticipating their wants early and get orders in as soon as possible. This is where the stitch in time might save a nine-day delay when a busy season is upon us all round."

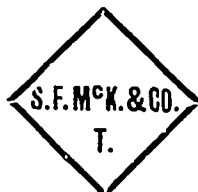
THE J. D. IVEY CO.'S APPROACHING OPENING.

The usual supplementary opening of The J. D. Ivey Co. will take place on Tuesday the 11th inst. This opening has become a looked for event in the trade, and the latest Parisian novelties, the very newest things in the market, will be shown. In answer to a question as to the outlook in the millinery trade, the president of The J. D. Ivey Co. stated that, as evidence of the prosperity of this country, the trade, during August and September, had far exceeded the most sanguine expectations of the firm. Among the other causes, outside of the general improvement in business, were the changes in the trade and the very great success of their trimmed goods department, whereby the house had got more, perhaps, than its share. Notwithstanding that the weather, during part of September, was warm, and it kept retail trade back a little, yet, we predict and have made preparations for the biggest millinery trade during October and November in the history of the Dominion.

Some of the newest ideas are: the short back sailor hats are as popular as ever, with the trimming more to the front than the back. The large velvet hats of the Empire shape, have the perfectly flat brim, and droop back and front. Perhaps the newest hat shape of all is called a poke hat (not a bonnet). This is made of black velvet, with white lace applique; the facing is white tulle in fine tucks. Velvet toques on the Napoleon style, rolling a little more to one side, are fashionable. The latest fads are the tulle hats, entirely of tulle, with a huge velvet rosette for the face trimming. Another new idea are barbs, or scarves, of velvet, with applique lace of duchess or honiton pattern. They are tied in front for trimming purposes. Another novelty is the reappearance of velvet foliage, used in wreath form. The use of large roses is one to the hat. All black hats, with feathers and steel ornaments, are the correct thing. Black and white effects in trimming are much run upon, and the bow knot appears in velvet and satin ribbon. Several hats show the machine stitching again.

The very newest shades in millinery are mulberry, cactus, and blues, which are very decidedly of a lavender cast, and eminence purple, which is used in combination in turquoise blue.

Some of the new materials are extremely handsome, and extremely expensive. They comprise velvet spangled with sequins, satin embroidered in the sequin pattern, net embroidered with bow knots. All manner of necks, with applique of velvet, or satin, or jetted designs, are good property. Eagle quills, tiger quills, pheasant breasts, Spanish coque feathers run along a quill, etc., are the popular ornaments in vogue. Lots of light material is being



"Our unparalleled location and well-lighted warehouse—our unequalled facilities for buying—our expert knowledge of the trade—ample capital and the liberal terms we give, make us easy leaders in the wholesale trade in our lines."

THE MILLINERY OUTLOOK

With us, the new season has had a most successful beginning, and it's well within the mark to state, that up-to-date, 60 per cent. more goods have been sold than during the same period last season. Trade is brightening all over Canada. Things are putting on a more cheerful and confident aspect, and we can reasonably look forward to a splendid season throughout. Our perfect assortments in all the lines we make and sell warrant us in anticipating a lion's share of business.

HATS-- In this department we can supply the biggest trade demands. Fickle fashion keeps us wide-awake in staying right abreast in all the new, natty creations, as they appear in the fashion centres, but our American buyer visits New York at least once a fortnight, and hunts out every fashionable conceit, so that there's nothing wanting in the right up-to-date lines. We are showing grand lots in sailors, walking hats, and dress shapes, in all the qualities and colors.

MILLINERY NEEDS AND NOVELTIES. Our resident European buyer is now in the markets, buying for us the very latest notions in millinery and millinery novelties, trimmings, etc. Every steamer that crosses carries for us some new thing from Paris, London, or other leading markets, and the trade rely on us for everything that's right to the hour in style. We are exceptionally strong in ribbons, velvets and velveteens, laces, veilings and dress trimmings.

MANTLE HINTS.—We have been impressing the trade with the idea of placing extra orders now—as a consequence we are fully a week ahead of our orders—but we have increased our staff of operators, and are working overtime to keep even—will take care of all orders with the least possible delay, but do not send them expecting them filled in two to three days.

S. F. MCKINNON & Co.

71-73 York Street, TORONTO.

MILLINERY—Continued.

used for trimmings at the moment, so as almost to give the appearance of summer millinery, yet, with this, there is the opposite extreme represented in the use of fur. Toques are made of mink fur, trimmed with velvet and steel ornaments. Persian lamb is shown on velvet turbans, while the chinchilla are also used. A little of this on extreme shapes is pretty for exclusive millinery.

LOOK AHEAD FOR HOLIDAY TRADE.

SOME PRACTICAL SUGGESTIONS REGARDING THE CHANCES OF INCREASING CHRISTMAS SALES.

IT may seem a far cry to the holidays, says The New York Chronicle, yet, in spite of the fact that it is still a thing of the misty future, it is not a moment too soon to begin laying plans for it.

There is a mint of money in holiday trade, and there is more money in it when properly cultivated than when it is permitted to run wild.

You can't make your holiday preparations properly on the spur of the moment. To secure all there is in it, you must make your calculations well in advance.

To get best returns, you should begin your exhibition of holiday things not later than Dec. 1. Among the things that are worth doing well this holiday business is prominent, and it cannot be well done in a hurry.

Begin your thinking now. Calculate about the character of goods you design to put forth as appropriate for the season, and then begin your prospecting, especially as to what and where to buy.

The benefit of an early showing of these things is the early attention they get from shoppers. Children, as well as older ones, become familiar with your Santa Claus department. Notes are made of the things you have that may fill their Christmas calculations, and they will choose them in due time.

Things may be chosen and set aside for later delivery. People have time to think and follow your suggestion. It becomes noised about town that you have those appropriate things, and you will get more than a little mouth-to-mouth advertising.

There are a good many different kinds of goods that may be wisely introduced into your special Christmas lines that you neglect because the season is short, and you fear to put them in stock because of the possibility of their sucking there.

If you begin early, you can try those things out, and get a definite line on their adaptability before the rush comes, the criticism they are subject to in the meantime furnishing you with just the very knowledge you wish to gain.

There is no end to the variety your holiday collection may contain, and there is no indicating for certain just what the most likely things may be. Consequently, the need for beginning to think early is more pressing than many of us imagine.

New York stores display a wonderful variety of fancy china, decorated wares—especially individual pieces—pretty lamps, cut-glass ware, sterling tipped toilet articles, tea sets and all sorts of table ware that are marvelously fine and pretty and often low priced.

Rugs and other furnishings may be introduced into your Santa Claus department, onyx tables, children's rockers, things that are really staple, yet will hit the shopper who favors useful gifts as right in line with her idea.

Concentration works wonders in this Christmas trade, getting your appropriate things together and giving them a stronger identity as Santa Claus' own choosing.

Consider what you have left from last year, if anything; what you sold a year ago, and how much it is best to buy again, so that you will not duplicate any good-for-nothing item.

Will you carry a line of books? What about toys? What do

you think of good toys, expensive trifles? What about dolls? How many? What prices? Where will you buy all these things? every detail should be considered.

It is a noticeable fact that the man who has had the most satisfactory experience with this trade, is the one who makes most thorough preparations the following year; and he is the one who continues to get the most satisfaction from this department of his business year after year.

At no other season of the year is such free buying indulged in. Surely, we should make preparations to catch this tide of liberality and generosity at its flood, and to encourage it, for selfish reasons, all we may.

THE DRUMMER'S DREAM.

A little room in a little hotel
In a little country town,
On a bed with a musty smell,
A man was lying down.

A great big man with a great big snore—
For he lay on his back you see—
And a peaceful look on his face he wore,
For sound asleep was he.

In his dream what marv'ous trips he made,
What tremendous bills he sold!
And nobody failed and every one paid,
As his orders were as good as gold.
He smiled and smothered a scornful laugh
When his fellow-drummer blowed;
For he knew no other had sold the half
Of what his order book showed.

He got this letter from home one day:
"Dear Sir: We've no fitter term
To use in your case than simply to say,
Henceforth you are one of the firm."

And a glorious change this made in his life,
He now from the road withdrew;
And really, soon got to know his wife,
His son, and his daughter, too.

And then he moved from his obscure flat,
To a house on the avenue;
Lived swell, was happy, got healthy and fat,
Respected, and wealthy, too.

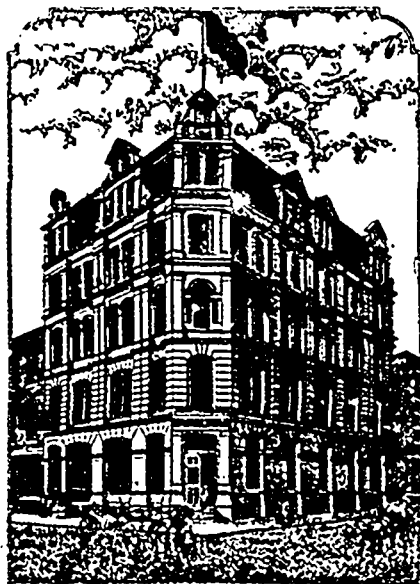
But with a thump, bang, whang! and thump again,
The landlord stood at the door.
"It's purty nigh time for that 6:10 train!"
And the drummer's dream was o'er.

ABSURD REGULATION IN SOUTH AFRICAN STORES.

Away off in Cape Town, South Africa, a peculiar attitude has been taken by merchants toward their salespeople, or specifically, those that are married. A wife and family disqualify a man for a position behind the counter in a Cape Town store. This situation was brought about by the frequent cases of theft among married employes, who set up the claim that their salaries were not sufficient to support themselves and families. The easiest solution of the difficulty, of course, was to get rid of all clerks so encumbered, and refuse to employ any such unfortunates in the future. As a consequence of the embargo, married salespeople are at a discount in Cape Town.

The insolvent estate of R. E. Woodley, shoe manufacturer, of Quebec, was sold to Felix Gourdeau & Frere, of that city, at the following figures: Shoes in course of manufacture, leather and furnishings, valued at \$4,808.28, at 80c. on the dollar; machinery, valued at \$6,226.58, at 40½c.; office fixtures, valued at \$256.75, at 50c.; rolling stock, valued at \$200, at 50c. They also assumed the unexpired term of the lease.

MILLINERY OPENING



Oct 12/98 J.D. Ivey Co. Toronto

At the request of the Trade we hold a Second Opening on Tuesday, October 11th, 1898, when we will show the very latest Trimmed Patterns, Designs and Combinations in Parisian Millinery and Novelties. The trade respectfully invited.

The **JOHN D. IVEY COMPANY** Limited
 TORONTO MONTREAL.



When the Goods Come in

they are fresh, new, charming, fashionable. You have been opening lots of this class of goods within the month. But in your enthusiasm for new goods do not forget the stocks that have been held over from a past season.

Your profits will come in selling the old goods on your shelves as well as the new stock—or else loss will be the result.

Of course, whimsical fashion has made some of these goods less valuable than when you bought them. They are out of style—the colors are all wrong. Your customers will have none of them.

You can do one of two things. You can cut away all of the profit and some of the cost in order to dispose of them in their present condition. Or, you can quietly hand them over to us and have them dyed in the right colors.

Is not the latter course by far the most sensible? No one will ever know it but you and us. To all intents and purposes they are new goods. No one can detect the fact that they have been re-dyed.

Our dyes stick. They never crock. The old color never shows through. It does not cost much. Ask us to give you facts and figures.

R. PARKER & CO.

HEAD OFFICE AND WORKS:

- 787-791 Yonge Street, - TORONTO

MONTREAL BRANCH—1958 NOTRE DAME STREET.

THE CANADIAN COTTON MARKET.

PRETTY GENERAL REDUCTION IN COLORED GOODS — WHITE AND GRAY COTTONS REMAIN UNCHANGED — CANADIAN MILLS DETERMINED TO MEET COMPETITION — FIGURES OF THE IMPORTING TRADE DURING JULY AND AUGUST.

THE price lists of the Canadian cotton mills are now out. The results bear out pretty much what has been said in these columns as to the possibility of reductions in price. There is no drop in the price of white and gray cottons and cottonades are also firm. But, as regards a number of the leading lines in colored goods, there is either a small or a moderate reduction.

This is partly due to the competition in the domestic market and also to the importation of colored cottons from abroad. The Canadian mills have determined to meet the competition and to keep down prices so as to hold their own market. This is evident, as the Canadian mills are all busy with orders and do not seem to be running ahead of the demand.

In blue denims, the prices have dropped from $\frac{1}{4}$ c. per yard to $\frac{1}{2}$ c. per yard on one or two of the higher lines. There has also been a drop, ranging from $\frac{1}{4}$ to $\frac{1}{2}$ c. per yard on shirtings and galateas. Tickings are also lower by from $\frac{1}{4}$ to $\frac{1}{2}$ c. per yard, and there has been a similar drop of from $\frac{1}{4}$ to $\frac{1}{2}$ c. per yard on Saxony flannelettes. The price of cotton yarns is also reported to be about 5 per cent. less in price than last season.

As to imported cottons, the quantity brought in continues to increase. In white and gray goods, the increases are not large. In colored goods, however, the importations are higher to a considerable extent. The figures for the months of July and August are available. Those for July, taking that month in three years as a basis for comparison, are as follows:

	July '06	July '07	July '08
Gray and white cottons.....	\$ 15,073	\$ 20,057	\$ 47,811
Colored cottons.....	168,534	160,330	321,902
Other manufactured cottons.....	120,343	157,416	258,774
Total	\$312,950	\$346,817	\$627,987

This was the first month under the full preferential rate of one-fourth off the duty on English cottons, and the cotton imports almost doubled. August was the second month and its imports, as will be seen from the following figures, were not so very remarkable, considering the drop in duty and the fact that the Canadian jobbing trade find the domestic mills very busy with orders:

	Aug. '06	Aug. '07	Aug. '08
Gray and white cottons.....	\$ 17,089	\$ 25,452	\$ 37,362
Colored cottons.....	181,755	163,747	247,103
Other manufactured cottons.....	143,713	144,232	185,688
Total	\$342,557	\$333,431	\$467,153

There is an increase certainly, but not a rush, as might have perhaps been expected in some quarters. It may be early to speak positively, but the indication fairly points to the probability that, even under the preferential tariff, the Canadian manufacturers will hold their own market. The two months together show the following imports, compared with the same two months last year.

	1897	1898
July and August	\$680,743	\$1,095,140

TALK OF DOUBLING THE MILL.

At a meeting of the directors of the Montmorency Cotton Company, held on September 26, the question of doubling the capacity of their mill was discussed. While nothing definite has been given out, it is understood that the general opinion was decidedly favor-

able to the proposition. It is probable that work on the new building, which will adjoin the present mill, will be commenced at once. This concern is practically controlled by Manager Whitehead, of The Dominion Cotton Mills Company.

THE QUESTION OF RETURNING GOODS.

EVERY merchant knows what trouble he has with the cranks who want to change goods. This becomes so bad in some localities that merchants have to make a rule that they will not take back purchases without the very strongest reasons. In most cases, they insist rightly that an article which is to be changed shall be in perfectly good condition.

This is a perfectly fair method of doing business. Otherwise, a man who does a large town trade would find people changing all the time, one person who succeeded in doing so telling another person. It is equally fair that the merchant in this matter should do as he would be done by. Yet, the reported instances of returning goods are very numerous, and complaint is often made in the jobbing trade that goods are sent back, not merely for very small cause, but in such disregard of good business methods that the articles come back so injured, either in transit or in the handling, that they are a dead loss to the house that takes them back.

It is said that this happens with the most respectable firms, and probably the head of the firm knows nothing about it. But the clerk, who is in a hurry, bundles back the goods, without much care as to the condition in which they will arrive. The question of returning goods, which the wholesale houses, owing to strong competition for business, receive back without much protest, really demands the attention of each enterprising retailer. Abuse of it may affect his credit. Besides, probably, few men want to be openly offensive in their dealings with others. Yet, taking back damaged goods is a pretty severe test of a firm's good nature.

UNWARRANTED INTERFERENCE WITH THE CORSET.

The Russian Minister of Public Instruction has issued, on the grounds of public health, a decree prohibiting the use of the corset by women. This is governmental interference with a vengeance. Such matters, says an exchange, are not at all fit subjects for such interference, not only for the education of the people. Even if the entire profession were agreed that the corset was an unmitigated evil to the individual who wore it in all cases and under any circumstances, such a meddling decree would be a tyranny. Such measures are not on a par with the suppression of public nuisances, such as the control of noxious trades, because those ordinances are for the protection of the many against the few, whereas such decrees are an attempt to forcibly protect a man against himself in opposition to his own free will, and in regard to matters which other people choose to consider bad for him. This reasoning would justify anything—and is, in fact, the very reasoning which was adduced to justify the tortures of the inquisition.

TWO ADDITIONAL OPINIONS RE THANKSGIVING.

W. L. Kane & Co., Halifax, write THE REVIEW: Decidedly in favor of changing the date for Thanksgiving Day. It has been altogether too late in the year for Canada. The last Thursday in October would do admirably.

A. Laurens, Portage la Prairie, Manitoba, says: Am not in favor of a change in the date of Thanksgiving, unless to the second Thursday in November. The last Thursday in October would be too early for this part of the country, owing to threshing being still in full operation at that time of the year.

Mr. Stapleton Caldecott sails for England Oct. 1, to be absent for some weeks.

German Beavers

Fall Weight

65c. 75c. \$1.10.

Navy, Brown and Black

Samples on Application

WILLIAM AGNEW & CO.

305 St. James Street,

  MONTREAL

Do You Know THE EVER-READY LINES

?

An Acquaintance will be Interesting.

EVER-READY DRESS STAYS

Recent improvements make them what you want the very best.

EVER-READY DRESS BINDING

A new and durable kind: of a quality and at a price (^{\$5.50} per gro.) that will please.

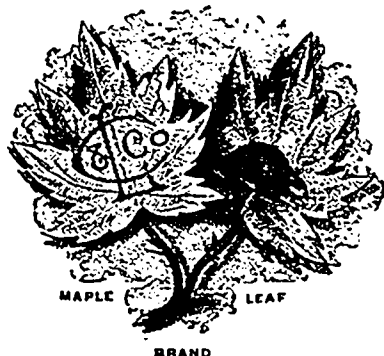
EVER-READY CHILD'S WAISTS

To retail at 25 cents each.

You make 40% profit, too.

If you have not seen them write for samples.

THE EVER-READY DRESS STAY CO.
WINDSOR, ONTARIO.



MAPLE LEAF

BRAND

Neckwear Manufacturers.

NECKWEAR
In all styles and made to suit customers.

SHIRTS, COLLARS
and CUFFS
RUBBER COATS
UMBRELLAS
BRACES
HANDKERCHIEFS
SHIRTS and
DRAWERS
CAPS, SWEATERS
GLOVES, HOSIERY
BICYCLE HOSE
OVERALLS
JEWELLERY
WALKING STICKS
MUFFLERS
TOP SHIRTS, etc.

We are positive we can help
YOUR sales

In Men's Furnishings

Wouldn't YOU like a Neat, Natty,
Aggressive Line of up-to-date Neckwear?

**THOUSANDS OF DESIGNS
TO CHOOSE FROM.**

Perhaps this list of Furnishings on the left may suggest some lines you may require now. Pleased to serve you any time. We would like a trial order—actions speak louder than words.

WRITE US.

Cookson, Louson & Co. - Montreal.

BARGAINS.

ONE of the prominent department stores of New York, which has recently added two side entrances for the splitting-up of the throngs which formerly crowded one main aisle, is about to widen the aisles on which these new doorways open. This is to be done not so much to give access to the rear of the store, for there are now two narrow aisles, as to provide space for the showing of bargains on tables. The one wide aisle will admit of the passage of no more shoppers than do the two existing passages; but the bargain displays are expected to distribute the crowd about the store, as well as to increase that crowd.

This shows that the bargain table is a powerful trade force even in these days when the word "bargain" is shunned by the careful advertisement writer. No matter if the word has fallen into disrepute from excessive and indiscriminate use, the article is all right. Woman is as great a bargain hunter as ever, and the store, great or small, which the oftenest has good things to offer is the one which she will most religiously visit.

In the interest of the store, the bargain, special offering, drive, or whatever it may be called, should always "live up to" its description. Nothing queers a store so quickly as disappointment on the part of the shopper, and a very limited number of those who have been brought, by ad. or otherwise, to inspect merchandise can work incalculable injury by their comments among their neighbors. On the other hand, genuine bargains make for the great store a great reputation, and bring the satisfied purchaser back again and again. —New York Economist.

THE SPRING OUTLOOK FOR WOOLLENS.

Speaking with one of the leading buyers recently returned from Europe, THE REVIEW was informed, that from the present indications, Spring colorings in tweeds would be principally brown and green mixtures, indistinct checks, and subdued effects. There

is also a feeling of gray shades, both in checks and fancy mixtures. In fancy worsted trouserings the tendency is to larger effects and stripes, although plain effects will be much worn.

FINE MODERNIZED STORE IN PETERBOROUGH.

The fine store of Richard Hall & Son, Peterborough, Ont., has been holding a Fall opening, after extensive changes and improvements. There is a window frontage of 68 feet on Simcoe street, with eight windows. Each window has its own display: Dress goods in one, a display of Cuban blue materials in another, the next mantles, and so on. The main floor is divided by four main aisles, which run north and south, with dividing counters. This affords opportunity for giving each class of goods its own particular place, so that the stock is classified and arranged with admirable judgment. Along the north wall of the store runs the dress goods department, to which the firm devote special attention, and which contains as complete a stock as a city establishment. Situated also on the ground floor is the large office of the firm. The whole flat is beautifully finished and presents an attractive appearance, being decorated profusely with plants and flowers.

To the second floor there is an elevator, and here three departments find lodgement, millinery, mantles and carpets, each fully stocked with the latest goods. On the third floor the oilcloths, mattings, etc., are shown, while here also are the workrooms connected with the tailoring, dressmaking and mantle departments. A large room is reserved for surplus stock. This

palatial store, says a Peterborough paper, is a credit to the firm and the town.

A LONDON MERCHANT DEAD.

A well-known London merchant, John McDonald, formerly of the firm of Pethick & McDonald, died at his residence, London, Ont., Sept. 28, at the age of 65 years.

Mr. Wm. Clark has opened a new shoe store in Windsor, Ont.

STYLE 98.



GILLESPIE, ANSLEY & DIXON, TORONTO.

To the . . .

Clothing Trade.



*Every good housekeeper has a general clean up once in a while. After four years in business we are having a good house-cleaning, and intend to clear **everything** this season to the bare tables. Can give you some **snaps**, as we are having a genuine Clearing Sale.*

. . . WRITE US . . .



A. S. Campbell & Co.

256 St. James Street

BLACK GOODS

A Specialty.

MONTREAL

RETAILERS GIVE THEIR EXPERIENCES.

IDEAS REGARDING SPECIAL SALES—A MAN WHO OPPOSES
THE CASH SYSTEM UNDER CERTAIN CONDITIONS—
SMALL TOWN DEPARTMENT STORE—BUSINESS
VIEWS FROM THRIVING MERCHANTS.

ANOTHER batch of opinions, from western merchants, has been presented by The Chicago Dry Goods Reporter. Their experiences are valuable for Canadian merchants and we quote them for that purpose. An Illinois merchant, speaking of special sales, said: "I am a firm and enthusiastic believer in special sale days, and I think any merchant can carry them out successfully, both in profit, permanent trade gained and large increase in sales. I have seen it frequently advocated by merchants in the small towns that the special sales day with them was not a success, and that sales days could not be made a success in small towns, presenting the argument that the field was not large enough and that the public would wait for the sales, thereby cutting off trade at other times, and, consequently, cutting down the profits. I am doing business in an agricultural section, in a town of less than 1,000 population, and I think I have proved to myself that sales days, in point of profit and prestige gained, are winners.

"A short time ago, I advertised a calico and muslin sale for a certain hour in the day—10 yards of calico for 29c., and 10 yards of muslin for 39c. I had one man to wait on the print counter, and, in one hour, he sold 100 dress patterns. Frequently, on sales of such goods as prints and domestics, I lose some money, but I only run them for a short time, and I consider it the best kind of advertising. The small amount lost on such sales is sure to come back later on, increased tenfold.

"Combination sales in dress goods, clothing and other lines are good producers, and the returns have been flattering. A short time ago, I had a combination men's suit sale. Having bought 100 men's clay worsted suits at a special price, I advertised a \$9.99 combination men's suit sale—one suit, one suit of underwear, hat, tie, collar, pair of cuffs and suspenders, and threw in a good nickel-plated watch. I sold 75 suits that day, and made a good margin.

DISTRIBUTING CATALOGUES.

"I use the newspaper for advertising, but do not think it sufficient in its trade drawing powers, and, therefore, resort to circular and catalogue advertising. I think there is a great deal of waste in the dodger advertising, and I have decided upon a plan to try this Fall whereby I see an opening to increase the business by the catalogue system. I have been using catalogues for several seasons, usually issuing them twice a year. It generally consists of some twenty-odd pages, about the size of pages in The Reporter, and liberally supplied with good cuts. Heretofore my system has been to place these catalogues in packages and mail them throughout the country, but I have found that when we give these catalogues out ourselves and quote prices from it, and talking quality as well as price, that we get more returns from them than the ones we mail. So this Fall I have changed the manner of distributing these catalogues somewhat. I am going to send a man all through the country with a horse and buggy to distribute the catalogues, and will have him go to every house in the county and talk for the store, quoting prices from the catalogues, etc. I have just the man for that purpose, as he has worked on the same lines before and sold lots of goods throughout the country for me.

STUDIES PEOPLE'S WHIMS.

"The clamor for cheap goods has passed, and now I think that quality talks more than price. When people ask for a cheap article I show it to them and say: 'We have it for 10 cents, but here is something much better and more desirable for 25 cents.' Nine times out of ten the better article is sold. Advertising is a great

study, and the system that may fit one man's case would be a flat failure in another's. My plan has been to study the wants, or you might call it, the whims, of the people, and every time give them what they want. When the premium craze first started I was among the first to push it. When the hard times struck the farmer, and he got the idea that he must have cheap goods, I sold him what he wanted. Now, I think, as conditions are brighter and the farmers are getting old scores paid up, the call will be for better goods, and I am preparing for the trade largely in that line."

SPEAKS UP FOR THE CREDIT SYSTEM.

An Iowa merchant discussed the cash system:

"I can readily see that in large cities, or even medium sized towns, where the stores do all, or a good share, of their business with townspeople, many of whom are but slightly known, it is advisable to sell on the cash basis. All merchants are not so situated, however, and we are among those who are not. We are located in a very small place, and our trade is altogether with the farmers. We know every one of our customers, and we know to just what extent we can extend them credit. We take notes from them at intervals, if they have not the money to settle up, and our negotiations of this kind amount to a small banking or loan business.

"There is practically no risk at all in handling credit as we do. If I were in a larger place, where I would not know my trade so well, I would doubtless try to sell strictly for cash. It is impossible to get cash at all times from farmers, who get their money when they sell their products. In dealing with people who work for wages by the day, week or month, it is not so unreasonable to ask them to pay on the delivery of the goods.

"Cash trading has its drawbacks. The merchant must be continually offering leaders, on which there is little or no profit. The trade that pays cash is likely, too, to be more fickle, and go from place to place picking up bargains, while if they were trading on credit they would buy everything at one place. I think it will be found, therefore, that the credit house has more permanent and steady customers.

"After all has been said for both the credit and cash systems, I believe that more important than either is the treatment accorded to customers. The merchant who is thoroughly honest and just with his trade at all times, whether he runs accounts or exacts cash, establishes a reputation that is worth more than all else to him.

"Because we make no pretensions at doing a cash business is no sign that we offer no inducements whatever for cash trading. As a matter of fact, we have tried a number of very successful schemes. For a long time we used to issue coupons with every cash purchase, each coupon being the same denomination as the amount of the purchase. When not less than \$20 worth of these were presented we gave a premium of one-twentieth of their value in trade or cash. This was the same as a 5 per cent. discount, but was better for the customer than the plan usually adopted, because we allow every odd part of a dollar to count in the aggregate, instead of figuring only even dollars in the case of a cash purchase. At first, many of the people would not bother to take these coupons, but we used to insist upon it, for we knew that when they would get \$10 or \$15 worth of them they would want to finish the aggregate of twenty, so as to get their dollar premium. This kept them trading with us instead of going elsewhere.

"In connection with this same scheme we gave away 160 rocking chairs. The chairs cost us \$1 each, and were sold at the furniture stores for \$1.60. We lost nothing, therefore, in the transaction, and the customers got \$1.60 instead of a \$1 premium with every \$20 worth of goods."

BELIEVES IN THE CASH SYSTEM.

Another Iowa merchant said: "As to the question of advertising, so many different ways are used it is difficult to tell which is

Men's and Boys' Shirts

Ladies' Cotton, Zephyr and Silk Shirt Waists for

Christmas, and Spring Trade of 1899.

Constantly Increasing

The demand is constantly increasing for our Shirts, Blouses, Shirt Waists, Collars and Cuffs, because they have proved to be better fitting, better made and give better satisfaction than any other brand. Travellers are now soliciting your orders; please place them early. It takes time to produce a well-made article, our aim being to manufacture all goods as nearly perfect as possible.

Tooke Bros.
Montreal.

RETAILERS GIVE THEIR EXPERIENCES—Continued.

the best. We use the three papers that are issued in our town, but find them slow producers, so we resort to circulars, having a large mailing list. In that way we get right into the homes all through our section, and, by results, I think the circulars are read by everyone.

"This Fall I am going to push the cloak business, and have made arrangements to have a 24-page catalogue printed, 7 by 9 inches, colored cover, with a fine half-tone engraving of the store on the first page. Not long ago, I had what I called a 'Harvest Festival Sale' for one week. I had special bargains for each day in the lines of ready-to-wear goods, hosiery, domestics, etc., and it proved a great success. I have had large 16-foot signs painted and placed on private property, where they command attention from every thoroughfare leading into the town.

"I have not been located in my present place of business long, but, when I opened 'The New Cash Store,' I started on a strictly cash basis. The cash had to be forthcoming before the goods were passed over the counter. The path was rather rough at first, as often a lady would come in and wish to take goods out on approval, and we would politely tell her that all goods must be paid for upon leaving our hands, and that if any articles were not entirely satisfactory in every way we would gladly refund the money. When the people found that we would refund them the money paid for such goods if returned in good condition, and in any reasonable time, the plan worked to perfection. The idea is this. A merchant may start in on a cash basis, and if he is continually letting goods go out on approval he will be taken advantage of, and, in a short time, will be keeping a counter book for the use of those people who are continually running in with. Now, I believe I will take this, or that, if it will fit, or for those who have forgotten their pocketbook, and, gradually, he is working back to the same old place where many a good man has met disaster. I believe that all goods ought to be marked in plain figures, and also that 48c. beats 50c. all to death in its trade drawing power."

DEPARTMENT STORE IN A SMALL TOWN.

The head of a small department store in a town of 3,000, outlined his plan for making it a success:

"We looked the situation over very thoroughly" said he, "before we decided to embark in the venture, but our most sanguine expectations have been realized so far. We have only been established since March 26, but we find that the principles and plans of the store have met with the complete approval of the public. We occupy a three-storey brick, 90 by 100 feet. On the ground floor we have very large show windows on two sides of the building, giving us fine opportunities for window displays. The first floor is occupied by the dry goods, notions, shoe and hardware lines. We have a very nice, light basement, in which we have the grocery department and reserve stock. On the second floor the stock consists of carpets, wall paper, crockery and millinery. Just before I came away we added a merchant tailoring department. We have elevator service and expect soon to add a complete line of furniture on the third floor.

"We use the same mediums as other merchants do for advertising, namely, the newspaper and circulars, but I believe somewhat as an old general salesman used to tell me, 'I would much rather have an old lady advertise prices than the newspapers.'

"That might have been so once upon a time, but now we cannot always depend upon the old lady. When we advertised our opening we did not advertise any prices, as the people would come in any way, but gave them prices enough to talk about after they got in, and kept the other merchants on edge to know what prices we were making. For instance, we had prints for 2, 2½, 3, 3½ and 4c. These prices on paper would not be near so impressive or do near so much good as to say 'Mrs. So and So, here are some

prints that we are selling at 2c. a yard. Aren't they handsome styles and worth double the money.' She would agree with you. Every time another friend is made five new customers are made.

"Such items as that made talk and helped advertise the store as the cheapest and best place to trade in town. We advertise to quite an extent on the back page of fashion sheets, and we find it quite profitable. We also advertise to give the monthly fashion publication, the patterns of which we handle, free for two months if they bring in the advertisement clipped from the fashion paper. I do think that special sales are good trade bringers, but I do not believe in the hourly sales, as it has been invariably our case that some one was offended when they were refused the goods after the advertised hour of the sale. So we make a certain date for the beginning of the sale, but advertise the goods on sale until all are sold, and always offer six or more articles at the special sales.

"Not long ago our clothing man made a lucky purchase of a lot of men's \$1 and \$1.25 pants. I believe there were thirty dozen in the lot. I had them advertised to be put on sale at a certain day for 47c. a pair, from the hours of 3.30 until 5.30 p.m. The people came in crowds and the lot was quickly disposed of. Our window dresser made quite a little hit in his idea of a display for the sale, and I mention it to show that a little ingenuity displayed at those times will help out the sale immensely. On the floor and the walls of the window the sale goods were neatly arranged and from the centre of the ceiling was suspended a pair of these 47c. pants with the other leg hanging down with a keg of nails attached to the bottom. A card stated the quality of the goods, and the making, which could withstand such a weight. I really believe that window sold more of those goods than any of the other advertising.

"Last Saturday, I made a special purchase of three hundred bushel baskets, set some outside the door, and sold them all out in a short time. We have made a decided hit with our plan, and people come to trade at the department store for thirty-five miles. To show you what business we do, I can state that we started in with a \$40,000 stock, have increased it rapidly the last few months, and, if the present indications hold good, will turn the stock five times this year. In any country town the department store plan can be made a big success, for the people like to trade at a store where they can get everything."

Few tasks are more prolonged than that of winning a favorable business reputation. It is a daily task. See to it that every effort made is conducive to its steady growth. Don't let rumors or false reports dismay you or make you swerve from your onward course. The stronger you get the busier the gossips will be. The worst attacks may come at the most unexpected and most critical times. Answer them with deeds that will prove their falsity and your integrity.—Dry Goods Economist.

COTTON BATTING.

—New Goods :- Pure Goods.

Diamond—No. 1 Quality

Crystal—No. 2 Quality

Snowflake—No. 3 Quality

In 8 oz. and 16 oz. Rolls and nicely folded. Try our 3rd Quality "Snowflake" for a low-price grade and good seller.

TORONTO COTTON BATTING CO.

99 Niagara St., TORONTO.

S·H·&M· BIAS VELVETEEN SKIRT BINDINGS

have attained a larger sale in the United States than all other Skirt Bindings combined, because the progressive merchants of that country have recognized the demand for goods, the quality, make-up and convenience of which are far superior, and the profit on which is much more satisfactory than on velveteen cut by hand from the piece---a method conceded to be wasteful and generally unsatisfactory.

S. H. & M. Bindings are cut evenly on a true bias, neatly and smoothly joined, and are put up on reels of 36 yards ready for use---an obvious advantage in handling.

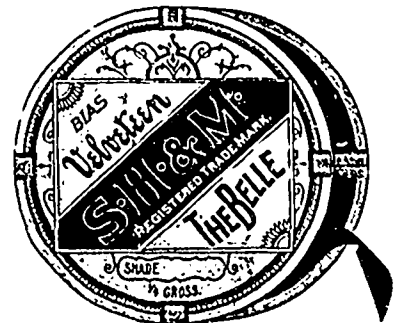
We carry in stock the following lines :



S. H. & M. Redfern
Bias Corded Velvet
1½ Inch wide.



S. H. & M. Pride
Plain Velveteen
1½ Inch wide.



S. H. & M. Belle
Plain Velveteen
1½ Inch wide.

Also **S. H. & M. Waterproof Cord Edge** Binding and a line of low-priced Velveteen Binding.

Our Brush Edge Skirt Protectors are better values and pay bigger profits than any others.

Amazon (Hercules Heading)
Brush Edge
Skirt Protector.



Liberty
Brush Edge
Skirt Protector.

Sample and Shade Cards with prices mailed on application.

THE STEWART, HOWE & MAY CO.

24 Front Street West, TORONTO, ONT.

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

MANTLE-MAKING IN CANADA.

An interesting feature of the Quebec Conference was the appearance, before the British Commissioners, of Messrs. S. F. McKinnon and F. Buchanan, of Toronto, representing the ladies' mantle industry of Canada.

Their visit there was called forth by the appeal made previously, from the mantle industry in the United States, to be allowed to send mantles into Canada free of charge, when made of Canadian material. The United States manufacturers were put up to this by an enterprising New York trade paper, Crerand's Cloak Journal, which, rightfully enough, wanted to get the Canadian market for its patrons. Having received some encouragement from Canadian retailers in the matter, the United States manufacturers naturally put forth an effort to try and extend their market.

As the mantle business in Canada is a progressive and developing one, Mr. McKinnon was able to make out a good case for it, pointing out that the wages in Canada were good, and no sweating was practised, as was the case in New York. The girls in Toronto, engaged in this business, make as high as \$10 a week. It would be unwise to admit the New York competition, for this and other reasons. Besides, it would be almost impossible for Customs officers to identify Canadian material if made up in New York, as the United States petitioners promised would be done. There seems to be little doubt that, subject to such competition as the sweating system in the United States engenders, the Canadian factories would have to close down. There is a good chance, Mr. McKinnon thinks, of doing in Canada, in the future, the cloak-making formerly done for us in Germany. The buyers go over there from dry goods houses for other things and place cloak orders incidentally, but the preferential tariff, which allows English cloth in at 22½ per cent. and puts 35 per cent. on German cloaks and 30 per cent. on German cloths, should result in a largely increased use of cloaks made in Canada of English cloths.

THE REVIEW believes that the Canadian mantle industry can make out a good case for itself, but the public are probably unaware that any such industry exists on a large scale. Except Mr. McKinnon, who, in his vigorous and keen-sighted way, pushes any business he takes hold of, the manufacturers of mantles are not systematic enough in keeping the retail trade in mind of the success of their efforts. Consequently, Canadian retailers, who only hear occasionally of the large development which mantle-making in Canada has attained, are quite ready to encourage the pushing New Yorkers in efforts to get the local trade. The Ottawa Government are asked to protect this new and expanding industry in Canada. How can they justify their doing so if the trade are not kept well posted on what can be bought here? Supposing a foreign maker of mantles took up the papers to see what competitors he would have in Canada, he would be encouraged to tackle this market, finding little apparent opposition. It is one of Canada's mistakes not to advertise itself sufficiently. In these days you cannot hide away and expect that the buying world is going to find you out. The mantle industry, like every other industry, must push and advertise itself.

NEW GOODS IN THE WHOLESALE TRADE.

THE JAPANESE SILK TRADE.

This trade has been very lively since the opening of the Fall trade. Import orders have been very heavy and deliveries have been satisfactory. K. Ishikawa & Co. are now looking for assorting business of silks and Christmas trade, and have a fair stock of plain and fancy silks to deliver right from their warehouse. Large shipments of Japanese silk handkerchiefs are now coming in for the Christmas trade. Initialed silk handkerchiefs are in as good demand as ever. Japanese embroidered and printed border hand-

kerchiefs are the novelties of the season. The firm has a large assortment of the latter ranging in price from \$2.25 up. Also in stock more than thirty different patterns in black and fancy silk mufflers for men. Silk mufflers are new adventures of Japanese silk manufacturers, but are very stylish in colors and designs, and are of pure silks as other Japanese silk fabrics are.

Since the Wilson tariff has been enforced in the United States, and heavy duty put on mattings, K. Ishikawa & Co. have undertaken to import mattings, by special request of their Canadian customers. The firm have proved to be very successful in importing mattings, and all dealers are aware that their matting orders were delivered early in March. The firm are showing more than 400 styles for Spring of 1899. These are all up-to-date styles and comprise all conceivable weaves; styles selling most for next Spring are large carpet patterns. These patterns are very large and can be repeated only once in 36-inch wide mattings. These are used for sitting-rooms and parlors. When mattings were first imported into this continent, fifty years ago, they were only plain ones, natural color and without any figure or stripe. But progressive Japanese manufacturers soon adopted European systems of weaving carpet into their factories and carpet patterns are freely produced in mattings. Those who would like samples can have them by dropping a post card to the firm in Toronto.

MERCHANTS DYEING AND FINISHING CO.

The new Canadian industry of dyeing and finishing goods imported in the grey is making remarkable progress. The trade find that the existence of this company enables them to secure at almost a moment's notice the very latest colorings wanted by the public. This season goods done in the new blue have proved a great convenience to merchants wanting them, and serges and coatings in the correct shade were shown a month before they could be imported. The company, in addition to dress goods, also carry the following. Silks, velvets and velveteens, ribbons and laces, hosiery and gloves, smallwares.

WHY NOT LINEN-MAKING IN CANADA?

THE development of the linen manufacturing in the United States, says the St. Louis Dry Goods Reporter, continue to make very rapid progress. The growth is retarded to some extent by the duty on raw flax, but a movement is on foot which, it is believed, will result in either reducing or removing altogether this restriction. It is scarcely worth while to contend that American farmers will ever successfully raise merchantable flax in any appreciable quantity. The large linen factories in Ireland get very little of their flax from home producers, but are supplied largely by Germany, Austria and Russia; notwithstanding the difficulties with which our own manufacturers are confronted, the business continues to grow. The more rapid advances, however, are, through force of circumstances, made in the direction of union goods. Some very desirable articles are being produced in this line, that, for quality and cheapness, have never before been approached.

A notable instance is the manufacture of union table cloths. These goods come in fringed, hemmed, and hemstitched, with and without colored borders, wear and laundry well, and may be retailed in the eight-quarter size, by close trade, as low as 35 cents each.

The output of union towels is greater than ever before. The advantage of a union towel is that it contains enough linen to make it thoroughly absorbent and enhances the laundering qualities very materially. In fact, for everyday use, a towel, composed half and half of linen and cotton is, to all intents and purposes, as good as if it were composed entirely of linen goods, turns the scale in their favor with the majority of the consumers.

THE NEW TARIFF BRINGS POPULAR, STANDARD BRITISH MANUFACTURERS WITHIN REACH.



CORSETS

ZAIROID

We want

ZAIROID

you

ZAIROID

to get

ZAIROID

familiar

ZAIROID

with

ZAIROID

this

ZAIROID

word.

ZAIROID



These high-grade Corsets at popular prices are becoming "familiar as household words" in England, Wales, Scotland, and Ireland. We want our Canadian friends to know them also.



Cheap and showy goods do not suit everybody. There is a growing demand for reliable, standard goods. This is where P & S Corsets come in. Excellent materials in each grade. Beautiful shapes. Rustless **ZAIROID** replaces steel in busks and supports. Manufactured in the best style by expert workpeople, latest machinery and appliances.



Write to _____

W. PRETTY & SON, Ipswich, Eng.

For Prices and Full Particulars.

The Hat and Cap Trade.

SPRING SAMPLES OF HATS.

TRAVELERS of the wholesale hat firms are now on the road with samples of spring hats, the chief features of which were outlined in last month's issue of THE REVIEW. Orders are coming in freely, an indication that Canadian hat dealers expect a good spring season. There is a distinct demand for better goods. Fall deliveries are now practically all in the hands of dealers, and sorting orders are coming in.

THE ADVANCE IN ENGLISH PRICES.

Advices from the English hat manufacturers to Canadian jobbers announce an advance in the price of fur felt hats. The advance runs from 2s. to 4s. per dozen, and is attributed to the shortage in Australian rabbits, whose skins enter largely into the fur felt material. Millions of these little animals perished from the drought in Australia, and the demand for material to make up the shortage has affected a lot of low-class stuff so as to stiffen prices all round. The advance goes into effect at once, and affects medium grade hats to the extent of \$1 to \$1.50 per dozen.

THE OUTLOOK IN THE FUR TRADE.

The usual speculation is going on as to the kind of winter we shall have, a fact of great importance to the retail fur dealers. It is again declared that all the old Indian signs point to a cold winter, which, indeed, often follows a hot summer, such as the country has experienced this year. A further indication, to those who watch these things, is found in the great profusion this year of the red berries on the roan tree, or mountain ash. In Europe, this is always regarded as the precursor of a cold winter, as birds store up the berries for food. In Canada, this sign is observed this year for, perhaps, the first time. The handsome fur garments which are being shown the fur dealers this season, especially in trimmed varieties, certainly provide material for profitable business, if the weather is only suitable.

THE PRICE OF FURS.

The great fair at Nijini, Russia, which terminated last month, is a large factor in deciding the tendencies of prices in furs, prices which ultimately apply in this market without fail. Advices, both by cable and letter, have reached Mr. James D. Allan, of A. A. Allan & Co., regarding the Nijini fur sales, and indicate advances in prices of a number of skins which are quite freely used in Canada. Grey lamb, for example, has, in twelve months, advanced as much as 30 per cent., and Persian lambs are stiff in price. At the beginning of the fair they showed no advance, but at its close prices had gone up 15 per cent. Astrakan advanced 10 per cent. Everything in the way of squirrel showed a tendency of the same kind, only in a more marked degree, some lines showing 50 per cent. advance.

The sale of seal skins takes place in London this month. Last year's sales were passed over, the market being unpropitious. This October, holders show considerable faith in the market, as they are putting up the held-back skins to go with this year's crop.

FEATURES OF THE HAT TRADE

A hat dealer, lately, was talking about one or two habits of the small retailer, which he thought might, with advantage to the

trade, be changed. One was the system of placing small orders, say half-dozens, and spreading them over six or eight lines. This he thought a mistake, as it failed to give the best range in sizes, and made repeat orders doubtful of being filled. A better plan, in his opinion, was to pick out two good lines and order two or three dozen

of each. Another point mentioned was that, in ordering hats, the dealer sometimes omitted to say whether he wanted English or American sizes. In a case where the maker's name was given, this difficulty did not arise, as a known brand, of course, had its own sizes. But, where no name was mentioned, the jobber made allowance for the fact that English hats are one size larger than American, and sent the sizes asked for in this way. The dealer, sometimes, would retort that the wrong sizes were sent.

A CANADIAN FACTORY ENLARGED.

The hat factory of Dunnet, Creau & Co., on Balmuto street, Toronto, has been enlarged in size, and new machinery put in. The mechanical improvements include a new six-section mixer, in which the material for felt hats is mixed, and which replaces a two-section mixer. New appliances for shaping hat brims have also been added. The factory, which makes for a number of the large hat firms of Canada, is now at work upon women's felt hats, and next summer's straws. This factory, and that of Strachan & Hay, Toronto, are two flourishing concerns engaged in the manufacture of Canadian hats.

A BRANCH IN CANADA.

J. H. Bishop, the Michigan fur manufacturer, has bought the old brush factory at Sandwich, Ont., and will establish, in Canada, a branch of his fur manufacturing establishment. It is said the factory, when in full operation, will employ 150 hands.

NEW GOODS IN THE WHOLESALE TRADE.

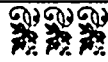
THE H. A. NELSON & SONS CO.

Most dry goods houses add a lot of knick-knacks to their stocks for holiday trade, and it always pays well to do so. The H. A. Nelson & Sons Co., Limited, of Montreal and Toronto, are showing a most complete line of novelties this year. They make a specialty of this line of business, and are constantly in the market on the lookout for new things. Their sample collection is well worth a visit. The line of dolls, comprising about 200 styles, cannot be equalled in the Dominion. All the latest toys, games and novelties are on exhibition, and the Nelsons are glad to show their goods.

K. ISHIKAWA & CO.

K. Ishikawa & Co. are showing a very large collection of fancy silks for Spring. It is a very difficult matter to say what will be the thing for Spring. As the styles had not been settled for Spring when they showed their new range two weeks ago. The firm have been showing a range of styles including stripes, checks, plaids and brocades, in all imaginable effects. Their customers can make their own choice from a large range, according to their taste, and the firm will make whatever they desire. But in the last two weeks the outlook for fancy silks for Spring has decidedly settled in favor of stripes. Stripes in knitted and corded silks, chenille stripes, satin stripes, plain stripes, taffeta, hair lines, etc., are now in great favor all over the United States and Canada. Warp printed dresden patterns, as they are generally called, will also be found in connection with stripes. Satin stripes or warp print of flower patterns are the most favored among high-grade fancy silks.

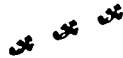
“Christmas Neckwear”



Something
“Exclusive”

is what the trade is asking for to-day. We have it in neckwear designs for Canada. Ready-made neckwear is a thing of the past. Buyers want the newest effects, or what may be termed a design and shape that is “precisely right.” We are now engaged making samples of this very class of goods for the Christmas trade.

Mr. Tooke and Mr. Edgar have just returned from the Continent, bringing with them the latest ideas in pattern, shape and general effects. We venture to add that the trade in Canada will not only express admiration, but astonishment, at the original ideas and taste displayed in our samples for the Christmas trade.



Tooke Bros.
Montreal

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.

GETTING in a rut, it seems to me, is the cause of most of the poor advertising one sees so plentifully in Canadian and other publications. The man in a rut, whether he be engaged in advertising, merchandizing, soldiering, or what not, generally turns out to be a failure. This is the reason, no doubt, why most men fail, or, at best, achieve only a very moderate success. But, what is getting in a rut in advertising? It is simply doing what other people are doing. Napoleon got out of the rut, or, rather, never got in it, and the result was that he would have conquered Europe and the world if he had not been stopped at Waterloo. A. T. Stewart was another man of the same stamp, and it has been said of him that if he had lived 20 years longer and retained his faculties unimpaired he would have owned the whole of New York. Getting out of the rut or keeping out of it are conversely the doing of things differently to one's neighbors. In advertising it is having a style of one's own. It is an avoidance of the conventional. If everybody else is using big black type and bombastic words, the man afraid of a rut is the one who tells his story in plain pica in modest language. If every one else is saying, "We beg to announce that we have opened up a stock of staple and fancy goods, and would be pleased to see our friends and the public generally," the anti-rut man jumps right in and says: "I've opened up a new grocery store, and I want you to come and buy from me. And I want you to come so very much that I will sell you goods at the following prices," and so on. To the student of advertising it is really disheartening to glance over the columns of the publications of the day. With comparatively few exceptions it is a dreary Sahara of sameness that meets the eye. How an advertisement with individuality in it stands out! Some one has evidently got out of the rut, and his bank account will probably feel the good effects.

* * *

On several occasions in these columns I have advised merchants to have a distinct style of type of their own in their advertising. I have advised them to aim at a distinctiveness that will bring their stores to the readers' minds, even though their advertisements haven't been read—only glanced at, perhaps, in a mechanical way. I now want to reiterate this advice as emphatically as possible. I want each reader of these lines to put the question to himself: What can I do to make my advertising distinctive? There are lots of ways to do it. One way to help towards the desired end is to write the name of your firm in a plain and bold hand and get the writing reproduced in the form of an electroplate. With this and a single font of display type, which no one else in the paper uses, a very creditable showing will be the result. And there are dozens of other ways.

* * *

A great many smart merchants find it very difficult to get their minds free enough from business cares, to sit down to the serious business of writing an ad. Other merchants, quite as good merchants, haven't the peculiar ability required to write advertisements

anyway. And some of these latter know that they haven't. What they are to do, they don't exactly know. Some people advise them to consult a specialist in advertising. This is obviously the best way, but, with some merchants, it is quite an impracticable way. It has often occurred to me that, in a great many stores, a good deal of undeveloped advertising talent goes to waste. Even in small stores, there is frequently someone among the clerks who has the germs of advertising ability in him which, if developed, would be of considerable service to the business. The "boss," however, usually thinks he knows it all, and never dreams that one of the boys who sweep out the store in the morning, could, perhaps, give him valuable advertising "pointers." It is decidedly a good plan for a merchant to encourage and develop any latent interest and talent which, by more or less diligent observation, he may discover among his employes. It would be a good plan to select two or three of the brightest of them, and get them competing with one another as to who can write the best ads. for the store, or make the most valuable advertising suggestions. Quite frequently, some bright ideas will be brought to light, and the overburdened or incapable merchant greatly benefited. There are a number of very useful publications devoted to the cause of advertising, which every store, no matter how small, ought to have the benefit of. "Printers' Ink," published weekly at 10 Spruce St., New York City, is, I think, the best of these. The subscription price is \$5 a year, but, by many business men, it has been found to be simply invaluable. Such a publication as this, placed in the hands of two or three bright young men in a store, will, I am sure, pay for itself over and over again. Try it, Mr. Merchant, you may get some good ideas out of it yourself, and someone in your employ may turn out, through its agency, to be a real advertising genius. By all means give the boys a chance.

* * *

Here is an advertisement

clipped from The Napanee Star, which is almost inexpressibly silly. If Mr. Stevens' barrels are no better than this ad., it is perhaps just as well that he doesn't advertise them any better than this effusion would indicate. I reproduce this advertisement because its faults are the faults of a great many other

Now That the War is Ended

Farmers will need barrels for packing their Apples. I therefore wish to inform the public that I am running my Barrel Factory at full blast. All barrels are made of this year's stock, and workmanship the best. Apply at the STAR office.

Chas. Stevens.

Fall and Winter Underwear

We manufacture everything your customer can ask for in

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

VESTS . . .
DRAWERS
COMBINATIONS

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

THE C. TURNBULL CO., LIMITED
Established 1859. GALT ONT.



UNDERWEAR



TRADE MARK

Made in sizes from 20 in to 46 in.

Unexcelled for Durability, Style and Finish.

Dealers can assort their stocks at any season
of the year.

TRADE MARK IN WOVEN LABEL

ON EACH GARMENT

The Galt Knitting Co.
Galt, Ont. LIMITED

RETAIL ONLY.

It May Interest YOU to Know

that we are showing for the spring trade the finest line of samples of **Felt Hats, Cloth Caps,** and **Straw Goods** ever submitted by us for your inspection.

Our representative will call on you in due course, and we will be pleased to receive your valued orders.

JAMES CORISTINE & CO.

HAT, CAP, AND FUR MANUFACTURERS

469 to 477 St. Paul Street,

MONTREAL

GOOD ADVERTISING—Continued.

advertisements. To me, advertising is a very serious thing. Of course, I don't object to a light touch of humor once in a while, but it must be well done. So far as I can see there is no earthly or other connection, humorous or otherwise, between the products of an apple barrel factory in Napanee and the war just closed by the United States Government, which is evidently what is referred to. All these so prevalent attempts to attract attention to advertising by a display line relating to something entirely foreign to the ad. is poor advertising. If Mr. Stevens were to meet a farmer on one of the streets of Napanee, and he wanted to sell barrels to him, he wouldn't hail him with "Now that the war is over," etc. He would probably start right in and talk apple barrels. Then, why in the name of common sense does he not talk the same way in his newspaper advertising? One of the questions our farmer would probably ask Mr. Stevens is: What is the price of the barrels? Why then should Mr. Stevens anticipate such a natural question by quoting prices in his ad.? If Mr. Stevens had taken time to do a little solid thinking before he "placed" this ad. he would probably have reflected that the farmers of his locality were far more interested in apple barrels than in a war in a foreign country, and if any of them wanted to buy apple barrels, which is quite probable, they would necessarily want to know how much the apple barrels would cost them.

* * *

Here's another Napanee ad., which is several hundred times better, but not so good as it ought to be. Its good points are: It

WHETHER

You have Clothes to suit the Weather. That's the Point to Consider.

We are interested because we have a stock of Clothing suitable for this warm weather, and desire to dispose of it at low figures.

We have light Coats from 75c. to \$3.00. White Duck Pants at \$1.00 and \$1.25. Blue Overalls for both Men and Children. White Duck Caps for Youths, or Ladies' Cycling Caps. Bicycle Suits, Footless Bicycle Hose, Belts, Sashes. Light weight all-wool and Balbriggan Underwear, etc.

Our Summer Hats were carefully selected and bought from the best manufacturers, and prices lower than ever shown before.

We make the best Ordered Clothing in this section, at the lowest possible profit, when you consider the quality of the goods and trimmings used.

J. L. BOYES,

McALISTER'S OLD STAND.

criticize an advertisement of Knox, Morgan & Co., Hamilton. The advertisement referred to was of the old stereotyped form. It merely said that this firm's stocks for the then coming season's trade were complete and that samples were in the hands of their travelers and so on. It, therefore, gives me particularly great pleasure to refer here to that firm's advertisement in THE DRY GOODS REVIEW of last month. This last advertisement, while it would have been better for more of a detailed description of some of the lines offered, is, on the whole, a great improvement on the one criticized so unfavorably. It has real, definite, business-like information in it and above all, it has prices. It is an ad. that ought to have sold goods.

* * *

Ferguson & Crowell, Sydney, N.S., send me an advertisement, part of which they want criticized. Here it is, somewhat reduced in size:

Ladies' Kid Boots.

We have 180 pairs of this one line, which we are offering this week at an almost unheard of value, when quality is considered. These are not sheep or union goods, but Pure Dongola Kid, cut in the very latest style and patent tips. The goodness of the goods and littleness of the price is astonishing. Only \$1.25 per Pair.

**Mens' Boots.**

Fine, Box, Calf Boot, Congress or Lace, Goodyear Welt. Same quality as you pay more more money for.



Our Price, \$2 and \$2.50.

WALL PAPER.

Thousands of New, Bright Papers opening up for the Spring house cleaning. Call early for choice of patterns. Best American designs at small cost.

Out of Town Friends

Will have large Sample Books sent them by remitting us \$1. They may keep the book one week and deduct the dollar from amount of money sent with order. You will save money by buying our papers as well as have a fine selection right at home to choose from. If five or six parties order at one time, freight charges will only amount to 4 or 5c. each.

GIRLS' BOOTS.

Just opened, splendid value in a Button Boot for School.

Only 95c.

SHEETINGS.

We have come across two pieces 2 yards wide, Twill White Sheeting, that we will clear at the same price as during the Hayden Bankrupt Stock Sale,

Only 20c. per yard.

— ALSO —

Some Twill Bleached Night Gown Cotton, at the same Bankrupt Stock Sale Price,

Only 10c. per yard.

— ALSO —

Some beautiful fine Chambrays in black and white stripe and light effects—plain, pink, etc. These goods, as you know, are usually sold at 15c. We have cut them (to make a run)

To only 10c. per yard.

PERRINS' KID GLOVES.

We have a special inducement to make for the Easter trade. Watch these columns for important developments. You may be sure that we shall have the very newest kids.

GROCERY DEPARTMENT

SALMON.—A few cases of British Columbia Salmon to clear at Two Cans for 25c.

TOMATOES.—Only a case or two left. They are yours at the wholesale cost.

Only 10c. per can.

DIGBY CHICKS.—A few boxes more (new pack) to clear at old prices.

DRESS PATTERNS,

In Silk and Wool novelty mixtures, beautiful effects. The newest of the season, and exclusive patterns—"English, you know." All 6½-yard lengths and going out at

Only \$3 per pattern.

BROUDED SATEENS,

In newest American novelty effects. Fine Silk finish Suitable for Blouses. All dark grounds, with Polka Dot and Figured Patterns. Splendid value

At 15 and 20c.

LAWNS.

In White Victoria we are famous; in fact, we are proud of the position we hold with this line—and especially proud of this season's importations. Examine our beautiful fine weave

At only 12c. per yard.

I think that this advertisement is very creditable to Ferguson & Crowell, and to The Sydney Advocate which printed it. When one remembers what a small, out-of-the-way place Sydney is, the excellence of the advertising is all the more remarkable. It is well set up from a typographical point of view. The illustrations look

"Maritime" Wrappers

Our range of

SAMPLES for SPRING, '99

is already complete.

WE SOLICIT YOUR ORDER.

For



"Trade Winners" and
"Profit Makers"

our lines are unequalled.

THE MARITIME WRAPPER CO.

Limited

Ontario Agent

J. H. PARKHILL
46 Toronto Arcade

Woodstock, N.B.

French P. D. Corsets



10 GOLD
MEDALS

P. D. corsets are the only corsets enjoying a universal reputation, and are recognized in all civilized countries as the standard of perfection.

Whenever exhibited P. D. Corsets have obtained the first prizes for their scientific cut and fine workmanship.

Konig & Stuffmann

7, 9, and 11
Victoria Square

P. D. No. 769

11 inch, long cut,
long waisted.

MONTREAL

Sole Agents for Canada.

WM. CROFT & SONS

Established 1855

To the Dry Goods Trade--

- Some Specialties requisite for an up-to-date Dry Goods Notion Counter:
- Side, Bang, Pompadour and Empire Combs.
 - Hair Pins in Shell, Wire and Cabinets.
 - Curling Tongs, Kid Curlers and Crimpers.
 - Safety Pins in London, Empire and Cabinets.
 - Croft's English Brass Pins—will not rust.
 - Croft's Celebrated { Sewing and Machine Needles.
 - { Darning Needles, Knitting Needles, etc.
 - Ladies' and Gents' Fancy Garters and Hose Supporters.
 - Fancy Hat Pins, in great variety.
 - Cuff Links, Cuff Buttons and Collar Buttons.
 - Purses in English, French, German, American and Canadian Styles.

**Harmonicas,
Combs, Pipes.**

53
BAY ST.,

TORONTO

and WINNIPEG.

GOOD ADVERTISING—Continued.

well. But, above all, there is an air of straightforward business about the advertisement which is worthy of imitation.

* * *

It is good policy in advertising to come out honestly and tell the bad things about goods you have for sale. If the price of such goods is low enough, or if for any other reason they are particularly desirable, the fact that there are faults somewhere does not deter people from buying, because, as intelligent creatures, they realize that it is extremely difficult to get something for nothing. I know of a case here in New York where a young woman in a department store put a lot of neckties in a window marked to sell at 25c. each. Just above the neckties she placed a sign saying: "Not so good as they look, but cheap at a quarter." It was quite surprising how the people crowded into the store for these neckties. The young woman referred to was at that time only a clerk at \$5 a week. However, she had the advertising talent strong within her, and it was not long before better days came her way. She is now earning a good living writing advertisements and getting up ideas for merchants and others. I know of another case which occurred in a large store in Philadelphia. One of the buyers told the advertising manager that he had a lot of old rotten mackintoshes he wanted to get rid of, and that the price was so and so—a very low one indeed. The advertising manager being an honest one, as well as one of ability, ran the ad. in the papers just as the buyer gave it to him. The buyer, of course, was horrified when he saw the ad., and said all kinds of things to the advertiser. Later on, however, there was a great rush for the mackintoshes, and they were quickly sold. One of the most successful advertisements I ever placed was an ad. in The New York Herald of a quantity of Oriental rugs, which were described as of "poor colors and poor designs." The prices quoted were very low, and the rugs went off like "hot cakes." All this shows that if people believe what you say in your ads. they will respond if your offering is a reasonably good one. The fact that you are willing to tell the bad points about your goods stamps you as a man of truth, and the rest is easy. People are so used to extravagant language in advertisements that a modest or candid statement attracts and compels belief because of its rarity no less than because of its evident sincerity.

* * *

This is the season of the year when the programme and souvenir fiend and the advertising fakir commence to reap their harvest. Of course, these people are not entirely out of evidence during the summer months, but, with the coming of colder weather, with its numerous social and other entertainments, they seem to take heart of grace for their attacks on the pocketbooks of the mercantile community. After all that has been written and spoken against these pests they seem, like the green goods man and the confidence man, to find just as many victims as ever. It seems as if merchants and others who are "worked" by them would never learn better. Year after year they fall victims. Many of these fake advertising schemes are really for good purposes, and the people who engineer them have really no idea that they are working "gold bricks" off on the advertiser. But "gold bricks" they actually are, because the space they offer in exchange for their victims' money is really of no advertising value. So long, however, as the cause—whether charity, or church building, or what not—is a good one the world is doubtless better off, and probably no harm has been done to anything except to the cause of advertising, and about this the world cares nothing. But it frequently happens that money contributed, under the impression that some religious or charitable cause is helped, goes into the pockets of some schemer. Some fellow with a glib tongue will discover that certain entertainments will be given—say a church fair. This individual calls on

the people in charge and offers to print them a very nice programme and supply them without a cent of cost. All he wants is a simple little letter from the pastor, or the chairman of the committee, addressed to the business men of the town or city, saying that the smooth one is authorized to solicit advertisements for the programme. Armed with this he goes out to "hold up" the business men of the place, many of whom think that they are contributing to a worthy cause.

The most absurd part of the whole scheme is, that merchants and others, who contribute to these schemes, actually think they are advertising. And they charge the bills up to the advertising and wonder why advertising doesn't pay.

COMING DEMAND FOR COTTON DRESS FABRICS.

The coming Spring season is full of promise for the Canadian manufacturers of cotton dress fabrics. They have made great efforts to improve on former years, and many of the new lines that will be opened for buyers' inspection are up-to-date and stylish. It is pretty generally conceded that woven fabrics will be given precedence over printed styles, and a large demand for gingham and dress goods is assured. Lawns and zephyrs are particularly popular, and orders already received make sellers sanguine of the best season for these goods they have ever experienced.

LEATHER NECKTIES.

We have heard of leather hatbands and every other imaginable use for leather in articles of wear, but the idea of a leather necktie is certainly a novel and radical departure for this accommodating material. There is nothing about these natty little affairs to suggest a tie, says The New York Herald. On the contrary, they look very much like a leather belt for a dolly's waist. They are, in fact, miniature belts, made on exactly the same style, with the harness buckle and side straps complete. They are of black patent leather, the buckles covered with the same, or of white morocco finish, with nickel buckle. They match the waist belts in every particular, and might be called a neckbelt with propriety.

TWO NEW STORES.

There have just been two additions made to the business houses of Smith's Falls, in the dry goods store of Charles & James, and the ready-to-wear store of J. Maitland & Co. Both are situated side by side in Healy's new block, on Water street, just around Molsons bank, and both will take rank among the brightest and best stores in town. Charles & James carry a large stock of dry goods and carpets. Goods are tastefully displayed on counters, tables, shelves and lines, while in the rear of the store, through a large arch, there is a room specially for carpets. The same firm have a large business in Perth, and Mr. James takes charge of the Smith's Falls branch. Mr. Maitland has a very large and choice stock of clothing for men, boys and children, and men's furnishings.

SELLING BLANKETS.

There are no finer blankets in the world than those made in Canada, and they make a handsome display when nicely arranged in the window. A Chicago store presented a group of blankets lately, with a card in the centre of the window bearing this remark: "Cold weather is coming as sure as sure can be; you'd better buy your blankets now; they're as cheap as cheap can be." In fact, bed coverings of all kinds, comforts, quilts, etc. can be worked up into a very attractive display. With the sharper weather of October, a good blanket, quilt and cushion window is a trade winner.

SPRING CLOTHING

1899



M. LEWIS, Manitoba, N. W. T.
W. R. ANGUS, British Columbia
C. K. BURT, New Brunswick
D. R. PRESTON, Nova Scotia and
Prince Edward Island



The above Representatives started out in September

Wholesale



Clothiers

There is NO hit or miss
 calculations in
W. E. CHALCRAFT & CO.'S
CLOTHING

Style is Studied
 Make is Scrutinized
 Fit is Tested
 and Perfection is Attained.

We invite the retail clothing trade to examine the sample lines which we exhibit this season.

Ontario Travellers started out on 1st October with Sorting Samples.

NEW GOODS IN THE WHOLESALE TRADE.

S. F. M'KINNON & CO.

S. F. McKinnon & Co.'s resident European buyer sailed back early in September, after having spent a short time in the warehouse, and they report having received invoices covering a large lot of new goods, specially selected for the sorting trade after his return to Europe.

Silk velvets and velveteens will take a first place as millinery trimmings. S. F. McKinnon & Co. claim to have brands which are unrivalled by any in the trade. All popular colors, such as national blues, royals, greens, castors, purples, and grays.



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

The firm show a nice assortment of ostrich boas at very reasonable prices.

With regard to the way jacket orders are coming in, the firm say their only fear is that, as the weather gets colder, orders will come in so fast that disappointments may be met with, as to the time required for delivery, and, therefore, urge the necessity of getting in orders as early as possible.

JOHN MACDONALD & CO.

John Macdonald & Co. have opened five thousand dozen job handkerchiefs, hemstitched, Turkey-reds, white cotton and fancy printed borders, which are being sold below regular values, to retail at from two for 5c. up to 10c. each.

Over-makes in shirts, of Ceylon flannels and flannelettes, blue flannels and gray flannels, are being sold at one third below their value.

Fancy, large, bone hairpins for ladies, and pompadour combs, have been received. The sansilks are being used this season for netting and crocheting men's ties. This is a new fad, and a full stock of sansilks is being carried to supply it.

In the fancy goods department, a line of Stafford's irks, in small-sized bottles, is being offered at a low figure.

In the woollen department, the firm are showing special values in 54-inch black and twill Italians. They have received a shipment of 40-inch fancy Silicias, in the newest designs, at various prices. They are showing several jobs in three quarter Canadian tweeds.

In black dress goods, the firm have had an enormous sale in fancy blacks of all kinds, fifty pieces having been sold in one day recently. They are all new designs, will retail at from 75c. to \$1.50, and a few pieces are still to be had. One leading feature in dress goods is plain costume cloth for ladies' tailor-made dresses, the new blue being the prevailing color in demand. Plaids and checks are good property for blouses, and navy and black serges are holding their own.

In silks, the house is especially strong, largesales being reported of white cream and black taffetas. The moire velours are good property, as are white, cream and black duchess satin. The firm are clearing in dress goods some plain meltons, fancy tweed effects, Scotch tweed and plain costume cloths, which are the balance of the stock, at greatly reduced prices.

THE W. R. BROCK CO., LIMITED.

The W. R. Brock Co., Limited, are offering, in their carpet department, a large range of furniture coverings, 51 inches wide, in cotton, jute, and union, of Canadian, American and European manufacture. These goods are being freely sold for either coverings or curtains. For the assorting trade, a range of chenille, tapstry, Nottingham, and Swiss curtains are being shown. The stock of carpets is nicely assorted, some leaders being shown in all the

various makes. The range of floor oils and linoleums is complete. The underwear department reports never having sold so many goods as this Fall, particularly of misses' and ladies' ribbed goods, and will be pleased to send sample dozens at any prices that may be mentioned, to meet all competition. In black cashmere hosiery, they have just received the following special lines: "Elegant," "Notare," "Dutell," and "23."

The men's furnishing department is being appreciated by the trade, and complimentary remarks are made upon the neatness of the room, the abundance of light, and the tasteful manner in which the goods are displayed. The stock of waterproof clothing and umbrellas for the approaching rainy weather, is complete. A line of fleeced cotton hosiery, which has been scarce, has at last arrived, and contains, particularly, three lines of ladies' wear, and one of children's size. The long table, occupying one-eighth of the department, which held a display of handkerchiefs during the millinery openings, contains a range of Swiss embroidered, to retail from 5 to 50c., being attractive patterns, selected from the largest manufacturers.

HUTCHISON, NISBET & AULD.

Hutchison, Nisbet & Auld report that the demand for mercerised black Italian lining continues to steadily increase. The qualities claimed for these goods over others are their superior finish (which is almost like silk), and their strength. The finish on these goods is claimed to add 40 per cent. to the cloth.

Every tailor knows what this means in Italian. The demand for silks and satins is reported by this house to be unprecedented, compelling them to keep up their stock by weekly repeats. They have now in stock everything from the cheaper class of material for ready-makes, to the highest priced goods for fashionable tailors' use. In overcoat sleeve linings, metallic prints continue in best favor with tailors. The favorite colors are black, with white check or stripe for Winter, and drab with white stripe for Fall wear.

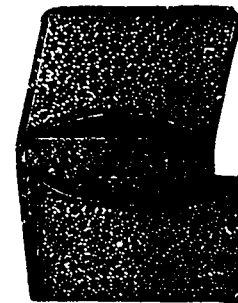
This season, the firm have opened up a new department, that of ladies' tailorings. They keep, and have still in stock, a full range of the better class of ladies' dress goods, such as broadcloths, Venetians, Scotch tweeds, whipcords, etc. The experiment has proved a marked success, the department filling a want felt by the trade in general. They have in stock a large range of colors in mantle beavers; also newest effects in reversible golf cloths.

The feature of the trade in men's furnishings, this season, has been the unusually large demand for blue serge, is the verdict of Hutchison, Nisbet & Auld. This firm have kept, and have to-day in stock, an excellent assortment of this class of goods. Their special worsted suitings at \$1.50 continue in as great favor as ever.

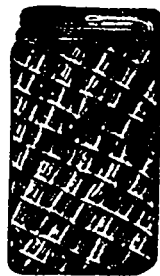
In overcoatings, they report a larger sale of beaver than ever, blues and blacks still predominating, though brown mixtures, and brown and drab are selling well, as are also the softer class of goods, such as duffles, vicunas, naps and curls.

In vestings, this firm claim that they carry a range of goods, especially the fancy lines, that cannot be seen elsewhere. They have all the newest shades and effects in greens, grays and rubies. They state that they are convinced that the present prices on fine goods will not hold long, as makers are asking, and getting, an advance on early season prices.

In the Canadian suitings department 6-4 goods in browns and greens are moving nicely.



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



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



This Cut

Is an exact reproduction of a photograph of one of our

Spring Suits

The facings extend over the shoulders and under the arms, which has the effect of keeping the coat in shape until it is worn out.

The great advantage in the facings extending under the arms, is that they prevent the linings wearing out in that place, as they otherwise usually do.

The two inside pockets in this coat are bound and faced with Kleiner's Silk Serge.

The facings and the dust vent in the bottom facing are also bound with the same material.

This garment is tailor-made in every particular.

We would ask you to pay particular attention to this style of coat when our traveller calls upon you for Spring.

H. Shorey & Co.

MANUFACTURERS OF
READY-TO-WEAR CLOTHING.

— Montreal.

The Ten following Novelties

WILL BE PRESENTED BY THE

GILBERT MFG. COMPANY for the Autumn of 1898.

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

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

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

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

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

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

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

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

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

In Satins we make : SATIN MARQUISE, SATIN SURAH, SUPER SATIN SURAH.

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

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

Gilbert Mfg. Company

380-382 Broadway   NEW YORK

EUGÈNE JAMMET'S
FRENCH

Kid Gloves

NEW STOCKS of CLASP GOODS
in LATEST SHADINGS

\$9.00 \$9.50 \$11.50

IN STOCK

FITZGIBBON, SCHAFHEITLIN & CO.
MONTREAL.

Irving Umbrella Co.
LIMITED

MANUFACTURERS

Parasols
Sunshades
and
Umbrellas

20 FRONT STREET W., TORONTO

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.

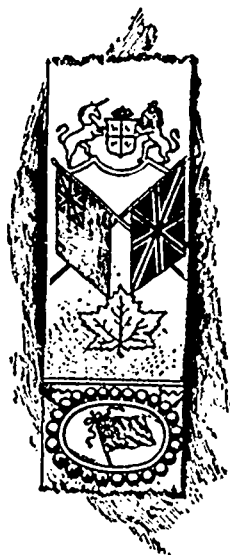
Agents
J. SPROUL SMITH, 39½ Yonge Street Toronto.
DAVID KAY, Fraser Building, Montreal.
JOHN HALLAM, 83 Front Street East, Toronto, Special Agent for
Beam Warps for Ontario.

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

Men's Furnishings.

MAY MOVE A FACTORY.

If the town of Lachine is willing to pay M. L. & H. Schlomann, of Montreal, a bonus of \$40,000, and exempt them from taxation for ten years, the firm will move their shirt and overall factory out there. They agree to employ a large number of hands who will reside in the town, and to erect a factory. A few weeks ago, Lachine voted a bonus of \$15,000 to Geo. Barrington & Son, trunk manufacturers, of Montreal.



encloses an enameled shield, showing the English flag in its true colors. This is a good novelty, one that will undoubtedly find favor with loyal Canadians.

A NATIONAL NOVELTY.

A neat little novelty, introduced by the Dominion Suspender Co., especially for the Canadian trade, is shown in the accompanying illustration. The suspender, of which the web illustrated is a part, is made in a thoroughly high-class manner. The webs are elastic and have a white ground, on which is printed in fast colors the British Ensign and Union Jack crossed, beneath the arms of Great Britain and over the Maple leaf, the totem of Canada. The slide was designed especially for this brace and is of fine metal, gold plated. The frame

A RECENT VIEW FROM ABROAD.

A neckwear manufacturer, who is fresh from Europe, says that stripes—rather loud ones too—are going to be the proper thing for Christmas trade. A few checks will be sold, of course, but, the fashionables, who take their cue from New York, will demand stripe effects. Some of the colorings shown *THE REVIEW* are very pretty, and introduce a style of pattern that has not been seen before in this country. Puffs and ascots are the shapes that will be in demand. They come in self-colorings, with a slight difference in shape—particularly ascots, which are being made up in the "once-over style." There will not be many bows worn, nor will derbies be as popular as they were, though there is always more or less trade to be done in both lines.

WILL USE A BRAND.

Glover & Brais have decided to brand all their goods with the word "Brais." Though they do not manufacture themselves, they control lines of white shirts, underwear, collars, etc., for Canada, and they try, as far as possible, to get French-neckwear and other goods that are not generally handled by the wholesale trade, so that goods bearing their brand will be, more or less, of a class by themselves. They believe that it will be easier for their customers to sell goods that bear a recognized name, and, with a view to acquainting the public with the new brand, they intend to advertise it in the daily newspapers throughout the whole country.

POINTERS FROM NEW YORK.

Men's socks, in stripes and plaids, are everywhere shown in New York, says an exchange, and there seems to be no doubt whatever regarding the future of men's fancies. The marked

favor shown fancies in fine grades is accepted as an indication of a positive character that popular-price goods must meet with a similar reception as soon as the general retail trade is active. The new samples of golf hosiery again contain a liberal variety of fine hand-knit goods,

These are seen in neat Scotch and other plaid styles and in heather mixtures. Dealers who have done a particularly clean and satisfactory business in golf stockings during the past Summer say, in reference to the numerous low-priced lines that have been thrust upon the market, that they have had indifferent success with them, and have made their profit out of the better grades. They have done the most satisfactory business in their finest grades.

A VERY BUSY CONCERN.

The Dominion Suspender Co., Niagara Falls, are not in a position to accept orders for trade "D" mark suspenders for present delivery. The orders now on file are so large—over 19,000 dozen—that it will take the entire capacity of the concern's plant working night and day for six weeks to catch up.

W. S. Louson, of Cookson, Louson & Co., is now in a trip for his firm in the Maritime Provinces.

HOW RUBBER CAME TO RECEIVE THE NAME.

The story of India rubber is told in a report just sent home by one of the British Consuls in Central America. An English artist discovered, in 1870, that the new gum was admirably adapted for rubbing out pencil marks. He wrote a paper on the subject, and informed his contemporaries that a cubic inch of this substance, costing only three shillings, would last for years. It was used for no other purpose in England than effacing lead pencil marks for about half a century after this discovery, hence the name "rubber." After the introduction of the raw material, and the scientific description of the plant by Frenchmen, it was first manufactured into waterproof clothing in France towards the end of the eighteenth century. Later on, the firm of MacIntosh, of Manchester, manufactured waterproofs on a large scale, and "macintosh" was the name by which waterproofs were known throughout Great Britain as late as the seventies—to say nothing of the year of grace, 1898.

THE ART OF SALESMANSHIP.

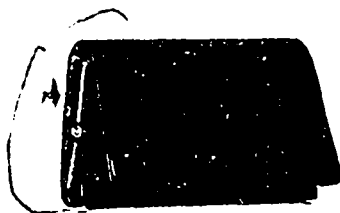
The cheap help, resulting from cheap prices and close retail competition, sometimes make blunders which might be laughable were they not absurd. In a local retail store recently a three-cent ticket became detached from some article on the second floor, and, falling from the balcony, chanced to alight upon a \$1.25 lamp. The intelligent \$2 a week salesgirl sold the lamp according to the ticket, and, when the inspector objected, several members of the firm had to be called in to quiet the customer. The only excuse that the salesgirl could offer was that the lamp was marked 3c. The customer knew the girl was making a mistake, and used every species of argument to profit by it, even after it was discovered. In a great many stores salespeople are treated so like machines that the great majority of them try to act the part.—St. Louis D. G. Reporter.

An advance is reported in the price of cashmere gloves and cashmere hosiery. The cause is the increased wages now being paid in Germany, which affects the price.

A. M. Payne, who represents Faudel, Phillips & Co., of London, Eng., in this country, is now in Toronto on his way back from a trip to Manitoba and the Northwest, where he found business good.

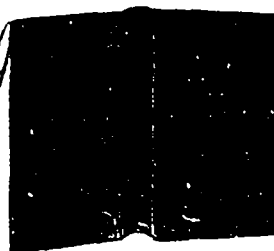
Holiday Goods

Dolls, Toys, Games
Fancy Goods
China and Glassware
Albums, Desks



Work Boxes
Silver Novelties
Brush and Comb Sets
Sleighs, Snow Shoes

ETC.



We carry the largest and most complete stock in the Dominion.

H. A. NELSON & SONS CO.

59 to 63 St. Peter Street Limited

Toronto Sample Room,
58 Front St. West.

MONTREAL

SPRING 1899.

Our travellers are now on the road with a full range of

SHIRTS and BLOUSES

Don't place any orders until you have seen our samples.

We are also showing a splendid range of **MEN'S TWEED CAPS** for spring.

A. B. BOAK & CO.

HALIFAX, N.S.

The Lace Warehouse of Canada

is showing a full line of Trimmings, Golfers, Silks, Velvets, Veilings, Hosiery, Gloves, Dress Goods and Notions, specially selected for the assorting trade.

In Laces and Curtains we are known to carry the largest and choicest collection in Canada.

**FOR SPRING,
1899.**

Our travellers now have in their hands a collection of **Blouses, Capes** and **Parasols**, gathered with the greatest possible care and skill, from the best makers in Europe, the United States and Canada, and

no buyer who handles these lines at all can afford to miss seeing our exhibit **now**, as early orders mean early deliveries and satisfactory results.

Kyle, Cheesbrough & Co.

Montreal.

Close Your Eyes

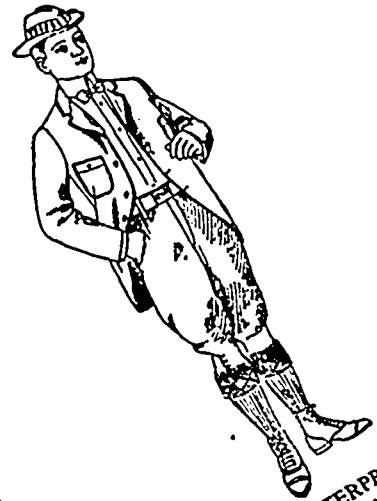
TO QUALITY

and the world is full of cheap things.

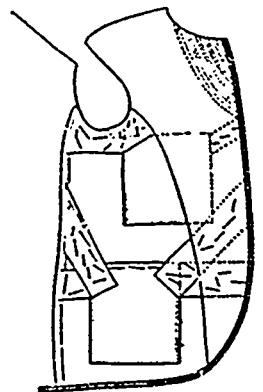
Quality is to be the starting point with us for Spring of 1899. There has been so much juggling with quality, that the public have learned to look with suspicion upon all clothing that is not backed by good reputation. Our guarantee card, in the pocket of each of our garments, is as binding as a notarial contract, and your customer understands that it means satisfaction, or his money back.

H. Shorey & Co.
MONTREAL.

*This card is a Guarantee
that the cloth in this garment has
been thoroughly SPONGED and
SHRUNK and the workmanship
is fully guaranteed.
H. SHOREY & CO.
Montreal.*



RIGBY WATERPROOFED
BICYCLE SUIT.



Showing our methods of
staying. From a photo-
graph of the inside of one
of our coats.



RIGBY WATERPROOFED
SPRING OVERCOAT.

Gloves ...AND Mittens

BERLIN, ONT.

The most up-to-date manufacturing town in Canada.

You will not regret Buying
W. Cairnes & Co.'s

GLOVES AND MITTENS

Everybody should have them.
Right in quality and price.
Let US fill your orders.
Importers, stop and think!
None should miss seeing our samples.

"THE MAPLE LEAF—OUR EMBLEM DEAR," appears on each button.

W. CAIRNES & CO.

Manufacturers

BERLIN, ONT.

Star Shirt

Established 1870.

WHITE SHIRTS

FANCY SHIRTS

NÉGLIGÉ SHIRTS

NIGHT SHIRTS

There is unequalled value in every number.
Prompt deliveries are guaranteed.

E. Van Allen & Co.

Hamilton, Ontario.

Our stock for 



is now complete. We are showing a larger assortment than ever of

WOOLLENS and TAILORS' TRIMMINGS



John Fisher, Son & Co.

442 and 444 St. James Street

 **MONTREAL**

QUEBEC OFFICE—101 and 103 St. Peter Street.

Collars, Cuffs and Shirt Bosoms

"WATERPROOF."



Only the
Best Materials
Used

SUPERIOR TO ANY PRODUCED

The A. B. Mitchell Co.

16 Sheppard Street TORONTO

Agent—DUNCAN BELL, Montreal.

Woollens and Clothing.

DRESS TO SUIT THE CLIMATE.

THE Canadian climate seems to be especially arranged to benefit the dealer in clothing. When the short days and often cool nights of Autumn are here, and in the early Spring, before the weather is sufficiently warm to entirely discard a Winter overcoat, it is necessary for a man, who wishes to preserve his health and dress in good taste, to wear a *Spring and Fall medium weight overcoat*. A Winter overcoat would be too warm and look out of place, while the light Spring and Fall overcoat gives him not only the appearance, but the reality of comfort. H. Shorey & Co., of Montreal, are making a specialty of the manufacture of these garments. Some very handsome lines are shown for the Spring of 1899 in whipcord and covert cloth overcoats, lined with silk, also with Italian linings. They are showing some very stylish garments in venetians, herringbone tweeds, sillertons and light-weight meltons. These goods are all waterproofed by the Rigby process, which does not increase the cost of the garment, but adds considerably to its comfort.

CHAT WITH AN ENGLISH MANUFACTURER.

Mr. Theodore C. Taylor, head of the firm of J. T. & J. Taylor, Limited, Batley, England, woollen manufacturers, has been paying a short visit to Canada, this month, partly on pleasure and partly on business. Mr. Taylor, in the course of a pleasant chat with THE DRY GOODS REVIEW, spoke with knowledge of the woollen and clothing trade of England, and the chances of English manufacturers increasing their trade with Canada. Some years ago his firm sold direct in the Canadian market, but later have usually sent their goods here through English houses. Now, Mr. Taylor, like a good many other English manufacturers, is attracted by the new preferential tariff to reopen direct trade with the Dominion, and has appointed an agent in Toronto to represent the firm for Ontario. Speaking of conditions in England, Mr. Taylor said he thought the ready-made clothiers were gaining a little at the expense of the custom tailor, and the "bespoke" system accounted not a little for this. He showed himself perfectly well posted, not only on all the conditions of trade in Canada, but also on the general public questions of the day, and, with great good humor, parried one or two hints that Englishmen were not as familiar with the colonies as they might be. Indeed, Mr. Taylor himself is sufficiently well informed on colonial trade conditions, and has a correct appreciation of Canada in particular. "Your five millions of people are worth several millions more to the British manufacturers, in view of the purchasing capacity of the people where the standard of living is higher among the masses of people than in England. The British manufacturer hears a great deal (and, some of us think, too much), about his unreadiness to respond to the wants of customers abroad. As a matter of fact, I think he has now thoroughly awakened to the importance of adapting himself to foreign markets, and he is prepared to make the goods that the people abroad desire to buy. I don't say this by way of an advertisement, at all, but, in our own mills, this season, we are making cloths, both in color and style, which (in the London market), are beating the German cloths without any preferential tariff, and special attention is being paid by English manufacturers to cloths for the mantle trade. It is, of course, said that in the made-up garments the Germans have been ousting the English in this market, but, for the future, I think

our English mantle-makers are stirred up to meet the emergency. But, I believe that if the Quebec negotiators leave the present tariff alone, the mantle makers of the Dominion have a bright future before them.

Mr. Taylor, who has been president of the Chamber of Commerce of Batley, and a prominent man in his own district, speaks

very favorably of Canada, its climate, prospects, etc.

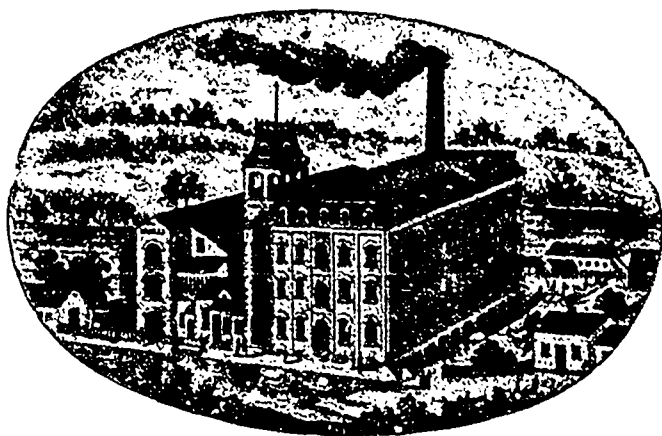
CANADIAN HOMESPUNS.

The most popular fabric for business and outing suits, and, perhaps, the most economical and useful that is produced anywhere, is the Canadian homespun. These goods are now made in a variety of patterns and shades, and, when properly made up and properly tailored, they present an extremely dressy appearance for everyday occasions. The great advantage of this fabric is that the longer you wear it, the better it looks. Being made of a long combing wool, it has an elasticity which ensures the garment keeping its shape, if properly stayed, until it is entirely worn out. H. Shorey & Co., of Montreal, have issued a post card to the trade, setting forth the advantages of these goods. They are showing 18 distinct shades in Halifax and homespuns for the Spring of 1899, made up in men's, slender men's, stout men's, boys', youths' and children's suits, both lined and unlined, also Rigby-proofed golf, bicycle and outing suits, made of the same material. They produce an unlined suit with inside bellows patch-pockets made of silk, the seams, also, taped with silk, and a piece of silk across the shoulders at the back. Apart from the tasty style in which these unlined suits are made, they possess no equal for a hot weather suit, the goods being so porous and open that it permits the free circulation of air from outside, as also the free respiration of the skin.

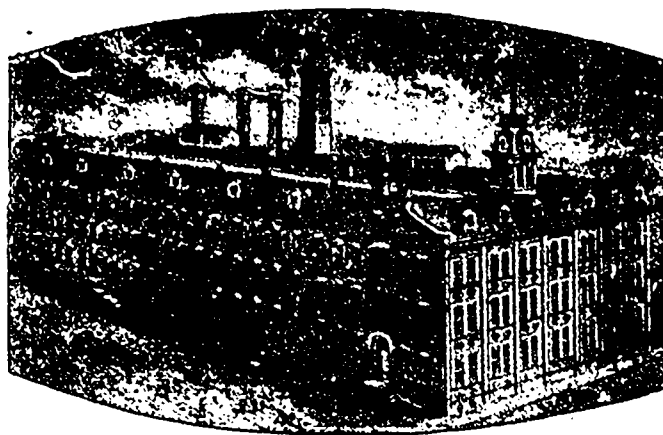
DRESS INTELLIGENTLY.

If people would use the brains with which they have been endowed by an all-wise Providence in the purchase of their wearing apparel, they would suffer considerably less from the ills of human flesh than they do at present. Summer colds, hay fever, asthma, bronchitis, and kindred complaints, are often the result of a lack of intelligence in the selection of clothing. The pores of the skin are the natural means of respiration furnished our bodies. When these become congested there is one inevitable result, that is, some form of cold. The untutored savage, who wears little or no clothing, and the primitive Indian of the Northwest, before he was spoiled by civilization, even when the temperature was several degrees below zero, went about clad only in a loose blanket. The outer clothing for our bodies, during the hot weather, should be as porous as possible, so that the natural exhalations from the skin, in the form of perspiration, would have a free vent and be evaporated by the summer heat. Many people think if they buy a light weight material for summer they are getting a cool garment. This is often the reverse of their intentions—a garment to be cool requires to be porous. A closely woven linen is not as cool as a loosely woven homespun. The most desirable garment for a changeable climate like ours is an all wool Canadian homespun, or Halifax, which permits the free respiration of the skin, thus keeping the body cool in extremely hot weather, and, being an all wool fabric, it prevents congestion of the pores in sudden changes of temperature.

It is a well-known and established fact that, in winter, a very light, woollen cloth shoe is much warmer than a rubber shoe. The reason of this is found in the principle we have just set forth. These simple facts, properly understood by dealers in retail clothing, and explained to their customers, would have the effect, very often,



MILL NO. 1



MILL NO. 2

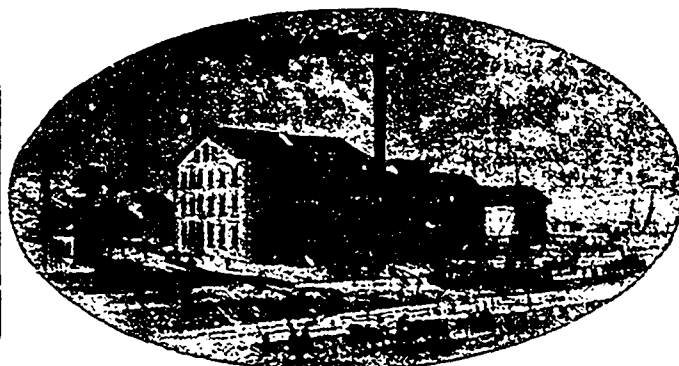
The Penman Manufacturing Co.

Head Office: PARIS, ONT.

Limited

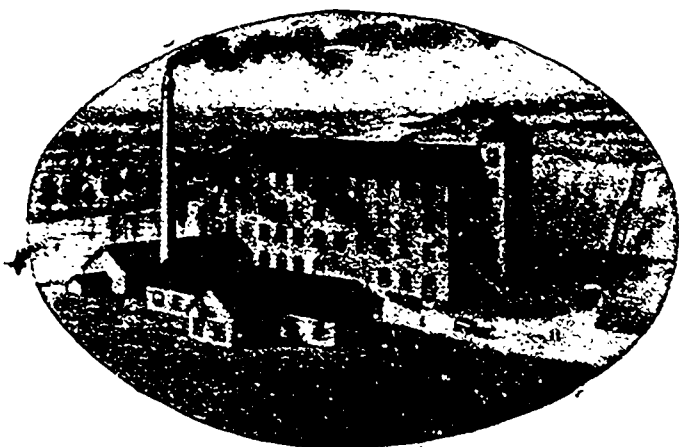


MILL NO. 3

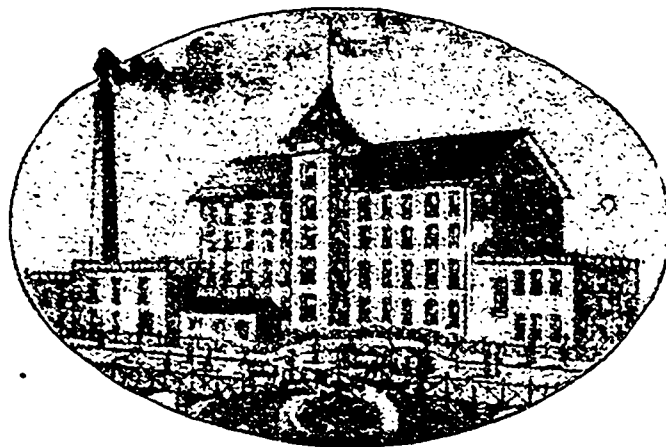


MILL NO. 4

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



MILL NO. 5



MILL NO. 6

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

WOOLLENS AND CLOTHING—Continued.

of inducing a rational style of dress, and would be productive of comfort where considerable misery, through petty ailments, now exists.

NO MORE WOOLLEN MILLS NEEDED.

It is said that one of the oldest and largest cloth manufacturers in Yorkshire, Eng., I. H. Helliwell, of Leeds, is about to locate in New York. The Ottawa Free Press wants him to come to Ottawa. We fancy, says The Almonte, Ont., Gazette (Liberal), that there is as much cloth manufactured in Canada already as can be sold. If the Quebec conference should result in a reciprocity of manufacturers, as well as of the products of the soil, such a firm as the one referred to might be able to compete with any mill in the United States and do a large trade across the line, but, as things are, the establishment of an immense English mill in Ottawa, or anywhere else in the Dominion, would mean the closing up of a score of the present mills of Canada.

FANCY VESTS.

There seems to be a growing feeling among dressy people in favor of odd vests, differing from the coat and trousers. For Fall and Winter wear these goods are usually made of fancy silks; for Spring and in hot weather, rough crashes in large check patterns seem to be the prevailing fads. A very complete line of these goods are being shown for the Spring of 1899.

CLARE SERGES.

One of the most useful and dressy fabrics for the Spring of 1899 will be the Clare serge suit. These goods are made from pure worsted stock, absolutely fast dye; 17 to 20 oz. in weight, and can be retailed profitably for \$12. H. Shorey & Co., of Montreal, have the absolute control of this fabric for Canada. They advertise that they are lining them with double warp wool Italian linings, and Pullar's sleeve linings. From the fact that they are advertising these goods in 400 newspapers throughout Canada they are likely to have a considerable demand for them.

TRAVELERS NOW OUT.

McKenna, Thomson & Co., have started their travelers on the road with samples of ready-made clothing for Spring. Their range is said to contain many novelties, and retailers will do well to see it.

THE BICYCLE.

Bicycling as a means of amusement, and also as a method of getting about from one point to another, has become an established institution. Among other effects of bicycling, it has made a transformation in the mode of dress among men. A few years ago, a man appearing in a knickerbocker suit on the street would have been an object of curiosity; to-day he is passed unnoticed. The bicycle suit has come to be worn by a great many young men in business as a business suit. Realizing this fact, H. Shorey & Co., of Montreal, have gone extensively, for the spring of 1899, into this style of garment. They are showing 120 different patterns in bicycle suits with their travelers, who are now on the road for spring. These goods are all proofed by the Rigby process. A man on a bicycle cannot very well carry an umbrella, and, on account of the exercise his locomotion forces him to take, a rubber coat is an uncomfortable garment. To meet his case, the Rigby-proofed bicycle suit seems to be just the thing wanted. While the cloth from which it is made may be porous and permit the free respiration of the skin, the fabric is made by this process a repellent to rain. The comfort of such a garment needs no explanation, as it is obvious.

NEWS ITEMS OF THE TRADE.

M. R. J. P. ARCHIBALD, of The J. B. Archibald Co., Truro, N.S., was in Montreal for a few days last month, en route home after his return from Great Britain and the continent, where he had been on a business trip.

Miss A. M. Doyle, of London, has opened a millinery store in the Archer block, Petrolia.

Snelgrove Bros., men's furnishers, Fort William, Ont., are building a 20 x 40 annex at the rear of their stores.

J. D. Miller, general merchant, Mildmay, has sold out, and will open out in the dry goods line, on October 1, in Kincardine.

Macaulay & Co., Ingersoll, have displayed considerable enterprise in securing a lease of the commodious store formerly occupied by George H. White.

Brantford has tried a weekly half holiday on Wednesday during July and August, and claims good satisfaction. Brockville is now discussing the same thing.

C. A. Ouellette & Co., Windsor, Ont., opened a new men's furnishing and hat store in the Laing Block, Ouellette avenue, next door to the Bank of Commerce.

Greig & McDonald, of Seaforth, have purchased the clothing and men's furnishing business of F. R. Beattie, of Hensall, and will conduct it in connection with their Seaforth business.

T. M. Lawson has opened out a tailoring establishment in Windsor, Ont. Mr. Lawson was cutter for Straith & McDonald and McDonald & Co. for 15 years, and is well-known to the general public.

The interior of A. J. Smith's store, Ingersoll, has been vastly improved. The ceiling and walls have been repapered, and the woodwork painted a delicate green, making it much lighter and more cheerful looking. Electric lights have been put in.

Wm. Oldham & Co., Sarnia, have purchased the stock and business of Thompson & Co. Their new Fall and Winter goods surpass anything they have ever shown in perfection of style, finish and wear, and keep up the reputation this house has enjoyed for high-class work.

A fine new plate glass front is being placed in the Oxford house, Ingersoll, which, with other alterations and improvements, will make this establishment equal to the best. J. E. Boles is determined to keep right in the front rank of store accommodation and the variety and excellence of his stock.

R. H. Ramsay & Co. are the last dry goods firm to open in Charlottetown, P.E.I. They carry a large stock of men's furnishings, clothing, boots and shoes, etc. Mr. Ramsay is well-known in the Island Province as an energetic and successful merchant, and his new venture is commencing under favorable conditions.

The new store of C. Dempsey & Co., Petrolia, is now in full operation. The premises have been newly painted and papered, and show to good advantage the many lines of goods carried by the firm. It is purely a "ladies' store," not an article for gentlemen's wear being carried in stock. The firm's recent millinery opening was a great success.

Assignee Barber has declared a third and final dividend of 10 per cent. on the estate of R. Stanley & Co., dry goods merchants, of St. Catharines. The assets realized \$5,561, and the expenses were \$1,448, leaving \$4,113 to be distributed. The amounts of the previous dividends were 25c. and 10c. respectively. The creditors are satisfied with the returns from the estate.

The store recently erected for M. K. Lawson, Revelstoke, B.C., has been opened for business. The interior of the building is painted white throughout, and shows the stock to advantage. The

Hutchison, Nisbet & Auld

SELECT WOOLLENS and
TAILORS' TRIMMINGS

*** TORONTO

In our new department we have all the newest
colorings in

BEAVERS and CURLS

for ladies' wear. Also a good range of plain
colored Mercerised Italians, suitable for the dry
goods trade.

Mail Orders Receive Special Attention.

Hutchison, Nisbet & Auld

Celluloid

**COLLARS
CUFFS AND
SHIRT BOSOMS**

Your customers "want" the best.
You must "have" the best.
OURS "are" the best.

ALL GENUINE GOODS are
stamped with our
Trade Mark



MILLER BROS. & CO.

30 DOWD STREET, MONTREAL

Toronto Agent

G. B. FRASER, 8 Wellington St. East



17 FRONT ST. WEST
TORONTO.

*We beg to notify our cus-
tomers that our Travellers
are now out with a full
range of samples for sorting, also samples
of a full and complete range of Underwear,
Hosiery, Shirts, and Summer Clothing for
Spring of '99.*

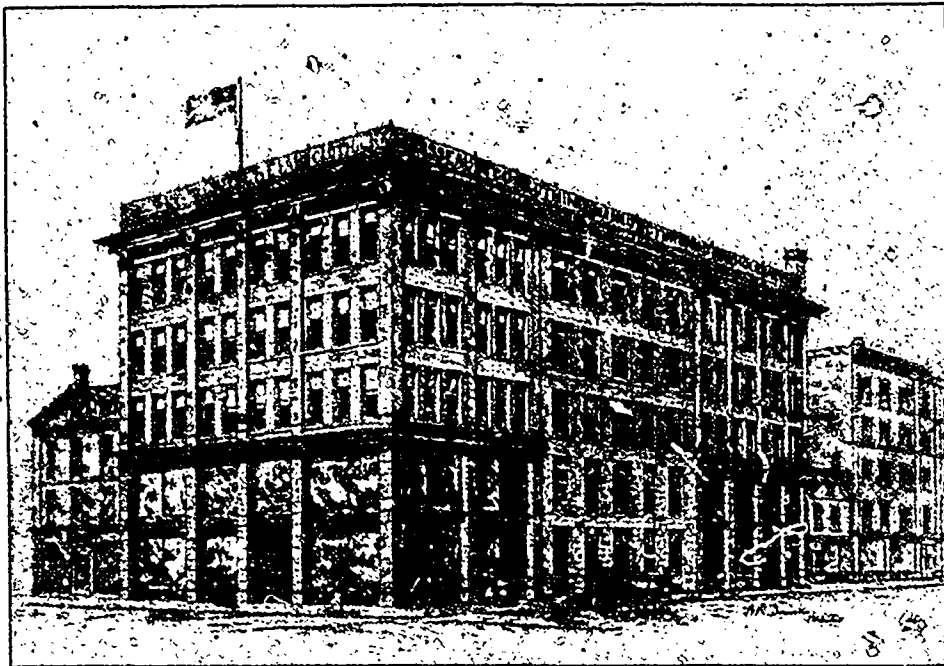
Letter Orders *carefully and promptly
attended to*

GAULFEILD, HENDERSON & BURNS

17 Front Street West, Toronto.

Our New Premises.

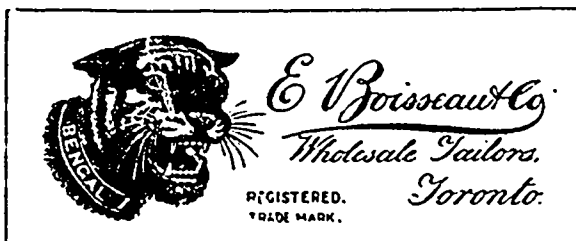
We will occupy these premises in a short time, and, with all the latest machines at our disposal, it will be the only large **WHOLE-SALE TAILORING PLANT** under one Roof and one Management in Canada



OUR NEW BUILDING, COR. YONGE AND TEMPERANCE STS.

We have found an increasing demand for HIGH CLASS GOODS, and with this plant at our disposal we can meet all demands.

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



E. Boisseau & Co., Wholesale Tailors **Toronto**

OUR TRAVELLERS are now on the
road with samples for the coming
season's trade

Spring
1899

MANUFACTURERS OF
Up-to-date Ready-to-Wear Clothing

WAIT and see
our samples before
placing your order.

Our goods are right, our prices
are right, and we will treat you right.

McKenna, Thomson & Co.

Successors to
JAMES O'BRIEN & CO.

423-425 St. James Street, MONTREAL.

SPECIAL ANNOUNCEMENT.

HARRIS & CO., Rockwood

Manufacturers of—

HARRIS' 6/4 FRIEZES, AND SPECIAL LINES
OF TWEED SUITINGS AND COSTUME CLOTHS,
ALSO WOOLLEN YARNS.

We take pleasure in announcing to our customers and the dry goods trade in general, that we have appointed Messrs. E. J. DIGNUM & CO, of 27 Melinda St, Toronto, Sole Agents in Canada for the sale of our goods, and would bespeak for them the favorable consideration of the trade when submitting our samples.

HARRIS & CO., Rockwood.

NEWS ITEMS OF THE TRADE—Continued.

counters, showcases and all the fittings are of the best, and show good taste. Mrs. Lawson carries a stock of fancy dry goods, and ladies', misses' and children's furnishings, and the store is intended to supply all such wares as ladies require:

F. E. Williams, of Waterford, Ont., has bought out J. E. Klager, general merchant, Ridgeville. Mr. Williams is a capable, enterprising merchant, and intends to carry a good line. He deserves to succeed, and has THE REVIEW'S best wishes in his new place of business.

The ratepayers of Port Dalhousie wanted to retain The Toronto Rubber Company factory, and voted a money by-law of \$8,150 for that purpose. Some of the ratepayers, however, believed that the village was financially unable to carry through such an agreement, and appealed against the by-law. As the company, leaving the matter entirely to the ratepayers, did not protest, the courts have quashed the by-law. The company make goods both for domestic and export purposes. It is interesting to note that they ship rubbers to Scotland.

The staff of James Paton & Co., Charlottetown, took advantage of Labor Day to hold their annual picnic. A drive in carriages through the fine scenery of the Island to Nine Mile Creek took the party a pleasant distance from the city and a very delightful time was spent. Mr. and Mrs. Paton accompanied the party, and, on returning home, all were invited to a dance and social entertainment at the residence of the head of the firm. The whole staff, except three, who were on their holidays, attended, and the remark of a local paper on the event deserves cordial endorsement, that "such generous thoughtfulness on the part of the firm goes further than a world of talk towards harmonizing capital and labor. It is a

revelation to witness the cordial feeling and perfect sympathy existing between the employers and employes of Jas. Paton & Co. No doubt this in a great measure accounts for the business success of this immense establishment."

CITY ATTRACTIONS TO BUYERS.

Cheap novelties constitute the bulk of country people's purchases when they go to the city; little priced things, useful and ornamental, eye-catchers that city stores stick under the noses of all who get within reach. The country store might sell those things, at least in a relative ratio, if it only gave them consideration. If it does not it has only itself to blame. People will buy them wherever they can find them, and they would buy them if they could find them at home. People who do not buy them because they seldom see them would do so if they were under their eyes at the right price.—New York D. G. Chronicle.

HORSELESS DELIVERY CARRIAGES.

One Toronto dry goods house, Simpson's, has started an electric delivery wagon. In Pittsburg, Pa., the horseless carriage is making its appearance in a wholesale way, and for utilitarian purposes. A big dry goods firm announces that all its delivery wagons will be propelled by electricity after Oct. 1. Twenty-five horseless affairs are now well under way, and it is said that several other large dry goods houses will follow their example. A member of the firm says that they expect the motors to be better and cheaper than the old express wagons, as there will be no horses to stable, feed and clean, or lose by sickness.

THE . . .

Canadian

BRAND

THINK OF IT

A two-ply carpet made from pure fleece Canadian wool, three-ply and twisted yarn.


The same in quality throughout, on English worsted warp.

Nothing in the market to excel it for wear and fast colors.

A GUARANTEE WITH EACH ROLL.
A TRIAL ORDER SOLICITED.

Royal Carpet Co., Guelph, Ont.

The most Comprehensive Range of

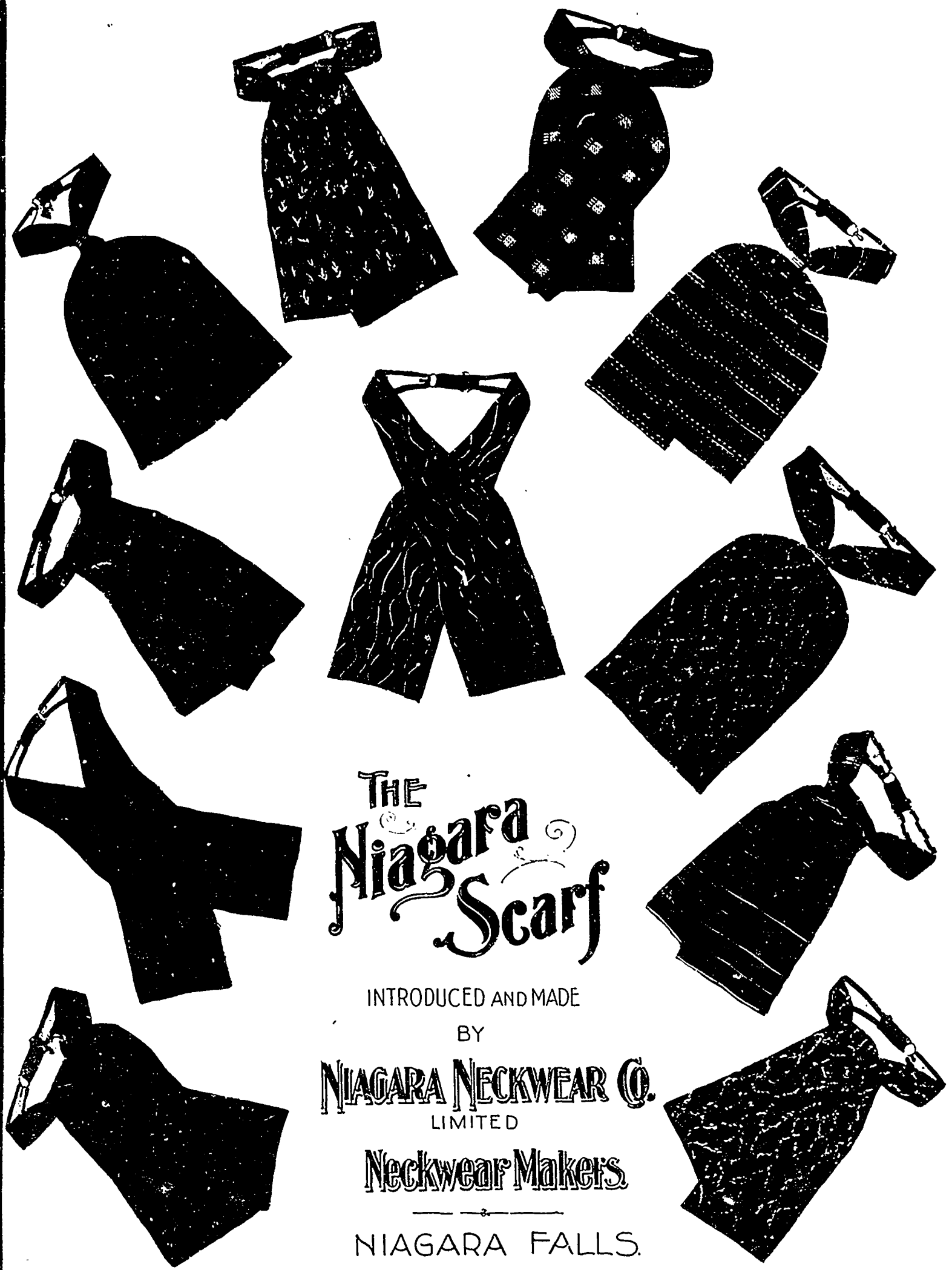
 GLOVES and MITTS
MOCCASINS and SHOE PACS
TRAVELLING BAGS
WOMEN'S and MEN'S BELTS
and OTHER LEATHER GOODS

ever shown by any single firm in the Dominion is now in the hands of our representatives. Make it a point to see our goods before placing your Orders. We guarantee QUALITY FIRST-CLASS and PRICES RIGHT. Special lines in Suede Goods at unrivalled prices.

W. H. Storey & Son

THE GLOVERS OF CANADA

— ACTON, ONT.



THE
Niagara
Scarves

INTRODUCED AND MADE

BY

NIAGARA NECKWEAR CO.
LIMITED

Neckwear Makers

NIAGARA FALLS.



**THE NIAGARA
SCARF**

*illustrated on the other side of
this sheet is the latest New
York novelty produced this season. Its merits should
appeal to every dealer and wearer of neckwear.*

The Advantages

which come to the dealer in handling the NIAGARA SCARF are many. For window dressing it is unequalled. With a few Niagara Scarfs properly manipulated, window effects of such style and originality result, as can be produced by no other means. The NIAGARA SCARF at once wins first place in the favor of the wearer, as its simplicity of construction and ease of adjustment allow him to become his own designer, and admit of him forming shapes which cannot be imitated in other scarfs, and yet the form can be changed at will without injury to the scarf. FLATS, RING SCARFS and ONCEOVERS are formed in exactly the same way as with any other.

Puffs,

of pleasing appearance are formed by taking the apron which naturally comes underneath when forming the onceover and simply bringing it on top of the other apron. In this way, narrow top, broad top, plain or pleated puffs may be formed.

The price is the same as other styles we make— \$3.50 and \$4.50 per dozen, and over 1,000 varieties of silks to select and be made from. A lithographed color plate accompanies each order.

Niagara Neckwear Co.

LIMITED

.. Makers ..

NIAGARA FALLS.

Canada for Canadians

The "Beaver Brand" Mackintosh is proofed with **Para Rubber**, and **Cured in Steam Heat**. We therefore give an absolute guarantee to be thoroughly waterproof and not to **harden**. Our **Covert Coating**, Double Breasted, **Box Back**, Velvet Collar, sells at sight for \$6.00, with a very good profit. Buy sample coat and be convinced. Beware of some trash that is **dumped** in Canada.

Remember, none so good as the

"BEAVER BRAND" MACKINTOSH

Manufactured only by

The Beaver Rubber Clothing Co.

1490 Notre Dame St. MONTREAL.

You will agree with us that

OXFORD TWEEDS

For Spring '99 are correct in **STYLE**.

QUALITY in Oxfords is always right.

— REPRESENTATIVES:—

HUTCHISON, NISBET & AULD, Toronto, Wholesale Ontario Agents.

JOHN RANTON, Winnipeg, Fort William to the Coast.

W. G. LEEKER & Co., Victoria B.C.

S. E. HUE, Maritime Provinces.

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

THIS SPACE BELONGS TO

Ballingall, Copeman & Co.

PARIS, ONT.

Makers of a Special Brace that, for comfort and ease, cannot be surpassed. The price suits every pocket. No round shoulders or binding feeling when they are worn.

WRITE FOR PARTICULARS, PRICES, ETC.

WE MAKE MILL YARNS

of guaranteed quality and quantity in each package. The quality is pure Nova Scotia Wool. The quantity is 6 lb. in each spindle, and 4 skeins to pound.

We are large manufacturers of **STOCKINGETTE** of the same quality as our yarns.

We would be pleased to send you samples of any of our goods.

EUREKA WOOLEN MFG. CO.

Limited

EUREKA, N.S.

Everyone

Engaged in the Clothing Business between **Sydney, Cape Breton, and Victoria, British Columbia**, should see some of our

SPECIAL LINES IN

Boys' and Children's Suits

Shall be pleased to send samples on receipt of post card.

CLAYTON & SONS

Best Equipped Clothing Factory in Dominion of Canada.

HALIFAX, N.S.

FACTS AND FASHION.

FOR the Fall season there is some talk of wearing walking suits made of waterproof. This is a most sensible idea, and it is to be hoped it will be introduced. In Paris, they are already worn. The skirt is made to clear the ground well, and is trimmed with rows of stitching. The jacket is moderately long, double breasted, with small revers and sometimes Medicis collar. The Craven-ette, covert cloth comes in all the new shades of green and white mix, and bluet and white mix, and are sold at wholesale at \$1.25, 60 inches wide. These new goods and some very fine broche goods are put upon the market by Priestley. These fabrics are to take the place of the crepon, which is now practically dead. But the new broche comes in a far wider range of style and pattern than could be reached by the crepon, and promises to be first favorite this season. Some are of silk and mohair, with an embossed conventional pattern, others are in raised silk tucks with pattern between. All lines run round this season, as tucking and cording is so fashionable, and these goods which carry out this idea are perfect in finish and artistic design. They come from the finest thread line up to the deep $\frac{1}{2}$ -inch tuck. There is nothing on the market to surpass these goods, and, as black is the reigning color this year, they promise to have an immense run. They sell at wholesale all the way from 90c. to \$3.50 per yard.

Plaids are not much in demand in high-priced goods, but there is a large call for them at 37 $\frac{1}{2}$ c., so much so, that it is impossible for some houses to fill their orders.

Fine Eudora silk warp is shown for mourning from 90c. up. This has now come to be a standard material for mourning, and is most suitable.

The princess dress is in, and will be worn by many, but it has to be perfectly fitted and draped, or it is a monstrosity. It is only suitable for young and slight women. It can be made with the tablier and formed flounce, and with cascades of lace running down the sides. Some skirts are now made perfectly plain at the waist, with no sign of a fold or gather, and flare out to the bottom. These, too, are only suitable for slight people. The bustle is in, for this season, at least, and a small one is placed in every gown before it leaves the dressmaker's hands.

A great deal of white braiding can be put on dark gowns, in plain rows or in patterns. Crimson can also be interspersed with the white, and makes effective trimming on blue, brown, or black goods. The fashionable grey of this season, both in dress goods and cloth coats, will be largely trimmed with white.

Ruffled ribbon effects are on everything, and will be used as an individual trimming or to outline another design. Another style of trimming that promises to be much worn this season consists of medallions or arabesques of lace and embroideries. These will be worn on all kinds of textures, from heavy wool to richest silk or satin. Guipure figures, sprays and vines can be used for this purpose, also chantilly, venise and renaissance lace.

Skirts, which are not en princesse, this season are to be cut in nine yard breadths. The bodices can be made entirely of mousseline de soie and lace.

Narrow flounces are to be worn on all light-weight gowns, such as silk and foulards and thin cashmeres and fancy goods. The top flounce can be headed with a velvet ribbon or with guipure, etc. The skirt is sometimes cut in two pieces, the lower half being a wide formed flounce on which narrow flounces are placed.

Tucks in every style are worn on gowns, both on skirts and waists. The tucking lever is at its height, and diagonal, horizontal or V shaped can be put on the bodices.

Elaboration of trimming is the vogue. There is little machine

sewing done on a gown, except for the actual running up of the seams, and a well made and trimmed gown of the present year is a masterpiece of fine hand needlework.

JENNA.

BLOUSE WAISTS.

The ready-made shirt waist still holds its own. It has come to stay, and is as popular as ever. Silk blouse waists lend themselves to an infinity of styles, from the perfectly plain, to the elaborately trimmed, which is to be in vogue this year.

The back is universally tight fitting now, as well as under the arms, and only a graceful fullness in front. The backs are seldom plain, but are tucked, plaited, or gathered invariably. Revers are put on in front and any quantity of tucks, in all variety of styles. As to colors, black, as in dress goods, is a favorite, and next comes blue, in navy, cadet, alliance and turquoise. Narrow striped silks, as well as wide stripes are shown, also checks.

The plaids are not in much demand, except in very large patterns. Blouse waists will be worn in a variety of material besides silk, such as velvet, satin, mohair, cashmere, velveteen and opera flannel. Many will be corded, sleeves and waists.

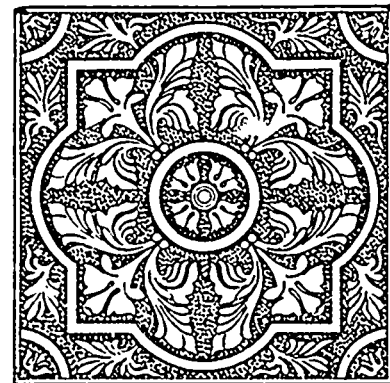
JENNA.

A PREFERENCE DISALLOWED.

The new United States bankruptcy law proved itself of value to shoemen the other day, when a shoedealer in Indianapolis, a woman, gave chattel mortgages of \$1,500 or \$1,600 to some alleged creditors, and thus made them preferred creditors. This is against a provision of the new law, and pressure was brought to bear, by which she was obliged either to pay each and every one of her debts, or go into bankruptcy. As she had money enough to pay all her honest debts, she decided to do so, and thus her little game was nipped in the bud, and her merchandise creditors have rooc. on their claims.

THINK of the fireproof advantages, as well as the economy and handsome durability gained, by using our

Metallic CEILINGS and WALLS.



ONE OF MANY DESIGNS.

This beautiful finish is growing in popularity because of its artistic effect and enduring serviceability.

It is easily applied—over plaster if desired, in old buildings—and will give you certain satisfaction.

Try it—we'll send you an estimate on receipt of outline showing the shape and measurements of your walls and ceilings.

Metallic Roofing Co., Limited

1176 King St. W., TORONTO

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.

NOTHING DECEPTIVE

— ABOUT —

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.

Window Shades

(WHOLESALE)

Plain, Dado, Laced and Fringed Window Shades.

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

THE
Hugman Window-Shade Co.

Manufacturers,

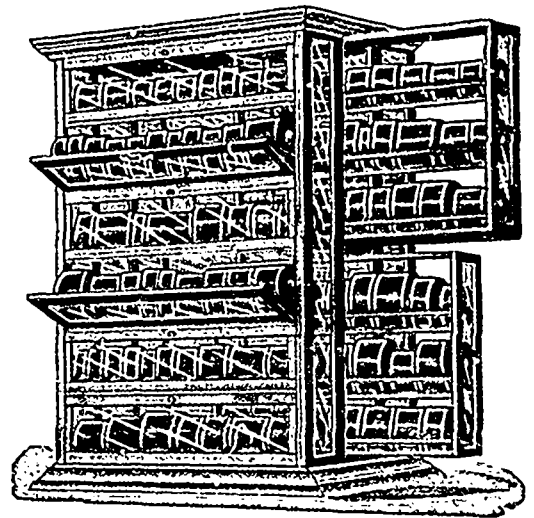
120 and 122 William Street
MONTREAL.

MAIL ORDERS receive prompt attention.

THE PRACTICAL RIBBON CABINET.

Practical Revolving Counter Fixture.

The Practical Kid Glove Cabinet.



No. 3 Cabinet (opens from four sides.)

NATURAL OAK, NICELY FINISHED.

SIMPLY PULL THE KNOB FORWARD and the tray opens and remains so, giving sufficient room to replace the ribbons. EVERY DEALER, large or small, saves the price of a Cabinet by keeping bright and clean ribbons. YOUR RIBBONS look better, keep brighter, sell faster, if displayed in a PRACTICAL RIBBON CABINET.

PRICE LIST.

No. 0 size 28 x 7 x 27, 50 bolts, 8 6.00	No. 4 size 28 x 25 x 32, 325 bolts, 221.00
No. 1 size 28 x 15 x 27, 100 bolts, 10.01	No. 5 size 28 x 31 x 33, 400 bolts, 28.00
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WE SELL THROUGH JOBBERS ONLY.

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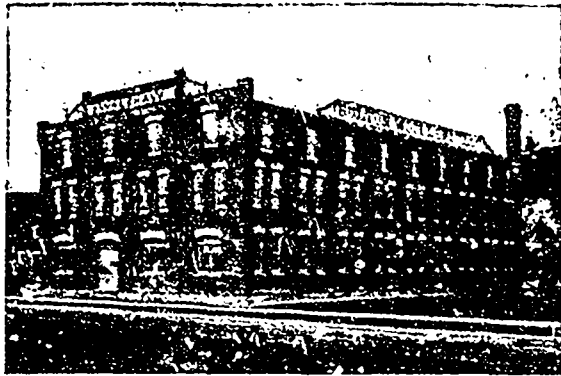
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THE
**CANADIAN COLORED
COTTON
MILLS COMPANY**

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

Only Wholesale Trade supplied.

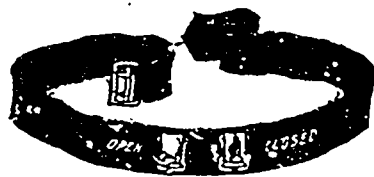
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J. Walshaw Manufacturers of all kinds of White and Grey. **BLANKETS** BOLTON, ONTARIO.

Peerless

Skirt and Waist Supporter.



PATENTED MAY 18TH, 1888.

The only supporter made that is complete in itself, holding the skirt up and the shirt waist down, without the necessity of sewing attachments on to the garments.

The supporter is concealed by waist and skirt excepting small sections of the pins which the narrowest belt will cover.

Sample Orders Solicited.

BRUSH & CO. - TORONTO

**CROMPTON
CORSETS**

Capture Critical Customers.

Several special styles

**CONTOUR, VICTORIA,
QUEEN, MUR,
MAGNETIC,
YATSI and THETA,
HYGIEN, MAPS and
STANDARD DRESS
BONES.**

Manufactured by

**The Crompton Corset
Company, Limited**
TORONTO, ONT.



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BUREAU . . .**

Reads every newspaper in Canada and clips therefrom all articles of a business or personal nature of interest to subscribers in this department.

Politicians can obtain from it everything the papers say about themselves on any subject in which they are interested. Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms — \$5 per hundred clippings, \$40 per thousand, payable in advance, but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

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Toronto Patent Agency, Limited, - Toronto, Ont.

DRY GOODS— Dress Goods of all kinds, Wool, Cotton, or Unions

RE-DYED in the piece, also Velveteens, Hosiery, Yarns, Gloves, Braids, etc.

MILLINERY— Feathers, Silks, Velvets, Ribbons, Laces, Etc.

DYED, FINISHED AND PUT UP.

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons, etc., Dyed and finished from the Grey.

GARMENT WORK OF ALL KINDS.

BRITISH AMERICAN DYEING CO.

Technical, Chemical Dyers and Finishers.

JOSEPH ALLEN, Managing Partner.

Principal Offices—215 McGill St., Montreal.
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BEAVER LINE Royal Mail **STEAMSHIPS**

Sailing Weekly between Montreal and Liverpool.

CALLING AT PINGOUIN, AND . . . ILL, IRELAND, EACH WAY.

From LIVERPOOL	STEAMERS	From MONTREAL
Sat. Sept 17	Lake Huron	Wed. Oct 17
" " 24	Lake Superior	" " 24
" Oct. 1	*Gallia	" " 31
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" " 15	*Tongariro	" " 14
" " 22	Lake Huron	" " 21
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" Nov. 5	*Gallia	" " 3

*Steamers "Gallia" and "Tongariro" do not carry cattle.

First Cabin, single, \$50 to \$65, return, \$95 to \$125.50. Second Cabin, single, \$32.50 to \$35, return, \$61.75 to \$66.50. Steerage to Liverpool, London, Glasgow, Londonderry and Belfast, \$22.50 and \$23.50, and all other points at lowest rates. For further particulars apply to—

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Tower Buildings, 22 Water St.,
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D. W. CAMPBELL,

General Manager,
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Fac-Simile of label on our regular goods.



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BRAID

TUBULAR

SETS

Barrel Buttons, Cords, Tassels, Fringes

Manufactured by

MOULTON & CO.

12 St. Peter St. - - MONTREAL

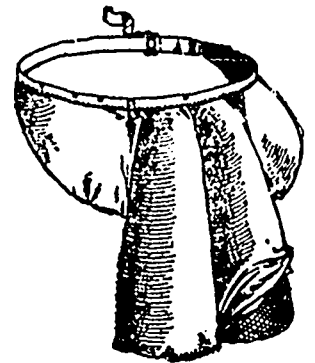
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Full range of new shapes.

**THE IMPERIAL
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The latest novelty.

Sample Orders Solicited.



Brush & Co. - Toronto

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and other Dealers, who are regular subscribers to THE DRY GOODS REVIEW, wishing copies of

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May have a copy of them sent free at any time they wish to consult the advertising columns. Special clubbing rates on application.

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Every pattern, design, and color effect introduced in the beautiful range of papers made by us, for the 1898-9 season, has been carefully studied to make them popular, good sellers, and the best adapted for Canadian trade. Orders up to the present, received through our travellers and by personal selection, have proved that we've not missed the mark in a single line shown, from the most inexpensive and simple design to the choicest patterns for the highest class of trade—dealers are buying liberally, because they believe the Staunton papers will be in biggest demand, and because the people noting the vast differences between our goods and many lines being offered them—domestic and foreign—are asking for Staunton-made papers—a business point the dealers will not overlook. See our travellers—see our samples—buy our line—and you'll have the best line and bigger profits.

M. Staunton & Co.

MANUFACTURERS

TORONTO

RUMORED NEW CANADIAN COTTON MILL.

ENGLISH AND CANADIAN CAPITAL SAID TO BE BEHIND THE VENTURE—THE EXPORT TRADE TO BE WORKED UP—THE PRESENT POSITION OF AFFAIRS.

RUMORS of new developments in the cotton situation continue, and authorities prophesy that, before long, the trade will see some startling changes. General-manager Whitehead, of The Dominion Cotton Mills Co., has been endeavoring to secure bonuses and exemptions from Kingston and Brantford, to assist in enlarging and remodeling the local mills. They are running at a loss now, he says, and, if the municipalities cannot give a helping hand, they will be closed permanently. The leading spirits of the company are in favor of closing them, anyway, and building one big mill at Three Rivers, where cheap power can be obtained from Shawenegan Falls; but, Mr. Whitehead has pointed out that he does not wish to throw a few hundred men and women out of work. Some people think the company will decide not to build another mill. Others, however, say that, in a year or so, a huge mill, equipped with the most modern machinery, will be erected at some point not yet decided upon. It is known that Mr. Whitehead is a believer in the vast possibilities of an export cotton trade, and, possibly, the Dominion Company's directorate may think, if they had a large, cheaply-operated mill which would produce goods at a much lower figure than heretofore, they could profitably dispose of their surplus in China and South Africa. The Montmorency mill exploited these markets years ago, and, as it has paid a regular dividend of 8 per cent., the venture must have been successful.

Along with the rumors of change comes a story that will interest

retailers. It will be remembered that a year ago the Dominion Company simultaneously replaced Mr. Jas. Jackson, who had been with them for about thirty years, with the present manager, and withdrew the selling of their goods from the hands of D. Morrice, Son & Co. Rumors of a new mill, to be backed by Morrice money, and managed by Mr. Jackson, were circulated. Nothing transpired and they died out. Now, they have been revived once more, and it is said that Mr. Jackson, who has been residing in England for some months, will return shortly to supervise the building of a new white and grey cotton mill, which he will manage later on. Some £300,000 of British capital is to be invested in the enterprise, as well as a round sum of Canadian money. The mill will be erected near Montreal. If this plan comes to anything it will completely revolutionize the cotton trade and will introduce an element of competition that means lower prices.

TWO MILLS UNITE THEIR FORCES.

After October 1, it is understood, The Montmorency Cotton Manufacturing Co., and The Riverside Manufacturing Co., of Quebec, each having a paid-up capital of \$200,000, will be one concern. The shareholders of both companies approve of this arrangement which, under the Act passed by Parliament last spring regarding the Montmorency Co., is easily made. It has been decided to increase the capital stock by \$100,000, making the same in all \$500,000, and to add this autumn three storeys to the Riverside mill. The effect of the amalgamation will be beneficial in many ways, more especially in reduction of working expenses. The directors of The Montmorency Cotton Mills Co. are: C. R. Whitehead, president; H. M. Price, vice-president; Thomas Pringle, John T. Ross, L. G. Craig, Alex. Pringle and J. N. Greenshields.



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—: when you buy the :—

SANTIAGO ASSORTMENT

Quadruple plated silverware has never been offered at such a low price. Twelve different useful articles put up in a one gross assortment (12 of each kind) for only \$33 F. O. B. Toronto.

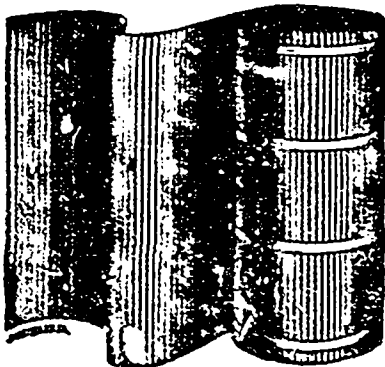
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ALL PAPER AND A YARD WIDE IT HAS NO EQUAL

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

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In Three Sizes—\$4. 35. 75.

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.

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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.

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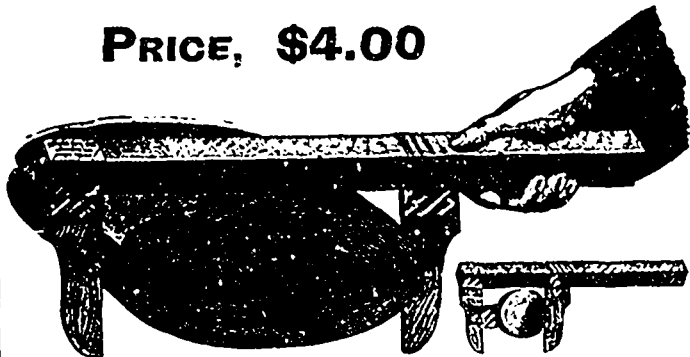
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Will measure all piece goods and ribbons quickly and accurately without unwinding. Write for particulars.

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.

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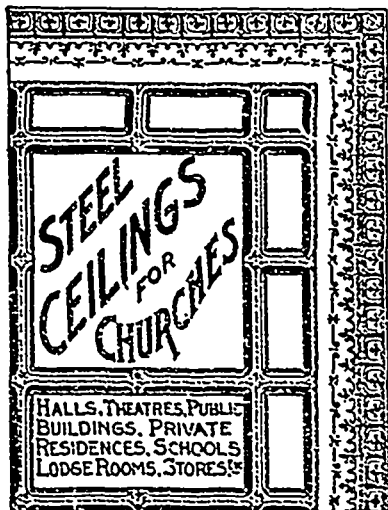
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It is the only absolutely automatic Gas Machine in the market. It is safe, clean, economical, easy to operate, never heats nor allows the burners to clog. Manufactured only by

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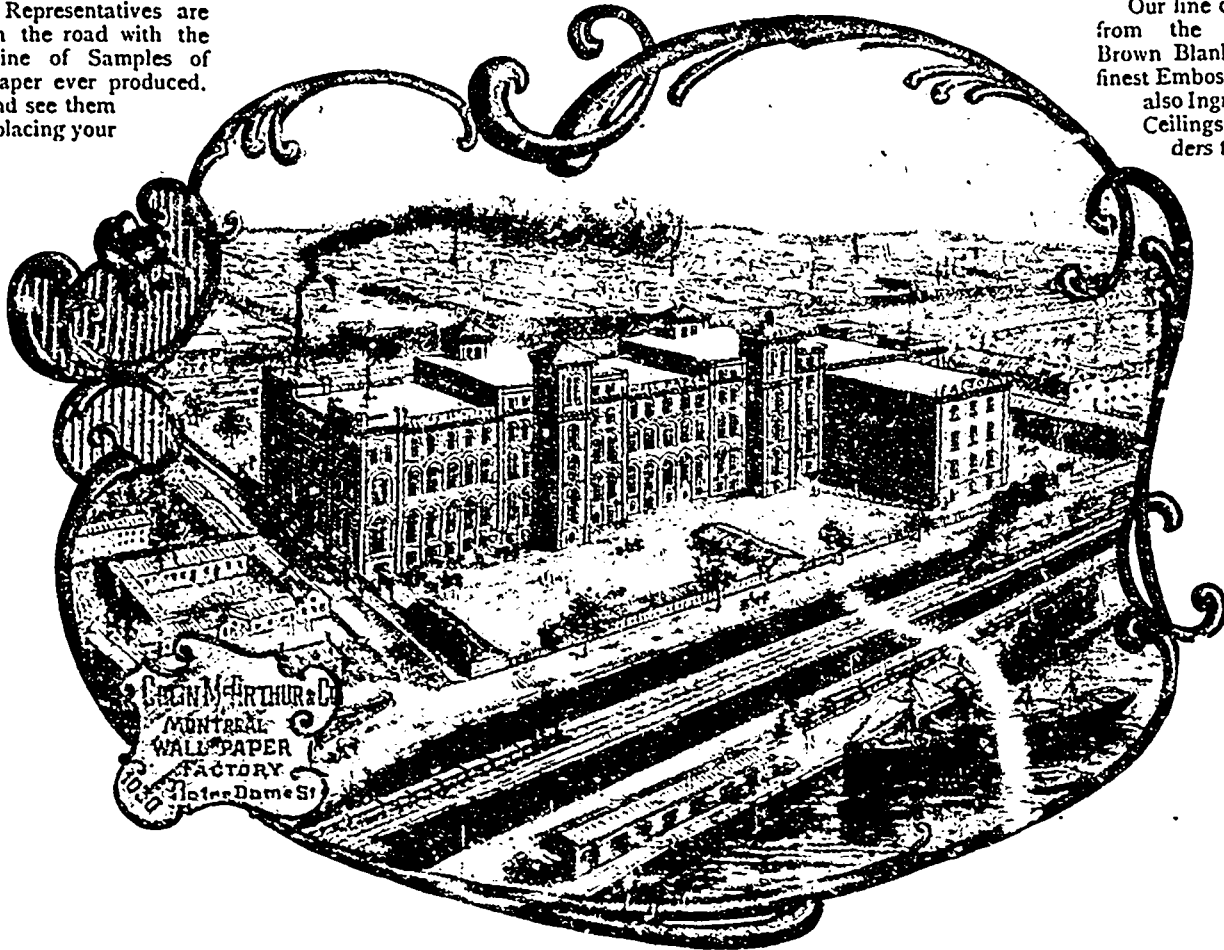
<i>Head office</i>	Capital Subscribed - \$2,000,000.00
Toronto,	Capital Paid Up - 1,000,000.00
Ont.	Assets, over - 2,320,000.00
	Annual Income - 2,300,000.00

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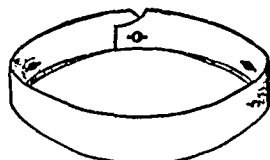


TRADE

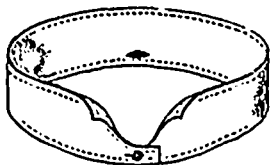
CELLULOID

MARK.

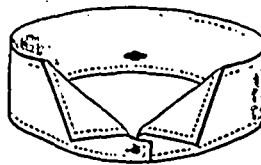
Others Genuine



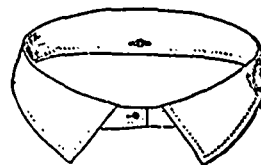
ROMAN
Sizes 15 to 17 1/2 in.
Front 1 3/8 in.
Back 1 in.



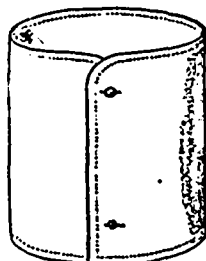
VULCAN
Sizes 13 to 18 1/2 in.
Front 1 3/4 in.
Back 1 1/2 in.



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 3/8 in.

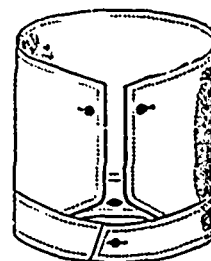


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Sizes 8 to 11 1/2 in.
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Roman, Cardinal and Bishop Collars may be had plain or with either three or five button-holes.

CAUTION

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



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

The Celluloid Company

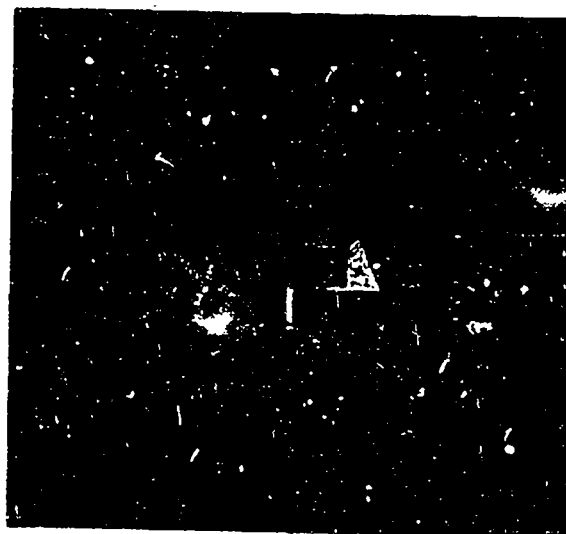
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These Departments and Filling Letter Orders are Specialties with us.

NEWNESS

In goods required for the Assorting Trade is daily becoming a more important factor. While not losing sight of the fact that there are regular lines in every department in demand, right through the season, the other is equally apparent to us, that the Trade are constantly on the lookout for novelties as they appear in the markets of the world.

With our usual alertness of action, forethought in decision and insight into the products of manufacturers, our stocks are kept assorted with just such goods as these.

At this season of the year customers are also looking for clearing lines and job lots. In manufacturing circles the probabilities are that overmakes and clearing lines will be scarcer this season than usual. However, there are some in the market at present that we are controlling.

It matters not how expert and careful buyers are, in some lines they will over-buy. We have made it a rule that such lines have to be cleared not later than the last day of each season, irrespective of cost.

Unfortunately we have a few of these lines in stock that have to be cleared before the first of December. Remember they are not old goods, they were bought for the Fall Season's Trade. We do not and will not carry old goods.

We always show new goods. With such a stock to select from is it any wonder our business is growing rapidly?

JOHN MACDONALD & CO.

Wellington and Front
Streets East

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