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# The Canadian Dry Goods Review

Spring Trade  
Number

January  
1900.



FREDERICK WYLD,  
President

ANDREW DARLING,  
Vice-President.

A. W. GRASETT  
Director.

R. D. MALCOLM,  
Secretary.

*The* **Wyld Grasett Darling Co** *Limited.*

Spring 1900

## In Canadian Staples

we made early contracts and are prepared to treat our friends liberally.

**Our Clothing Department,** including Suits, Tweed Pants, Overalls, etc., will be fully up to their present High Standard in Style, Finish, and Value.

## The Men's Furnishings Department

Prime values will be found in SHIRTS, UNDERWEAR, HALF-HOSE, etc.

## Newest Fabrics for Spring

in DRESS GOODS. LACE CURTAINS a Specialty.

## Linen Department

We show the largest assortment of Fancy and Plain Linens in British and Foreign Manufacture we have ever placed before the trade.

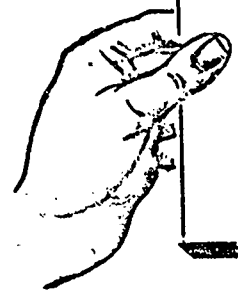
**Hosiery.** Large orders placed early — extra value. Great leaders in CASHMERE and COTTON HOSIERY.

**In Worsteds, Serges, and Merchant Tailors' Goods** values and assortment unsurpassed.

*The* **Wyld Grasett Darling Co** *Limited.*  
*Advertisement Dec 1904*

# S. GREENSHIELDS, SON & CO.

MONTREAL, AND VANCOUVER, B.C.



## SPRING, 1900.

### Take Advantage

OF OUR CLOSE PRICES  
FOR THIS SEASON

21358

... in

Staple Goods

Linens, Dress Goods

House Furnishings

Smallwares

Carpets

Notions, Woollens

Men's Furnishings

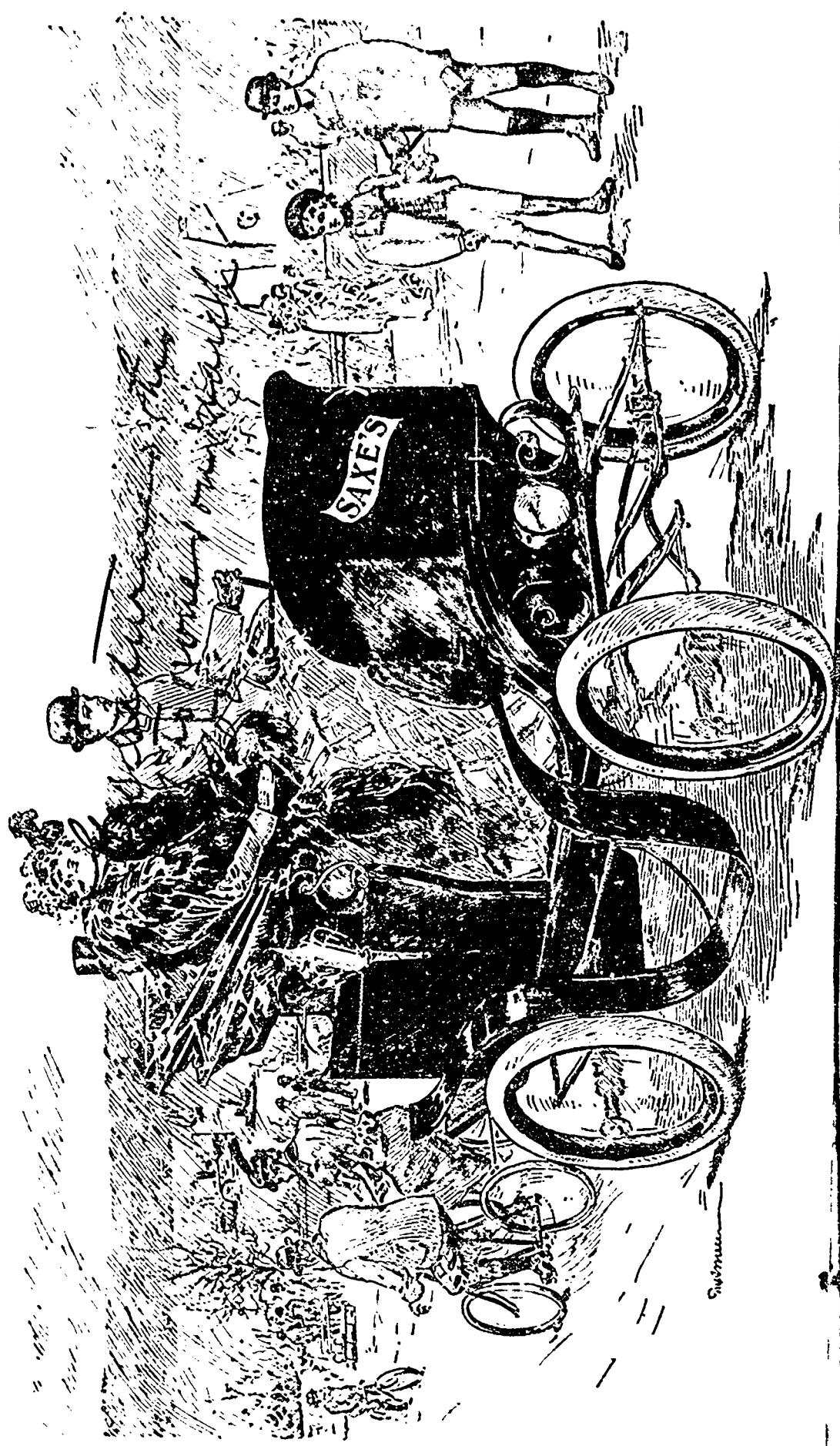
PRICES that Lead to Good Profits

## For WIDE-AWAKE BUYERS

Repeat orders will be at higher prices as all markets are advanced.



# We Lead the Clothing Trade in Style, Fit and Price.



# TRUE MERIT COUNTS

**T**HAT'S why we are so anxious to have you see our \$3.50, \$4.50, \$5.00, and \$7.00 lines of Spring Suits. If you are not getting your full share of business, you are not handling the right clothing. A little common sense is needed to help you out of your difficulty. Don't keep on paying "fancy" prices for your clothing. Break away from old traditions, and permit us to send you, at our expense, sample garments to compare with those you are handling. The vast difference between our prices and those which you have been accustomed to paying will awaken you to a full realization of your position.

OUR 12 TRAVELLERS ARE NOW ON THE ROAD SHOWING SPRING GOODS.

IF WE OVERLOOK CALLING ON YOU, DROP US A POST CARD. . . . .

**M. SAXE & SONS**

Wholesale Manufacturers of

Popular Priced Clothing.

Cor. St. Peter and Lemoine Streets

 **MONTREAL.**

# OIL CLOTH

## The Dominion Oil Cloth Company

An inspection of the lines manufactured by us for this season will be interesting, the colorings and designs being particularly effective and novel.

### FLOOR OIL CLOTH

Original and attractive quick-selling designs in a wide variety of colorings—will certainly command the attention of all buyers.

**No. 1 Quality.**—Our Standard Line—  
in widths of from 4/4  
to 10/4.

**No. 2 Quality.**—The medium and leading grade, also made  
in widths of from 4/4  
to 10/4

**No. 3 Quality.**—It meets the popular want for a moderate priced, good wearing Oil Cloth, in widths of from 4/4 to 8/4

### TABLE OIL CLOTH

Special attention is asked to this line, which embodies all that is modern, artistic and durable.

### Enamelled and Carriage Oil Cloth

The most substantial and best finished goods offered to the trade; recommended as being, without doubt, second to none as regards price, quality and finish.

-- WE ALSO MANUFACTURE --

Floor Oil Cloth---in widths of four yards,  
Oil Cloth Mats or Rugs,  
Cotton and Duck Back Enamelled Stair Oil Cloths,  
Canvas and Painted Back Stair Oil Cloth.

**OUR SPRING SAMPLES** are now in the hands of the Wholesale Dry Goods Trade. Examine them before purchasing foreign goods.

Office and Works, St. Catherine and Parthenals Streets, **MONTREAL.**

Do  
you  
know  
a  
good

**Macintosh**

when  
you  
see  
it ?



C. C.

If  
so,  
be  
sure  
and  
get

The  
"Beaver  
Brand"  
Macintosh



S. B.



D. B.

The best and cheapest MADE or SOLD in Canada.

Manufactured only by

**The Beaver Rubber  
Clothing Co.**

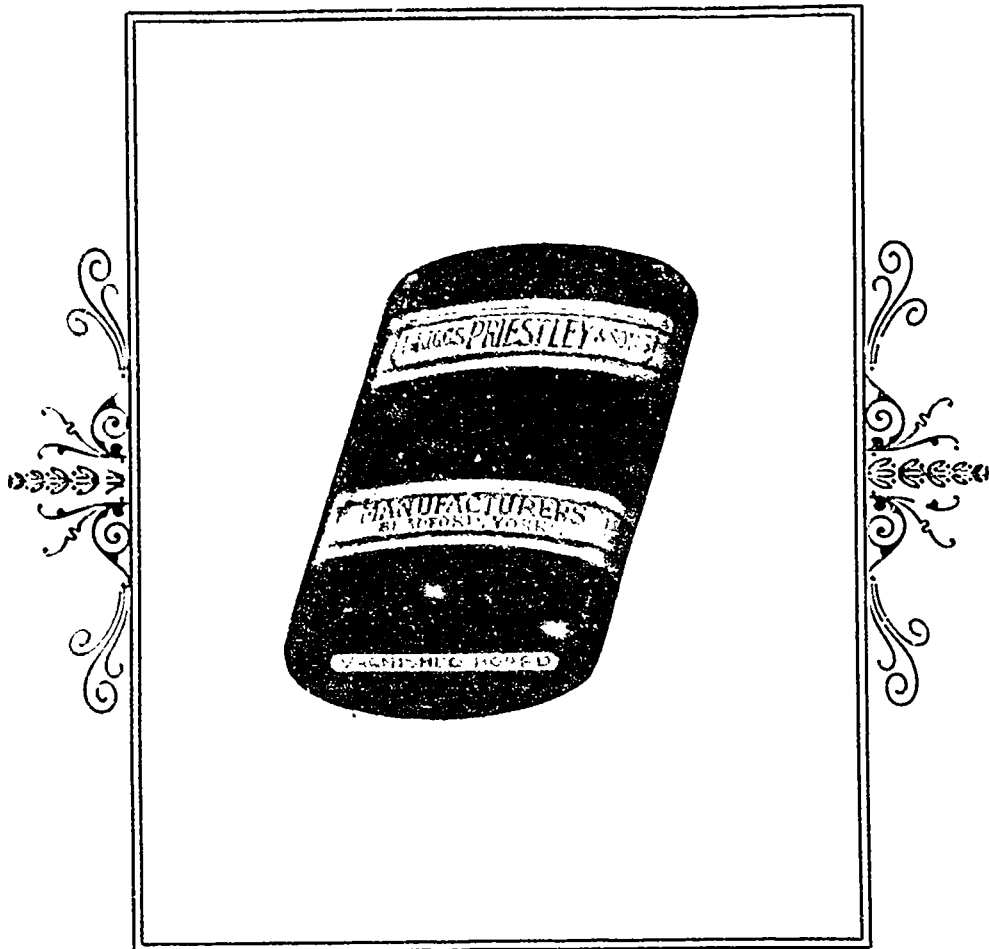
1490 Notre Dame St., **Montreal.**

Our Calendars for 1900 are now ready. Write us for one.

For Spring —

# PRIESTLEY'S

Coating Serges, West End Suitings,  
Poplins, Vicuna Cloths,  
Soleils, Crepoline Cords, and Crepons.



One of the best-known TRADE-MARKS in both Hemispheres: the famous "Varnished Board."

## S. Greenshields, Son & Co.

Sole Selling Agents

MONTREAL, and VANCOUVER, B.C.

**The Penman Manufacturing Co.**

Limited

Manufacturers of

**KNITTED  
GOODS**

of all descriptions

INCLUDING . . .

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

Head Offices:

**PARIS, ONT.**



Mills at

**Thorold,  
Coaticook and  
Port Dover.**

SELLING AGENTS:

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



**FIELDING & JOHNSON'S**

# Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

## KNITTING

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

In Spindles, or Banded  
and Boxed

## FINGERING

In Six Well-Known  
Qualities.

**STOCK IN MONTREAL.**

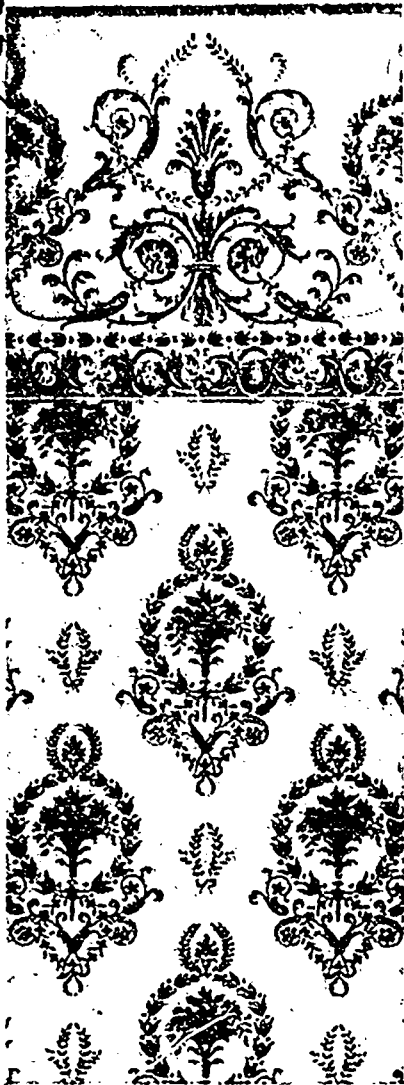
Careful attention to Letter Orders.

Sole Agents for Canada

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

# Two Wall Paper Beauties

Both the time in W. J. Hunt 50/11/07  
 see copy 60/11/07 - 12/1/08



No. 833.

## “Malmaison” Empire Pattern

No 833

This design is especially commendable for its correctness of style. The decorative theme of this pattern was executed from a similar design known as a souvenir of Empress Josephine. The brilliancy of its gilding, accuracy of printing and richness of its ground colorings, on fancy embossed paper, render it invaluable for high class decorations.

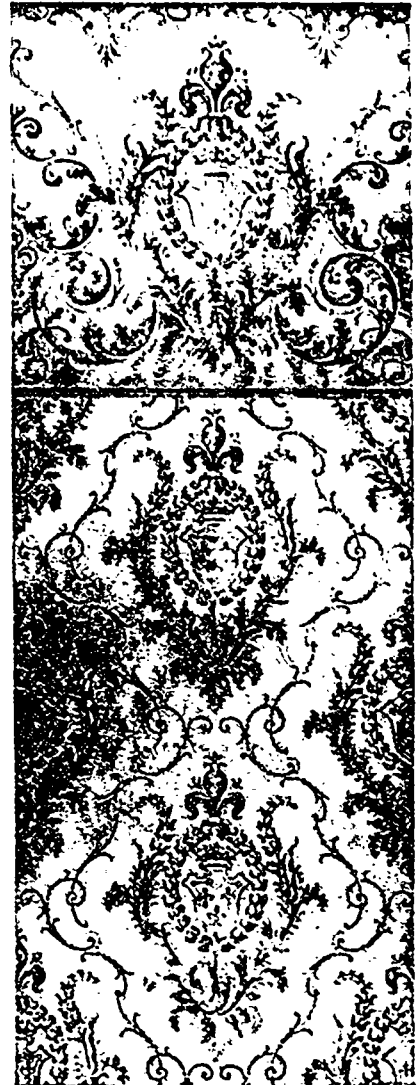


No. 798.

## “Royal Orleans”

An exquisite heraldic pattern with beautiful shield effect and royal armory—the very thing for parlors and halls. Printed on grounds of crown red, primordial blue, palace blue, maple, and bud-green colorings, in plain and embossed gills.

A paper  
that will attract the lover of  
the beautiful.



No. 798.

Your stock cannot be complete without the above beautiful patterns and others in the upper end of our line.

In point of originality, variety, novelty and quality we excel. Up-to-date in every way.

It does not COST you any more to get the BEST, but it PAYS you better. We want every dealer in Canada to judge for himself that we mean just what we say, and will send samples, free of all charge, to suit all requirements in the way of Wall Papers.

Don't wait—order now and get best selection and early delivery. You may need the goods sooner than you anticipate. The tide of prosperity will benefit you ever so much more if you handle “PROSPERITY” WALL PAPERS—only manufactured by

# The Watson, Foster Company,

MONTREAL, Que.

LIMITED

Agents for CAMEO RELIEFS and LIGNORIUR



# Run No Chances!



Hermsdorf's

Fast Black...

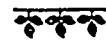
Is known as superior to any other. Your customers know the value of a black stocking dyed by

*Louis Hermsdorf*  
Dyer

They know by experience that *Hermsdorf's Fast Black never fades, never runs, never loses its brilliancy.*



They Want It.  
They Demand It.  
You Have to  
Carry It in Stock.



To convince your customers and yourself of the fact that your black imported hosiery is really dyed by Louis Hermsdorf, stipulate it in your order when buying and insist on having the stamp *Louis Hermsdorf* on every pair of hosiery.

*Louis Hermsdorf*  
Dyer

THIS STAMP IS A GUARANTEE OF FAST BLACK.

American Bureau of  
Louis Hermsdorf,  
78-80 Walker Street,  
New York.

*Louis Hermsdorf*  
Dyer

CHEMNITZ,  
GERMANY.

# The Bishop

NATURAL LEATHER

## Fur Robes and Coats

are guaranteed to be the best goods, for the money, in the world. Similar goods are made from skins that come off from the same animals, but all skins used by The Bishop Company are Indian tanned or dressed by a process similar to the old Buffalo dressing and used only by The Bishop Company.

All our dyed skins are dyed by a process known only to ourselves, which absolutely does no injury to the fur or leather. The natural color and dyed skins used by The Bishop Company in manufacturing robes and coats will retain their strength, softness and pliability for a lifetime, and will be just as good at the end of twenty-five years as they are when first prepared. The fur, in time, with hard usage, may wear off, but the leather will last, practically, forever.

There are no robes or coats in the world made from these skins which have these advantages, except those manufactured by The Bishop Company. If you want the best article for the money that can be found in this or any other country, buy only The Bishop goods and be sure their name on silk label is found on the article you purchase, whether robe or coat.

These goods are for sale by all the leading jobbers of  
Canada and the United States.

THE ...

# J. H. BISHOP CO.,

SANDWICH, ONT., CANADA.  
WYANDOTTE, MICH., U.S.A.

## The Guelph Carpet Mills Co.

Limited.

**FINE BRUSSELS, WILTONS,  
and INGRAINS**

Superb designs and colorings; strictly pure stock. Brussels and Wiltons, 3, 4 and 5-frame, borders and stairs to match. Ingrains, 2 and 3-ply, all standard grades. Art squares, 3 and 4 yards wide, any length.

**Goods which are Most in Demand Sell Quickest.**

**THE TRADE** may safely increase the volume of their business on our lines and be assured of prompt deliveries.

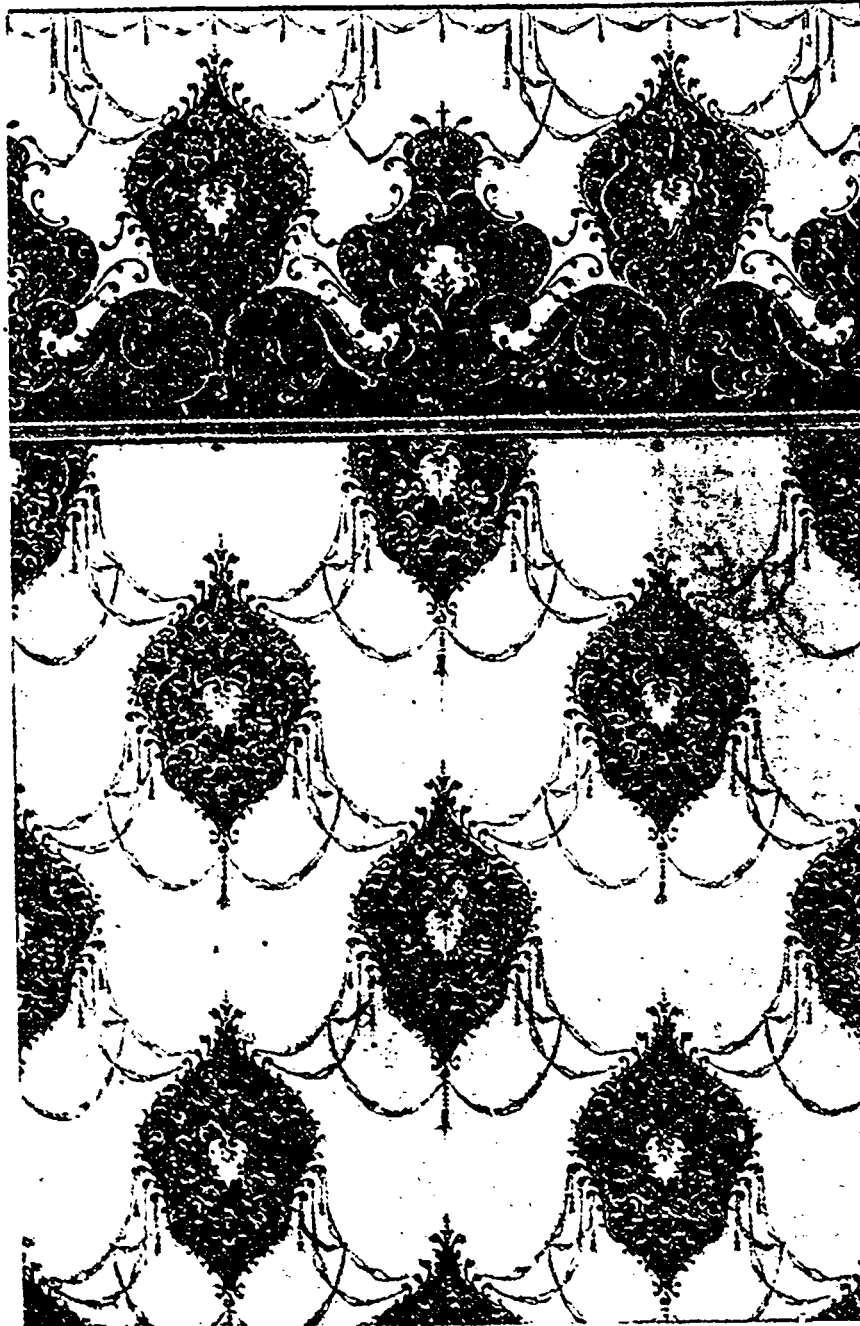
**The Guelph Carpet Mills Co., Limited.**  
GUELPH, ONT.

# Montreal Wall Paper Factory

1030 NOTRE DAME ST.



We have a full line of Ingrain Papers with borders and Ceilings to match now in stock.



See our line of fine Varnished Gilt. This cut represents one of our Popular Designs.



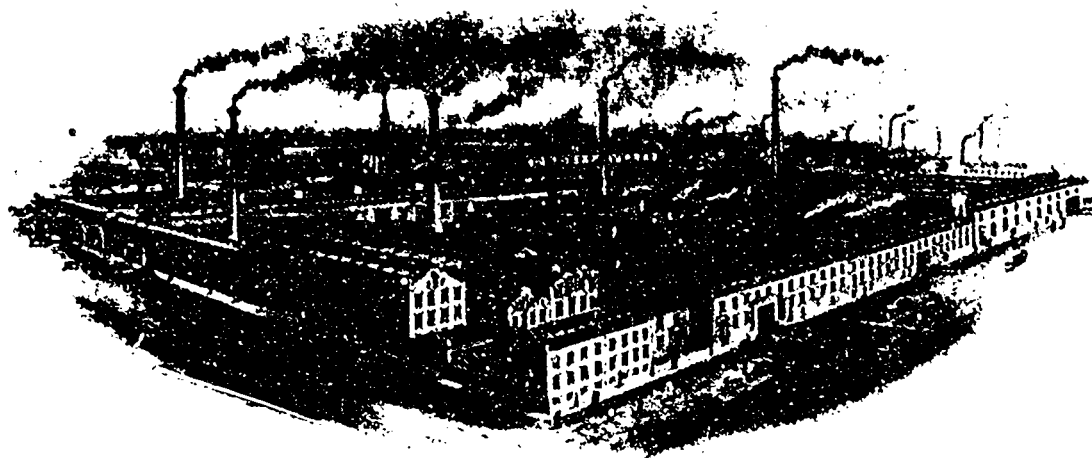
DESIGN 721.

## COLIN McARTHUR & CO.

OFFICE AND WAREHOUSE

13 Voltigeur Street,

Montreal.



WATER LANE DYEWORKS, BRADFORD, ENGLAND.

# The Patent Permanent Silk Finish

ON

## Cotton Italians and Linings.

*By Her Majesty's Royal Letters Patent  
Nos. 16,746 and 15,109.*

The Superiority of Goods finished by this method is in

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

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

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

PATTERNS WILL BE SENT ON APPLICATION.

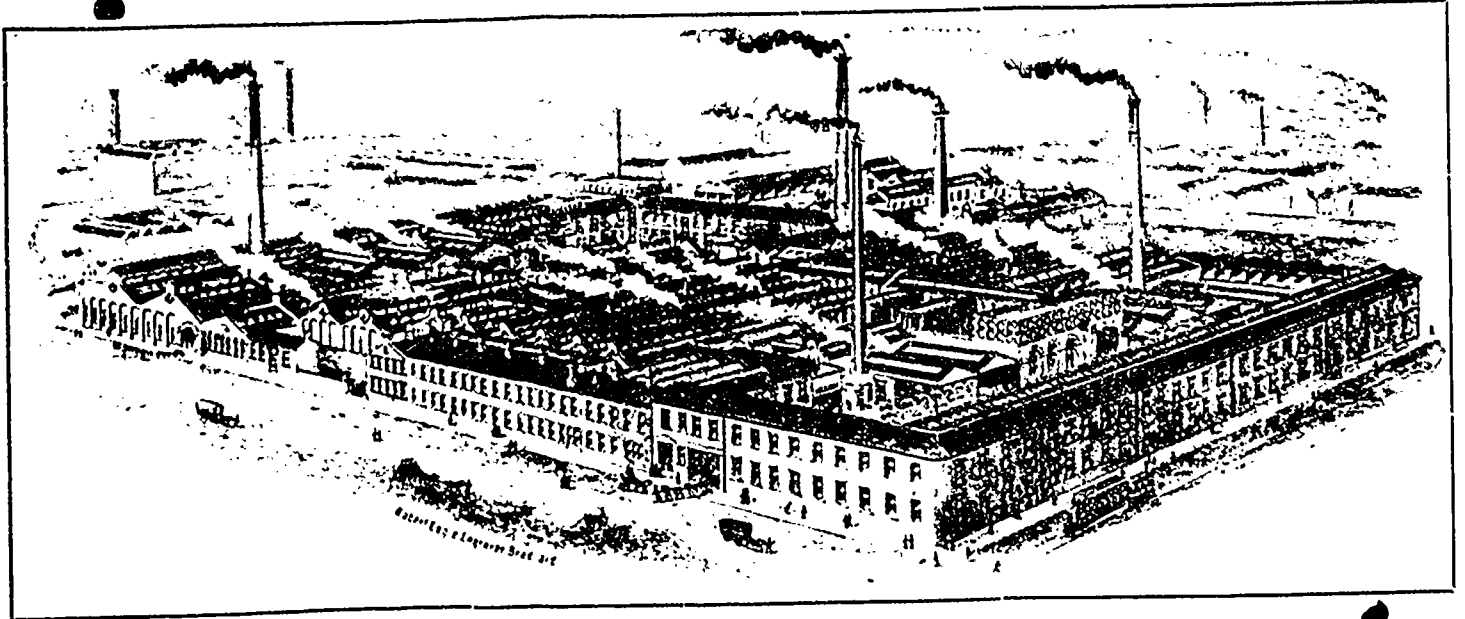
Dyed and Finished  
only by

## GEORGE ARMITAGE, Limited

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

WATER LANE DYEWORKS,  
BRADFORD, ENGLAND.

# W. GRANDAGE & CO., LIMITED



## LOW ROYD & BROWN ROYD DYEWORKS

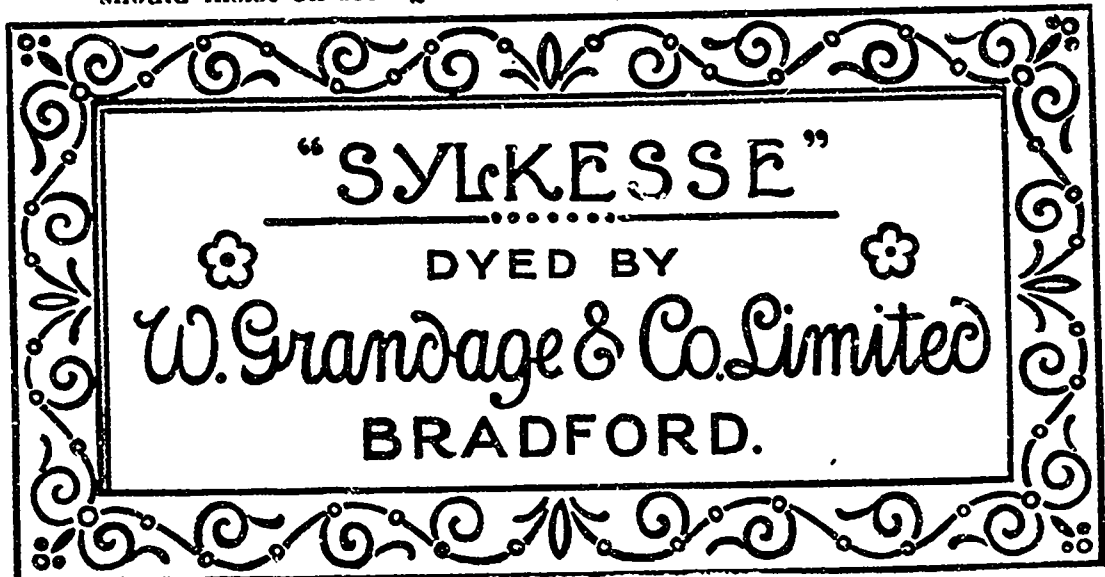
BRADFORD, ENGLAND.

DYERS, BLEACHERS, AND FINISHERS OF ALL CLASSES OF PIECE GOODS AND COTTON YARNS

THE ABOVE FIRM MAKE A SPECIALTY OF

**Mercerised Cotton Sateens, Brocades, etc.**

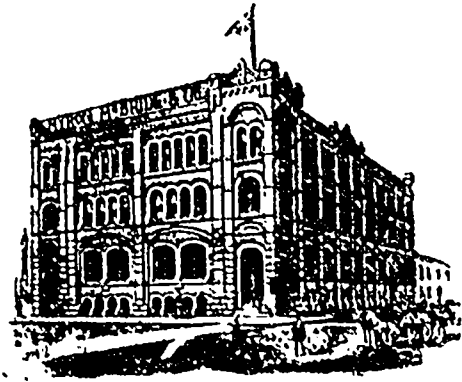
To ensure having the most perfect imitation of Silk, Importers and Retailers should insist on seeing the following Stamp on all such goods.



Ask for New Shade Card for 1900. All shades on this card are

**GUARANTEED NEITHER TO RUB OFF NOR CROCK.**

# Going Up..



A rising market affords a sure indication of prosperity.

The increase in prices of raw materials and fabrics affecting manufactured articles for next season is remarkable.

It will scarcely be noticed by our customers though, because we bought early—got ahead of the advance. You may rely upon obtaining the usual good values in Men's Furnishings from us—with special reference to Shirts, Underwear and Hosiery.

Have you seen our Samples ?

Isn't a firm at your very door, showing everything that skill and taste and perfect machinery can produce, entitled to patronage ?


## Myron McBride & Co.

Wholesale Men's Furnishers

— WINNIPEG.

# P.D. CORSETS

Style  
**Sapho A**  
REG.



*"Charms strike the  
sight but Merit wins  
the Soul."  
Pope.*

P. D. CORSETS have no EQUAL for Fit, Style and Durability. Every up-to-date Corset Department cannot afford to be without them. For prices write to

**KONIG & STUFFMAN,** 11 Victoria Square, **MONTREAL.**

# The Dry Goods Review

CANADA.

Vol. X.

JANUARY, 1900.

No. 1.

## THE SPAN OF A CENTURY 1800—1900.



THE year 1900 sees Canadian commerce at so high a level that the mind is naturally carried back to 1800, when British America was in its infancy and its trade but a small affair.

The hundred years that have passed between 1800 and 1900 have completely transformed this part of the continent.

The progress is marvelous if one considers the actual state of affairs in 1800. The condition of the Provinces at the close of the last century has yet to be fully described. It must be reconstructed by some future historian from old documents, letters, newspapers, and official despatches. The future chronicler will probably devote most of his time to the political conditions prevailing in 1800. In this short paper I propose to deal briefly with the commercial aspect of affairs in the Provinces, or colonies, now composing the Dominion of Canada. Recollect that in 1800 the Maritime Provinces were quite separated, both geographically and commercially, from Upper and Lower Canada. The commercial development of these two sections of the modern Dominion was taking place separately. Then the West—but what was the West? Upper Canada, now Ontario, was just being peopled by the Loyalists. This had been going on for ten years or more, but the people were hewing out homes for themselves in the woods, rather than trading. The West might be described as all the land west of Montreal, and the real commerce of that region was the fur trade. The big fur-exporting companies imported quantities of goods during the Summer season from Great Britain, and exchanged them for furs with the Indians. This trade, as far as it affected Quebec and Montreal, was done in the Territories north of the great lakes and in the country of the Ohio and Mississippi rivers. In 1800 it must have amounted, in annual export





value, to \$1,000,000. The Hudson's Bay Company did its great business to the far north and its ships traded into Hudson Bay.

### Trade Between the Provinces.

But to get a clear idea of what may be called wholesale and retail trade, in such centres of population as existed in 1800, one must bear in mind the sparseness of population, and the difficulties of communication. The merchants of that day were not wanting in energy and courage. The city of Quebec did all the importing for Upper and Lower Canada. In both Montreal and Quebec there were many important firms. Such names as Forsyth, Richardson & Co., James and Andrew McGill, Auldjo, Maitland & Co., McTavish, Frobisher & Co., Leith, Jameson & Co., Adam Shaver & Co., James Robertson & Co., and others were flourishing in 1800. These and other firms were the pioneers of what is now an immense business. The goods for Upper Canada were reshipped from Quebec up the St. Lawrence to York, Newark and other points. They all passed Coteau du Lac, at the foot of Lake St. Francis, where the boundary between the two Provinces ran, and, being inspected there by an official, the amount of Customs duties on them paid at Quebec, were refunded in a lump sum at the end of the season by Lower Canada to Upper Canada. The official stationed at Coteau du Lac in 1800 bore the Scotch name of William Fraser. He also kept an eye on goods going down the river, so as to prevent smuggling into Lower Canada. But his task in 1800 was light, for none went down! The upward freights that year involved a refund of duties to Upper Canada of about \$5,000. Upper Canada charged duty on tobacco, wine, whiskey, rum, sugar, salt, coffee, and playing cards. The Legislature, like that at Quebec, discussed the proposed cultivation of hemp and expected great things from the industry.

### Montreal Declines A Custom House.

The Province of Lower Canada was, of course, the more important, commercially, in 1800. The headquarters of the large importing firms were there. The rival fur-trading companies centred in Montreal. Quebec was the port of entry. In fact, Montreal didn't want to be a port of entry, and the merchants agitated against the establishment of a Custom house! One of the curious relics of the past is a petition that was before the governing authorities in 1800, signed by the leading Montreal merchants, and bearing the date October 21, 1799, declaring that "a separate and independent Custom house may introduce intricacies, difficulties, delays and expense beyond what at present exists or can be foreseen, and, if so, render the means of redress extremely tedious, not to say impracticable." The merchants who signed this memorial were: Isaac Todd, Forsyth, Richardson & Co.; Auldjo, Maitland & Co.; Leith, Jameson & Co.; John Gray; Samuel David; James & Andrew McGill; David David; McTavish, Frobisher & Co.; J. Laing; Parker, Gerrard & Ogilvie; Richard Dobie. The authorities lent ear to the request, and did not force a Custom house upon Montreal. The idea of cultivating hemp took hold of the people, and some was actually grown (and prizes given for it in England) on farms near Montreal and York.

### An Export Of Wheat.

Now, Lower Canada in 1800 considered itself no unimportant place. Its population was over 100,000, and the public revenue amounted to \$125,000. The "King's Posts" were leased at £400 currency per year, and a regular fortnightly mail (in

Summer) with Upper Canada was hinted at. The roads were not very good, it is true, but, if you didn't mind mere distance and being ferried over the rivers, you could go all the way to Amherstburg by road. Nor were the people unmindful of export trade, and as they had nothing much to export, and as the wheat yield was bountiful in 1800, the grainmen solicited permission to send their surplus wheat to Newfoundland, the West Indies and other neighboring colonies. They had to seek permission, because, in those days, the country was under the "Colonial System," and was confined to Great Britain as an export market. The Imperial authorities consented. They did more, because—since the high seas were dangerous, owing to the French War—they sent frigates of war to convoy the grain ships from Quebec. It is recorded that the export of wheat amounted to 130,000 bushels, and the departure of this vast quantity caused great uneasiness in the minds of the authorities in Quebec. For, argued they, next year the crop will be short, and where will the people find their food? But trade, on the whole, flourished in 1800, and the outlook was good.

### Slow Communication in 1800.

The distances and the absence of all modern means of conveyance (there being no steamboats, railways or fast coaches) greatly impeded commercial intercourse. It took a month to go from Halifax to Quebec. The time consumed by a journey from Quebec to England was two months. The mails usually went to New York and thence by packet boat to the Old Country. Just before 1800, if you wanted to catch the January packet boat from New York you had to post your letter in Quebec on December 5 previous. The news from Philadelphia (until 1800 the seat of Federal Government in the United States) took a month to reach Quebec. But a weekly conveyance by post was now set up with the United States, so that by March 8 the New York papers of February 16 were available in Quebec, and these contained European news as late as December 15. It was three days' journey between Montreal and Quebec. During the Winter, it appears there was just one express for letters between Montreal and Niagara, communication, therefore, being practically suspended during the season of ice and snow.

### Retail Trade 100 Years ago.

The general store was the typical shop of the time. There you could buy almost everything. In 1800, James McKenzie kept one of these stores in Three Rivers. It is instructive to read his announcement to the public. Mr. McKenzie declared that he possessed: "A general and well laid in assortment of dry goods and liquors, consisting in linen drapery, haberdashery, and woollen drapery, men and women's shoes, youth's ditto, hardware and cutlery, glass and earthenware, Jamaica rum and spirits, country distilled ditto, etc., etc.;" and he assured his customers that he was willing to sell these either wholesale or retail, "on a low advance for cash or short credit." In 1800, Mr. Benaiah Gibb had bought a piece of land on St. James street, Montreal, whereon he erected a building and began that famous tailoring business which is now almost historic in its antiquity. Then, in York (Toronto), Mr. Abner Miles was another merchant who accommodated the public in a variety of ways. He kept a store, his clerks dealt out liquors by the bottle or the glass as your thirst determined, he kept a "house of call" or inn, he sold meats by the pound and gave you credit if you looked worthy of it, and he sold passages by the

boat to Niagara. The price of a passage over the lake to Niagara in 1800 was 8 shillings. Mr. Miles carried on a most extensive and respectable business, and I have been privileged to examine a copy of his day book, now brown with age (the date is 1797) and in which he entered the charges against people who bought from him—and credit seems to have been very common in those days. One day it is a sale of 2 yards of "checked linen" at 5 shillings the yard. Another entry is for 4 yards of "diaper" costing £1. Then, a well known citizen would enter the inn bar and take "brandy in company," that is, he would treat his friends, and the charge was 6 shillings. Thus, a pioneer merchant required to have good business ability and to control many different lines of trade if he wanted to make money.

But, what goods, you may ask, were sent up from the towns of 1800 into the far north and west for the purpose of trading with the Indians? This, too, can be answered, for a learned custodian of ancient Canadian documents has entrusted to me for examination several statements, whereof the ink is now faded, but which reveal the names of articles dealt in. It was customary to ship goods by way of the "Grand Portage," near the present Port Arthur, on Lake Superior, to the trading-post on English river. One list shows a shipment of coats, capets, robes, "leggings," pairs of "sleeves," looking-glasses, ivory combs and silk handkerchiefs. Another list contained soaps, medicines, cotton wick and the following, which I quote as they appear: 582 pairs of calico trousers, 87 pairs of Russia sheeting trousers, 472 pairs of cotton trousers, 121 pairs of beef shoes.

#### The Maritime Provinces.

But commerce in 1800 was not confined to Canada, by any means. The Maritime Provinces were then what they are now, a region peopled by able vigorous men, who could make money in trade and develop their resources. By 1800, New Brunswick and Prince Edward Island were separate Provinces, with a trade of their own. The city of St. John and Miramichi were important trade centres. Halifax was a thriving city. Its merchants were opulent, and the historian relates, as an evidence of how rich the merchants of that day were reputed to be, that a Haligonian of 1800, having amassed a fortune in trade, had returned to end his days in dignified retirement in the Old Land. Agriculture was prosperous and the fish trade was extensive. If we wanted any proof of the extent of Halifax wealth in 1800, it could be furnished in the fact that a proposal to found a bank was started. In a few hours, Halifax merchants subscribed £50,000 capital for it, but permission to go on with the enterprise was refused (because a monopoly was asked for), and Halifax had no bank until 1825. It may be said here that no incorporated banks were in existence in any of the Provinces in 1800. Nova Scotia was prosperous—a condition reflected in the price of labor, which was considered high, wages being \$1 to 6s. per day. The modern trade in apples finds a curious origin in the fact, mentioned in the records, that the Governor sent home a pre-

sent of apples to some friends. Prices in the Halifax market in 1800 give us an idea of the value of products. Beef, 4 to 5d.; pork, 6d.; mutton, 7 to 8d.; veal, 8 to 9d.; fowls, 3 to 4s. per pair; oats, 2s. 6d. to 3s. per bush.; butter, 1s. 3d. to 1s. 6d.

A hundred years has brought us to 1900 with its foreign trade of over \$300,000,000; with its interprovincial dealings of probably \$125,000,000; with its population of 5,500,000; with its marked development of natural riches in the mines, forests, fisheries and other departments. In fact, Canada is only beginning to expand, but the basis of expansion is very real and secure. No wise community despises the day of small things, and if 1800 was not conspicuous for the extent of commercial enterprise let us remember how mercantile efforts were handicapped then. If we, in 1900, with all our appliances and conveniences, can utilize them as strenuously as the men of 1800 employed their slender resources we shall do well.

C.

In visiting Midland, Ont., the general store of H. Horrell impresses one. The business has steadily grown from small beginnings, and Mr. Horrell understands every department of it and manages it with energy. He is very popular with his customers, and has a pleasant word for all.



FLOWER POT ROCK, GEORGIAN BAY.

## THE BRITISH TEXTILE AND DRY GOODS TRADE IN CANADA.

PERHAPS in no department of trade, except iron and steel, might we have anticipated a more marked decline in the imports of British goods by Canada than in textiles, or what are known here by the generic term, "dry goods." Yet, as a matter of fact, this trade has not declined. Values have fallen a little when the figures are bulked together, but quantities have increased. Notwithstanding the expansion in Canadian-made textiles, the severe competition of France, Germany and the United States with British goods, and the fact that no special efforts have been made until quite lately by British manufacturers to cultivate this market, the trade has held its own.

The truth seems to be that, with ordinary enterprise, Canada can be made a profitable market, considering its size, for British goods. There is a preference for them in popular opinion, and this has now been embodied in the tariff. At the date of writing (December, 1899), the figures for our last fiscal year have not been published in detail, and the full operation of the new tariff cannot be accurately stated. It is probably very favorable to British goods. But, even an examination of the old conditions show a surprising vigor in the trade in dry goods. The prices of the principal textiles had fallen greatly in Europe previous to 1898, so that a fall in the bulk-value of any line of imports does not necessarily mean a decline in trade. As already stated, there is a strong preference for British goods. The merchant can get a better price for them, as a rule. This is an important factor with him, and he makes the most of it. Then, the largest importers in Canada conduct their business on a great scale. Their travelers cover the country from end to end, and shipping facilities in Winter, as in Summer, have much increased. With ample capital, the late depression having weeded out weak concerns, the Canadian wholesale houses are in a position to encourage the trade in British goods, and their importations this season show it.

The tendency among certain British manufacturers to neglect the Canadian market up to a late period was scarcely wise, although hardly to be wondered at. In 1879, the Canadian tariff on all importations was made considerably higher. A feeling of impatience was entertained by some British manufacturers, and deputations of British merchants even protested to the Imperial authorities. But nothing could be done with a self governing colony exercising its rights in framing its own tariff. However, there was a disposition to turn away from Canada and to push in other directions. Canada, they argued, was only a market of 5,000,000, and loss of trade could easily be made up in other directions, notably, in "America," as many British traders are disposed to call the United States, reviving the phrase of the last century, when "America" meant the English possessions on this continent. But the United States has not proved a source of unalloyed profit and satisfaction to the British exporter. Its tariff has grown higher. There is reason to fear that high protection is too firmly embedded in its policy to be dislodged. Recognizing this, some British manufacturers have erected factories in the United States. They found, despite the free

trade theory, which is sound enough on general theoretical grounds, that the consumer does not pay all the duty. The foreign manufacturer, anxious to get into a protected market, puts his profit down, sometimes to the vanishing point. This has proved, in some lines, under the present United States tariff, disastrous to the British exporter.

Here was Canada's opportunity and it is satisfactory that she has seen it. The tendency is toward lower, not higher duties. The British preference has been in force for a year and as time goes on will work favorably, and, if this hope proves fallacious, the intention is to alter it so as to effect that result. It is, of course, a work of time, because you cannot repair the results of 15 years in one or two. Revenue requirements are very great in Canada, and to collect direct taxation over a wide area, thinly peopled in many districts, is too expensive. A Customs tariff of some sort will continue.

But, even under the old conditions, with no special effort by British exporters to cultivate the Canadian market, the trade has held its own. To illustrate this we append a short table of

CANADA'S IMPORTS OF BRITISH DRY GOODS.

	1880.	1895.	1898.
Braces and suspenders \$	9,463 \$	25,830 \$	25,731
Embroideries.....	10,679	42,350	20,240
Feathers and flowers..	59,857	215,333	245,095
Laces.....	.....	457,271	554,095
Gloves.....	51,335	267,574	194,572
Oilcloths.....	48,981	154,584	146,004
Umbrellas and parasols	64,711	185,421	107,012
Silk ribbons.....	240,233	449,735	423,157
Miscellaneous.....	234,728	126,944	183,073
Curtains.....	.....	165,057	189,285
Linens and flax goods.	939,677	1,071,374	1,201,733
Fur goods.....	163,891	351,055	266,932
Hats and caps.....	391,596	838,901	731,943
Carpets.....	603,488	904,327	861,291
Silks.....	1,667,632	976,050	1,242,646
Cottons.....	5,898,650	3,082,524	3,364,774
Woollens.....	5,517,958	5,824,931	5,876,181
	\$15,902,870	\$15,139,261	\$15,573,764

An analysis of these figures shows that :

1. In 1880, before the new protective tariff had had time to operate, the imports were about £3,000,000.
2. In 1895, 15 years later, with protection in full operation, the imports had not fallen off, but, allowing for lower values, rather increased.
3. In 1898, when (by reason of the British treaties) the Canadian tariff preference was enjoyed by German, French and other goods, which were rushed into Canada in expectation of the higher rate, the British imports continued to be about £3,000,000.

While the conditions, therefore, are not on the face of things unfavorable to British exporters, they embody certain facts the British manufacturer might keep in view. In the first place, the increased imports into Canada of dry goods bought in France, Germany and the United States should be borne in mind. The manufacturers of those countries are very alert to increase their Canadian trade. No market is too small for them to despise. Germany is especially active. The knitted goods, dress fabrics, cloaks, etc., of Germany, are well pushed

In Canada. The French dress materials compete hard with Bradford, and, in laces, silks, and millinery supplies generally, the tendency toward increase of purchases is marked. The United States manufacturer, although his share of the staple trade captured from Great Britain has not been at all proportional in dry goods to his success in the iron trade, is not to be overlooked. In what may be called novelties, in printed cottons of various styles, in carpets, in curtains, and in other lines, his efforts are unceasing to sell in Canada.

It will be seen, from the figures quoted, that imports of English cottons have not so greatly fallen, notwithstanding the establishment of a completely equipped industry in Canada since 1879. It will not be surprising if British trade in this department, in such lines as prints, made-up cotton articles, etc., increases very much in the next few years. As to woollens, despite the Canadian tariff, they steadily grow in favor, and the British manufacturer of new dress fabrics, of new tweeds, both for men's and women's wear, and of woollen goods generally, has good reason to anticipate an increased export. In silks, a direct trade is now being done with Japan, and this cuts a little into the preponderance of trade done in these lines with continental manufacturers. In hats and caps, especially men's wear, the United States makers have considerably increased their sales in Canada, while it would be difficult to name an English maker, besides Christy, who pushes the Canadian trade as it might be done. A large slice of the button trade has gone to Germany, while the same is true of knitted underwear.

During the next few years, the expansion of Canada and the larger demand for a better class of goods point to conditions very favorable for British trade if advantage is taken of the opening. But Canadian buyers no longer content themselves with the English, Scotch and Irish markets. They go to all the continental centres, and their placing orders, no matter how small, are accepted with satisfaction as the beginning of a large business. The foreign exporter is thus becoming more aggressive, being induced to do so by what he supposes is apathy on the part of his British rival. The British exporter is not, as some people weakly conclude, at a disadvantage in catering to new ideas. British goods continue to show the care, style and finish that have carried them all over the world, and all the processes of manufacture seem to be fully abreast of the times. In Canada, they certainly enjoy the best reputation among consumers. But in these days of keen competition it is a truism that orders go to the most strenuous, and the Canadian market, if it is to be won, must be cultivated.

An old industry in New Orleans is the manufacture of moss and vegetable hair for upholstery purposes. The natural moss, which forms so picturesque a drapery on the ancient cypress trees of the lake region, is collected by a small army of country people, who find it a convenient way of earning a little ready money. In its original condition the growth is full of spores and impurities, which would cause decay in the fibre. All these are carefully removed by successive washings, and the moss is finally passed through a special form of gin. It emerges clean, sweet-smelling, and elastic, and is admirably adapted for most of the purposes to which curled hair is applied. There is a great deal of competition, and of late prices have been reduced to such an extent as to leave a very narrow margin of profit. Nevertheless, the industry is in a flourishing condition. The product finds a ready sale in the United States and Canada, and an export trade with France, Germany and England is being steadily built up. Thus far the sales have been limited only by the capacity of the manufactories.—Textile Mercury.

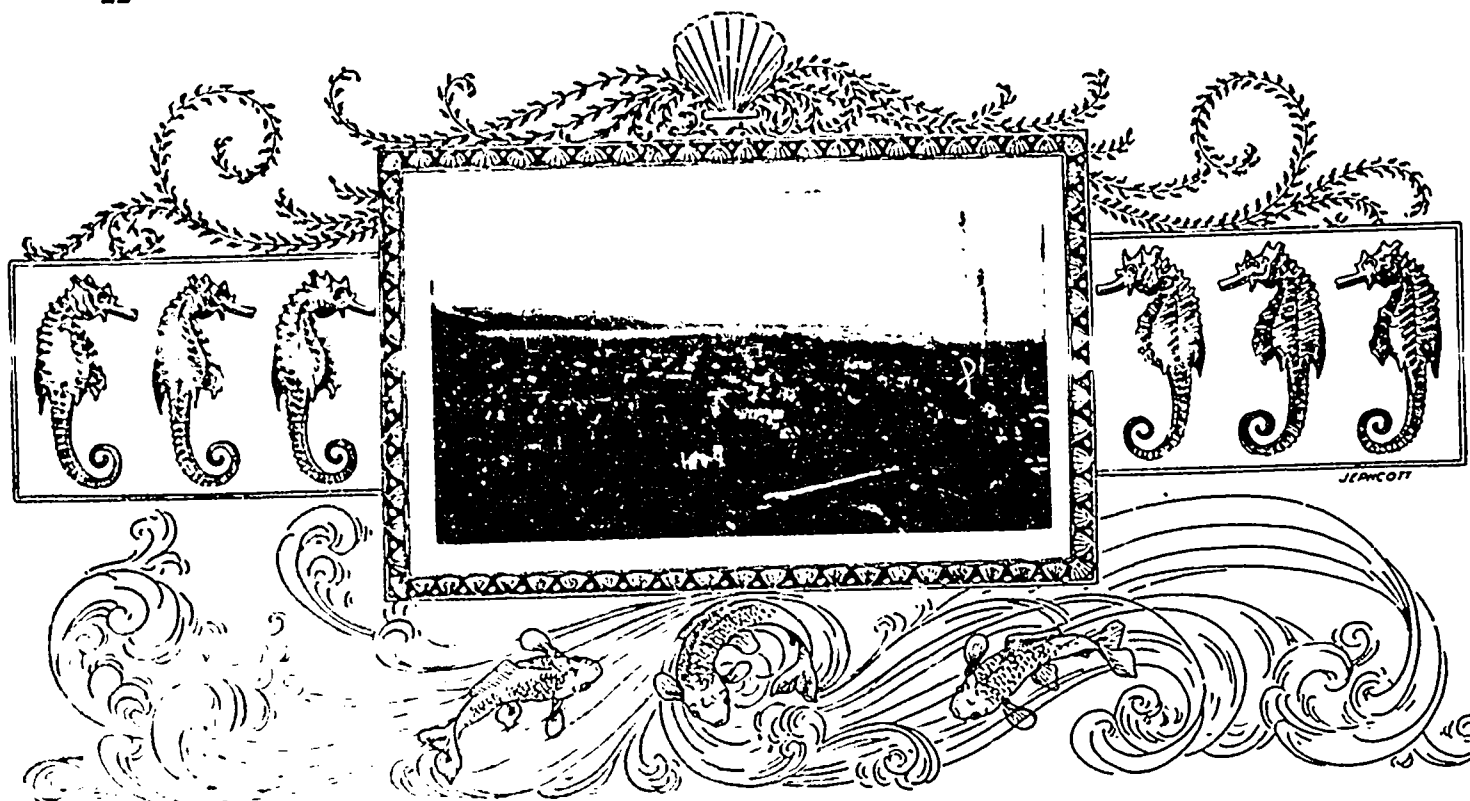
## HOW A BIG PARIS STORE WAS CREATED.

THE idea of creating the Louvre, a Paris department store, originated with M. Chauchard. It is a question, however, whether in his wildest dreams he ever hoped to attain such marvelous results, says an exchange. M. Chauchard entered business upon graduating from Henry IV. College. At that time the great shops were La Belle Fernuere, La Villa de Paris, La Coin de Rue, La Chaussee d'Antine and Le Pauvre Diable. He entered the last. It was a model debut. The young shopman did not start even. It cost him \$200 to be initiated into the mysteries of the trade. At the end of his apprenticeship the graduate of Henry IV. College was deemed worthy to earn his \$5 a month. Every year his salary was raised \$20. He went through the routine, became an assistant shelf clerk, then chief shelf clerk, or buyer, at \$40 a month.

There was nothing more for him to hope for in the shop. In such a situation, two courses were open to the bold and enterprising, either to marry the daughter of his employer, continue the traditions of the place, and step into his shoes, or to strike out for himself with his own money or with the money of other men. M. Chauchard chose the latter course. At that moment Paris had begun to transform herself. The "Hausmannizing" had begun. Between the dwelling-place of the ancient kings and the gallant memories of the last century rose the Hotel du Louvre, squaring itself proudly in the Place du Palais-Royal, the Rue de Rivoli, the Rue de Marengo, and the Rue St. Honore. Without ceasing the workmen were laboring upon it. The clerk without a counter stopped like everyone else before the new building that was striking a modern note in the very centre of the capital. He said to himself that a grand shop in one corner of the structure would not be badly located, and that the owners ought to take kindly to the idea. He learned that the rising palace belonged to the real estate corporation of which M. Emile Pereire was president. Mme. Lepic, a friend of the young man's mother, obtained him a letter of introduction. Full of confidence, the young man called upon M. Pereire, and managed to convince him that his plan was good. He obtained the lease of a small part of the building, measuring 100 metres, in the Rue St. Honore, 44 metres in the Rue de Marengo, and 20 metres in the Rue de Rivoli, the ground floor and the mezzanine. He required funds for the purchase of stock, and obtained them from a dealer. He also needed a partner, and his barber, to whom he confided the need, introduced him to the chief of the silk department in the Ville de Paris, M. Heriot, who was tired of his position and looking for something.

The work of fitting up the store was delayed so that it opened at an unfavorable time, on July 9, 1855. Though the first results were not favorable, a short time afterward the Louvre Store Co. was formed with a capital of \$220,000, and with two responsible managers, MM. Chauchard and Heriot. The shop, which at that time did the largest business, was the Ville de Paris, with a business of \$1,500,000 a year. Four years after its foundation the Louvre reached this figure. In 1866 it rose to \$2,600,000, and in 1869 to \$5,000,000. The war of 1870-1871 caused the receipts to fall to \$1,000,000, but in 1873 they had risen to \$6,500,000. M. Heriot died in 1879, leaving an estate of \$15,000,000. Two years later M. Chauchard pushed the receipts above \$20,000,000. M. Chauchard's activity was immense. He received all comers in his great store, talking with each, choosing his goods, issuing orders and discussing new ideas. To stimulate his employes he adopted various ways to interest and reward them.

M. Chauchard remained 30 years at the head of his store and retired with a fortune of \$600,000 a year.



## The Development of the Dry Goods Trade in Montreal.

**M**ARINERS, military men and missionaries early perceived the advantages for trade possessed by Montreal, and their expectations with regard to the importance which such a situation should command, have been borne out by the testimony of succeeding years. It appeared to the pioneers who settled the country, that the Lachine Rapids presented an insurmountable barrier to further navigation, and that Montreal must continue to be the shipping port for Upper Canada. Indeed, in 1832 an agitation was promoted and a petition drawn up by leading merchants, begging the Government to allow the city to be included in the Upper Province, and urging as one of their reasons the fact that Montreal was almost entirely dependent upon Upper Canada for her trade, inasmuch as that Province imported goods from the Old Country, while the French, who formed the great bulk of population in Lower Canada, manufactured for themselves.

The earliest trade, as might naturally be expected, was in peltries. In the month of June the dusky natives of the west began their voyage eastward, their canoes laden down with the spoils of the Winter's chase. Every year spread the news of the fair in the great village of the white men farther and farther, as the warriors returned to tell their more remote neighbors of the fine things to be purchased for their skins, and every season brought a larger number of Indians to the trading post. Such were the beginnings of the present day commerce of Canada's metropolis.

The origin of the shawl trade is also of interest. Mr. Dougall, the founder of the name in Montreal, brought out with him a valise full of Paisley shawls. He found them so eagerly sought that he soon established quite a business in that line. A constant visitor at the store was a young lady

possessed of excellent taste in the matter of patterns, whose advice in the selection of new designs was of the utmost value to the merchant, until he found out that her taste for the shawls was so great that she had at one time and another appropriated a large number for herself. He did not prosecute her, but kept her ideas about patterns.

Prior to 1825, when the Lachine Canal was built, forwarding was a business of much importance, as it was necessary that everything should be carted to Lachine, and taken thence in canoes and batteaux. This, of course, meant great delay and considerable loss. A feature of the transportation at this time was the "Durham" boats. These were drawn up the stream by oxen with ropes, and when the current was specially strong the passengers were accustomed to lend their aid from the shore. The distance to Belleville was computed, not by days, but by weeks.

The early part of the century was marked by the influx of New Englanders, who came with all their Puritan thrift, instinctive sharpness and Yankee business capacity to swell the tide of commerce and place trade upon more comprehensive lines. In 1840, the population had risen to some 40,000; a mayor and city corporation were appointed, and fire and police departments organized. This seems to bring us quite into touch with more modern days, and it might be thought that the changes since that time would be comparatively insignificant. But the probability is that the contrast between our trading life of to-day and that of the thirties and forties is of a more marked character than that with former years.

The grandfathers of the present generation carried on their business under a regime so unlike ours in many respects that it seems as of another world, and indeed it was. What stories

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Superintendent of Works



A. W. ALLEN,  
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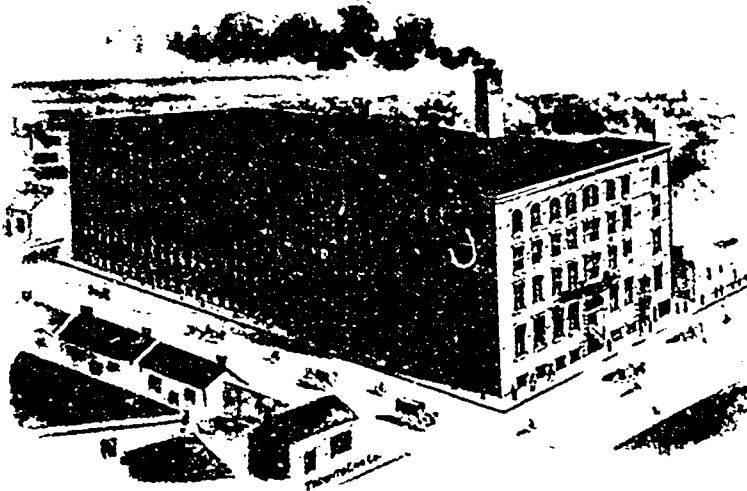


FREDERICK WOODLAND,  
Manager Designing and Cutting Departments

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CHARLES D. MCKENDRY,  
Manager Order and Shipping  
Departments



CHARLES J. F. PRICE,  
Accountant and Office  
Manager



CHARLES A. SWIFT,  
City Salesman



JOHN G. FORBES,  
Salesman Quebec and  
Maritime Provinces



W. F. FOSTER,  
Buyer,  
Salesman for Ontario



JOHN HOME,  
Salesman Manitoba and  
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New building finished. New machinery installed and working. Organization perfected.  
 Large amount of new capital invested in business. Each department managed by a competent man.  
 Over seven hundred employees. Largest manufacturers in Canada of Blouses, and Women's and Children's Wear.  
 We buy cash ten days. We sell cash thirty days.  
 Underwear orders for January White Goods sales all shipped on time. We are ready for repeat orders.  
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the veterans of the trade have to tell of the long Winters, when the busy warehouse was exchanged for the comfortable old log fire, and the merchant enjoyed himself with his family at ease! Business practically ceased after Christmas, the cellar and top storey of the warehouse were closed, and nothing took place there but a little sorting over of goods—that is to say, if any were left to sort. Stocks in those days were small, and the whole amount of goods kept through the Winter by a firm such as J. G. McKenzie's or Greenshields', could be put in a room 12 x 14 feet. Indeed, an old-timer told the writer that he could remember when one piece of print constituted the entire stock of Jas. Johnston & Co. Wholesalers used to sell off as much as possible in private sales, and then hold an auction at the close of the season.

At this time there were no railways, except a small one from LaPrairie to St. Johns, which only ran in the Summer, and the Winter months were utilized for traveling through the country taking orders and collecting outstanding debts. The merchant took his own sleigh as being a quicker method of travel than the proverbial stage, and one which allowed more freedom in the way of stopping over on the route. A way he drove through the different towns and villages, and did not think anything of traveling as far as London and Sandwich, for he was sure then of a steady Winter and good sleighing, though all this is now changed.

Those were the days, too, when debts had to be paid, and paid with interest.

Many of the drygoodsmen living to-day can look back and recall the time when it was customary to grant a month's holidays to their employes during the Winter, because there was nothing for them to do. Some of them recount stories of how they used to spend their days playing checkers, and just fancy the important head of one of our wholesale firms playing leap-frog with his men to pass the weary Winter hours! People do say that Montreal business men are particularly approachable, and the foregoing looks as if such had always been the case. At all events leap frog is rather inconsistent with all the red tape of managers, secretaries, and the host of modern barriers to the private office.

All this had, however, to be paid for when the rush came. Then it was a question of all night and all day, sometimes with a lapse of three days when the workers did not sleep. The principal business of the year was done in two seasons, in the Spring and in the Fall. Down came the country store-keepers from Niagara and the west to buy at the auction sales, and everything was bustle and confusion. Goods were shipped from England early in March or April, and again about August 1. The voyage took about six weeks, and the vessels arrived in the beginning of May and September. All the work of loading and unloading had to be done by hand instead of by steam. The left of the Spring trade was over in about a month or so, after which the merchants went home to the Old Country to buy for the Fall. Those who were able to do so were comparatively few in number, as expenses were tremendous. The usual route was by the Cunard Line from Boston to Liverpool, and the cost of a ticket was 40 guineas. The Fall trade ended with the closing of the canals, and all were anxious to buy ere navigation ceased for the Winter.

Commercial travelers were a class unknown. If traveling was done, it was by the merchant himself. Consequently, instead of going to Europe to buy for the Spring in July and August, as they do now, and coming back with samples in September and October, none left the city till after Christmas; and, likewise, for the Fall trade, the Summer months were

utilized. Seeing that goods were only bought twice a year, the importations were larger in proportion than they are to day. The merchant counted upon immediate sales, and his profits were large. He was not bothered then by daily changes in value, but practically set his own price and held to it. Many of the large firms, such as Gillespie, Moffat & Co., were not confined to dry goods, but were general stores, where the country people bought everything they needed. Duties were small, being about 2½ per cent., as compared with 20 and 30 per cent. to day.

The whole aspect of Montreal has been completely changed since those times. It is only yesterday that the streets were opened to their present width from that of the time when the city was enclosed within a wall. Half a century ago the chief residential streets were Notre Dame and St. Paul, where the proprietors lived over their stores and warehouses. Curious, indeed, would now be the sight so familiar then, of the hundreds of New England sleighs loaded up with grain and pork, which had been brought to barter for tea, sugar and other articles of like kind. These sleighs might be seen at any time throughout the Winter on St. Paul street, and before the taverns on McGill street. The pork inspector, who, by the way, was a worthy deacon, had his place of business in the basement of the American Church. Victoria Square used to be the hay market. The large block on Notre Dime street down to St. Jean Baptiste street used to be the Black Nunnery. Where Sir John A. Macdonald's monument now stands was formerly the Catholic burying ground.

Hundreds of wooden vessels came out every season bringing emigrants, and returning with lumber, which was, as a rule, loaded at Quebec to avoid expense. The ship accommodation was not too good, and frequently epidemics of disease were spread through Montreal on the landing of the emigrant passengers. The writer has been told, by persons who were here then, of the terrible ravages of the cholera in 1832 and 1834, and again a third time; also of the ship fevers of 1847 and 1849, when people dropped dead on the street.

Another danger to which the city was subjected—and is still, to a very much less extent—was the ice jam in the Spring. On one occasion, the jam took St. Helen's Island, and rushed across on the town, extending all the way from St. Sulpice street to Allan's office. There was a large distillery near the water-front where a man and his wife were sitting at dinner, when the ice came thundering on them, crashing the building down and killing them before they were aware of what was happening. To this day, initials are to be seen which were cut on the fourth storey of buildings, where the ice was piled up. August came before the last blocks were melted, and the sailors had ice for their grog all Summer.

There was always a large military garrison, which contributed quite an important item of trade. At one time, as many as six regiments were stationed in the town, cavalry and artillery being located all the way from Halifax to Goderich. Things were never entirely dull so long as these fellows were about; but they used to desert, in spite of all that could prevent, just as they do to day.

J.S.M.

Montreal, December 20, 1899.

The fact that practically perfect store lighting is now within the reach of every merchant, no matter where located or what the size of his store is, leaves little excuse for poorly-lighted stores. It should induce every merchant to light his store to the best advantage, making it brilliant and bright. The substantial results that will surely follow will demonstrate the wisdom of the change.—Chicago Reporter.



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**BAGLEY & WRIGHT MFG. CO.**

318 ST. JAMES STREET,  
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to offer at last year's prices,  
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*Up.*

Best Values in the Country.

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WE MAKE LEADERS OF . . .

*Linen Towels*  
*Handkerchiefs*  
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SEE OUR TRAVELLERS BEFORE PLACING YOUR ORDERS



**STRIKE WHILE THE IRON  
IS HOT.**

**T**HE general-manager of one of our Canadian banks informed THE DRY GOODS REVIEW recently that at the present time there were in the hands of the people of Canada bank bills to the amount of \$50,000,000. This is an unprecedented condition of prosperity, and merchants should not be content to sit down in satisfaction and enjoy the good prospects. Much of this ready cash is in the hands of the farmers, but everyone in the Dominion has money just now, and now is the time for the trade to seize their golden opportunities. Work hard on collections. Keep at it, and you are bound to get your money.

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Specific methods of doing business in any department must always be more or less adaptable to circumstances, and to the individual with whom one has to deal. What works beautifully in the case of one customer might not affect his neighbor in the slightest, or might even drive him away. This is most assuredly true of collecting. Fine judgment needs to be exercised in the various methods pursued. Business men of experience invariably keep very careful track of those with whom they become associated in a selling capacity. This must certainly be made the foundation of the merchants' system if success is to be attained. When once a man has failed you, never sell to him again. For many reasons such a policy is far ahead of the one which advocates selling to all and sundry, with the consequent forced recourse to lawyers' methods for collections. Suing is admittedly advisable and necessary in some instances, but should only be resorted to as a last means, where all others have been found ineffective. The merchant who gets the name of always issuing lawyer's letters immediately an account is a little overdue, gains an unenviable reputation, and hurts himself not a little. The sympathy of the general public is very apt to run with the man who is prosecuted, especially if it is a matter of common occurrence for the dealer in question to have suits of a similar kind. Besides, there are frequently cases where a reasonable excuse can be adduced by an honest customer why he cannot pay up at the time, and there is neither justice nor expediency in applying an iron rule to widely differing conditions. The individual must always form the chief consideration. Know with whom you have to do, and serious results are extremely improbable.

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Many wholesale firms only send out their bills once in three months. A monthly statement is, however, much to be preferred, and is found to work better by some of the leading houses. Here, again, judgment is to be used. Letters to men of uncertain credit may well be followed in a short time by reminders, whereas it is verging on insult to unnecessarily dun a customer of good standing, whose affairs may prevent at the moment the payment of all dues. Now is the time, however, both for retailers and wholesalers to catch the tide while it is at the full, and give their customers a nudge just in case they forget that they are in a position to settle their accounts. Any man of standing can hardly afford to be sued when times are so good; it would be disgraceful in the extreme. Let the retailers, therefore, use their utmost exer-

tion to collect what is owed to them, and the wholesaler will benefit in his turn by prompt action on the part of the dealers throughout the country.

\*.\*

The larger business concerns of our cities, and many small storekeepers as well, find it of advantage to use the special agencies which exist for the purpose of collecting bad debts. These are able sometimes to bring influences to bear upon backward people which are of more avail than the merchant's expostulations. But it should not be necessary to use such means in the same quarter more than once. If a man has to be solicited in that manner, it is proof that he is better off the list of those who buy from the firm. Some may think that such a course is impossible or that they cannot afford to be so stiff; but united action on the part of business men makes impossibilities possible. The main point, then, is not to seek the most approved method of collecting from bad customers, but to be prompt in sending out bills, and to have thorough knowledge of the parties concerned, exercising right judgment accordingly.

#### A DEPARTMENTAL DREAM.

Written for THE DRY GOODS REVIEW.

**M**RS. JUDGE DALRYMPLE, who is a social leader in a northern county town, had been seriously annoyed by other society ladies appearing in public with dresses like hers. Last Spring, she sent to the departmental store for a costume. It was "swell," a work of art, "a dressy dream of loveliness." There was nothing like it in the town. So Mrs. Dalrymple felt she had a "cinch" on "sassiety." Though she toiled not neither did she spin, yet Solomon in all his glory was not arrayed like Mrs. Dalrymple in her gay departmental outfit.

Amongst others who admired the gay attire was old Louisa Lillywhite, a colored lady weighing about 275 avoirdupois, better known as "Old Aunty Lil." Aunty got hold of a sample, which was a handsome printed sateen of large, loud, striking pattern.

A week or so afterwards Mrs. Dalrymple met old Aunty on the street, arrayed like a lily-of-the-valley. Aunty carried a big market-basket on her left arm, a laundry-bag on her right, and over her 36 inch corset she gaily wore a dress like Mrs. Dalrymple. The judge's cook was offered Mrs. Dalrymple's "dream," but declined with thanks when she saw Aunty Lil trotting around town, "monarch of all she surveyed."

Mrs. Dalrymple again deals with the local dry goods people, and her cook sleeps beneath a comforter that, last Spring, was the glory and envy of all beholders, while Aunty marches in the Salvation Army, sings like a blackbird, dresses like a queen, happy as a lark.

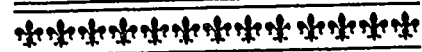
TOM SWALWELL.

The J. F. Brownscombe Co., Limited's business at Uxbridge, Ont., has been enlarged to double its former capacity. A feature of it is the quality of goods carried. The country merchant can keep business going past his door to the city stores by keeping the qualities and styles required. Recognizing this, Mr. Brownscombe has an establishment that would reflect credit upon any city, and thus secures the trade. He is a patron of trade papers, including THE DRY GOODS REVIEW, and speaks well of them.

# JOHN M. GARLAND, SON & CO.

Wholesale Dry Goods and Carpets,

\*\*\* Ottawa, Canada.



## Departments

- A. Staples.
- B. Colored Cottons and Linens.
- C. Tweeds and Cloths.
- D. Dress Goods and Linings.
- E. Men's Furnishings.
- H. Small Wares, Hosiery and Ribbons.
- T. Carpets and House Furnishings.



146 to 152 Queen Street, OTTAWA, CANADA.  
45 to 51 O'Connor Street,

**T**HIS firm can afford to sell closer than most other houses, as they sell about 75 per cent. of their output in the house, while other firms having as large a turnover sell about 75 per cent. on the road. Letter orders filled carefully and at once. Why not try us?

# 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.

ORDINARILY, January is a dull month, but the wide-awake retailer, who knows what advertising can do for him, does not, as a rule, find it a dull month. This is one of the months when a "sale," or a series of sales, comes to the rescue. Stock-taking, of course, looms just ahead, and no wise merchant nowadays carries any goods over from one season to another. I well remember the days when a very few dry goods retailers made any serious attempt to "clean up" the season's goods. Such goods as did not sell in the usual happy go-lucky manner were kept for another season. New goods were added each season, and, in most instances, the new arrivals went out first, or most of the new arrivals did. Each season's "left-overs" keep piling up. Almost every store of any age had a fine collection of out-of-date stuff. This pernicious custom busted many and many a retailer in those days; indeed, many of the failures of the present time find their cause in the same custom. The modern way is different. The real live, right-up-to-the-minute merchant looks over his stock at regular and frequent intervals, and all lines of goods are kept on the run. If such a merchant overbuys in certain lines of goods, or if he finds he has paid too much for them, he doesn't sit down and cry over spilt milk, but "hustles" around and gets the goods out at any price they will fetch, and then uses the money for purchasing new goods—a nimble shilling is better than a slow sixpence.

Go over your stocks, Mr. Retailer, and take nothing into your inventory that ought to have been sold. Get up a sale and run the goods out.

\* \* \*

I clip the subjoined choice specimen of advertising from The Whitby Chronicle. I happen to know Mr. Andrew M. Ross personally, and he is a level-headed, sensible and able man, but his ideas of advertising are somewhat crude. If this

### TAILORING.

Our stock of Suits and Overcoatings is one of the best and our assortment large. By purchasing your suits from us you will enjoy life, be happy and contented and live 20 years longer. We guarantee all our work or refund your money.

**ANDREW M. ROSS.**

tailoring advertisement is intended to be witty, it is money wasted. If it is intended to be serious, it is money wasted. This kind of advertising will never, unless by accident, sell one single dollar's worth of goods.

Contrast this Ross advertisement with Barnard's, taken

from The Chronicle of the same date. The latter is straight business. The trouble with Mr. Ross probably is that he

Barnard's

## Bargains in Watches

17 Jewelled, adjusted Waltham, nickel, open stem wind case.	\$11.50
American movements, nickel, open stem wind case.	\$1.00
Gents 20 year filled open case, Waltham movement.	\$3.50
Gents 10 year filled hunting case.	\$6.50
Gents 20 year filled open case, Waltham movement.	\$14.00
Gents 20 year filled open case, Waltham movement.	\$15.00
Ladies 25 year filled case, 15 Jewelled, was \$20.00 now	\$15.00
Ladies 25 year filled case, American movement, was \$10.00	\$7.50
now	\$27.00
Ladies 14k gold case, was \$35.00 now	\$17.00
Ladies " " " " \$22.00 now	\$10.00
Ladies " " " " \$15.00 now	\$9.00
Ladies solid silver stem wind from \$4.50 to	\$5.00
Ladies gun metal \$5.50, \$7.50 now \$3.00 or	\$5.00

The large stock of clocks, silverware, sterling silver, jewelry, ebony goods, canes, umbrellas, etc., will be sold at cost from now until Xmas.

**J. S. BARNARD,**

JEWELER

Brock Street,

Whitby.

doesn't take the advertising seriously enough; yet advertising is quite as serious as any other form of business.

\* \* \*

Messrs. W. J. Moran & Co., Amherst, N.S., say that they have \$100,000 at their back, and that they "are in a position to sell goods at a less price than they have been sold during

## Amherst's Greatest Cash Dry Goods Store

We have one hundred thousand dollars capital at our back and are in a position to sell goods at a less price than they have been sold during the past twenty-five years in Amherst.

We do not intend to sell goods at the general retail prices. All goods will be sold at near wholesale prices, as far as possible. Our business will be conducted on similar principles and our goods will be sold at about same prices as those of Eaton & Co. of Toronto.

We buy a great many of our goods direct from the manufacturers and will be furnished with the best Dry Goods to buy goods from in Canada.

We have just opened Twenty-Seven Cases New Dry Goods. We buy nothing but the most Fashionable Goods. WHOLESALE AND RETAIL.

WE KEEP NO BOOKS—TERMS CASH.  
WANTED 100 TUBS CHOICE BUTTER.

**W. J. MORAN & CO.**

Store—4 Storey Building, Opposite Court House.

Amherst, N.S., Sept. 20, 1890.

the past 25 years in Amherst." They further say that their prices are about the same as those of The T. Eaton Co., of

BEGIN THE NEW YEAR WELL

# The Morse & Kaley Mfg. Co.'s

**GOODS HAVE NO SUPERIOR.**

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

*Morse & Kaley Silcoton*

*Morse & Kaley Silcoton Embroidery*

*Morse & Kaley Turkey-Red Embroidery*

*Morse & Kaley Knitting Cotton*

*Victoria Crochet Thread, etc., etc.*

## BATTING

Guaranteed free of threads and other weak and lifeless stock.

**North Star, Crescent and  
Pearl Cotton Batting**

Quality for this season still better than ever. The best at the price. Made of good pure Cotton--not of shoddy. Ask for North Star, Crescent, and Pearl Batting.

# ROBERT HENDERSON & CO.

Dry Goods Commission Merchants

181 and 183 McGill Street,

 MONTREAL

**GOOD ADVERTISING—Continued.**

Toronto. To still further strengthen their contention as to prices, they say that goods will be sold at wholesale prices as far as possible. It occurred to me that it was somewhat curious to find a firm professing to do business on Eaton principles and yet not quoting any prices in their advertisements, so I picked up a later copy of the same newspaper and found the same advertisement without the change of a word. No prices! no change of copy! and yet Moran & Co. say they are following in Eaton's footsteps! I don't believe that Eaton ever ran a standing newspaper advertisement in his life. I have known his store for many years, and such a thing as an advertisement without prices is very rare for him. If Moran's have got such low prices to offer, why in the name of all that's sensible don't they say what they are? All these glittering generalities about prices being so low don't cut much of a figure when compared with actual figures. After reading the Moran advertisement, I turned to one of Eaton's. A portion of this advertisement referred to an August sale of furniture. Here it is. Note the difference between the Moran way and the Eaton way:

## August Furniture Sale.

Within ten days our August Sale of Furniture this year will be a matter of history. In the meantime it's your privilege to take advantage of such prices as these, which are not likely to be offered you again very quickly:—

Bedroom Suite, hardwood, antique finish, one of the newest designs, bureau fitted with 20 x 24-inch bevel plate mirror, bedstead, 4 ft. 2-in. wide, large washstand, all neatly carved, regular price \$13.50. August Sale price. . . . . **11 89**

5 only Parlor Suites, 3 pieces, sofa, arm chair, and reception chair, mahogany frames, hand carved and polished, upholstered in the latest designs, silk tapestry, regular price \$22.50 to \$27.50. Sale price. . . . . **18 39**

6 only Five-piece Parlour Suites, solid oak and mahogany finished frames, hand carved and polished, sofa, divan, arm chair, arm rocker, and reception chair, upholstered in silk tapestry, double stuffed spring seats and edges, assorted designs and colors, regular price \$33 to \$37.50. Sale price. . . . . **28 75**

30 Double Bedsteads, assorted patterns, hardwood, antique finish, 6 ft. and 6 ft. 2-in. high, with woven wire spring mattress to fit, regular price \$5. Sale price. . . . . **3.25**

C. W. Hendershot, of Kingsville, Ont., is one of the best dry goods advertisers in Canada. I have, in this department, referred to his advertisements before. I herewith reproduce a part of one of Mr. Hendershot's recent productions. The one real fault with the advertisement is in the hosiery cut: it ought to have been in outline, same as the other. I note that Mr. Hendershot has a bargain day every Wednesday. This is a good plan. It prevents the congestion of business on either Monday or Saturday. In country towns, where there is a big Saturday market day, this congestion is usually on Saturday. In large cities, where there are daily papers, the congestion is usually on Monday. It is a good idea for the merchants of a locality to combine on what has hitherto been

a dull day and make a bargain day of it—say bargain Friday, such as they have in Toronto, or bargain Wednesday, such as they appear to have in Kingsville:

## THE One Price House

GRENVILLE BLOCK, KINGSVILLE.

**Wide-Awake** One of the best things we can say of this business is that it's quick as a flash to see opportunities and avail itself of them. We constantly enlarge our efforts in the direction of economy, which has as much to do with buying goods as with selling them. There is no possible chance of any store within your reach doing better. This business is very wide-awake in every department, and Wednesday is an excellent day to test how wide-awake we are to shoppers' interests.



### Hosiery.

Ladies' fine fast black fleeced lined hose, double sole, heel and toe, plastic tops, full fashioned, a very warm and comfortable hose, sizes 8 1/2, 9, 9 1/2, at per pair. . . . . **25c**

Children's fleeced lined hose, same quality as above, sizes 4 to 8, at from per pair. . . . . **15c**

Ladies' extra fine black Cashmere Hose, full fashioned, double heel and toe. This is a very special line, at per pair. . . . . **18c or 3 pairs, for 50c**

Children's Black Cashmere Hose, same quality as above, sizes 4 to 8, at per pair. . . . . **15c**

Boys' heavy ribbed all wool Hose, very warm and comfortable, sizes 0 to 8 1/2, at per pair. . . . . **25c**

Ladies' ribbed black Cashmere Hose, extra quality, sizes 8 1/2, 9, 9 1/2, at per pair. . . . . **25c**

Boys' extra fine all wool Hosiery. This hose is made from fine yarn and is very soft and durable. The heel and toe are knit with worsted and make a very serviceable and hard to wear out hose. Sized 8 to 9 1/2, at from. . . . . **25c**

### Gloves.

Ladies' Black Cashmere Gloves, full length, at per pair. . . . . **15c**

Ladies' Black Cashmere Gloves, extra long, with and without fleece lined, all sizes from 6 to 8, at per pair. . . . . **25c**

Ladies' Kid Gloves, in shades of tan, brown, fawn and black, in 12-button and 4-button fastenings, all sizes from 6 to 7 1/2, at per pair. . . . . **75c**

Ladies' French Kid Gloves, silk stitched laces, in 3 and 5 and 6 and 7 hook lacing, Colors, brown, blue, green, fawn, red and black, all sizes from 6 to 7 1/2, at per pair. . . . . **\$1.00**

Ladies' extra fine French Kid Gloves, French's elaborate make, gusset fingers, 4 button fastener, heavy silk embroidered laces, in shades of brown, fawn, tan and black, every pair guaranteed, at per pair. . . . . **\$1.25**

Misses' fine ribbed wool Mitts in black only, at per pair. . . . . **12c, 15c & 18c**

Ladies' Black Cashmere Gloves, with white silk embroidered laces, in black only, at per pair. . . . . **25c**

### Linens.

70 inch (very wide) half Bleached Table Linen, good assortment of patterns, medium weight, at per yard, **25c**

64 and 70 inch half bleached Table Damask, new designs, Irish manufacture, at per yard. . . . . **65c**

16 and 18 inch Roller Towelling, plain and colored borders, assorted in fine medium and heavy makes, at per yard. . . . . **15c to 25c**

\* \* \*

Mr. A. W. Cressman, of Peterboro', Ont., who keeps what he describes as "The Store that Never Disappoints," is evi-

THE STORE THAT NEVER DISAPPOINTS.

## Ladies' Fall and Winter Coats.

Perhaps this is our strongest department—*Less than 20 last year's Mantles appear in our stock* Every garment bought from the makers direct, German, American and Canadian Styles. Nearly 500 garments to choose from. Our guarantee is back of every garment.

**AT \$2.44**

A black nigerhead cloth, high storm collar, pleated sleeves, rounded front fastened with large fancy buttons, seams all neatly bound

**AT \$5.00**

Castor and black beaver cloth Coats, made in Germany, sleeves pleated, high flaring collar, two rows stitching on each seam, trimmed with cording and small pearl buttons, it fastens with three large pearl buttons, seams bound in water, double-breasted. Up-to-date in style.

**AT \$9.00**

Short black curl Jacket, turn back collar and reverses seams and top of sleeves trimmed with bands of plain broadcloth, double-breasted, small pocket lined throughout with red silk deckene.

**AT \$13.00**

Heavy black curl, high roll-in collar, three sleeves, double fit front, two pockets, seams bound in farmers' satin; a comfortable jaunty Jacket for winter wear.

**AT \$18.00**

A fine light fawn beaver, handsomely trimmed with applique of elfin pattern on seams, sleeves, front and pockets. Scalloped edge. It is double-breasted, has one small inside pocket, and is lined throughout with cerise taffeta silk.

**AT \$6.75**

Short black curl Jacket, high storm collar, double-breasted, fly front, small breast pocket with velvet flap, shirred sleeves, seams finished with two rows stitching.

*If you have not tried us begin now.*

# Cravenette

TRADE MARK

**RAIN  
COATS**

POROUS TO AIR  
NO RUBBER IS USED  
NO PERSPIRATION—HYGIENIC  
SHED WATER PERFECTLY  
LIGHT IN WEIGHT—SMALL IN BULK

All Cloths of which "Cravenette" Rain Coats are made

are stamped thus



on the back.

Your Spring Stock Should Include an Assortment of These Goods.

IT IS NO EXAGGERATION,  
BUT A SIMPLE STATEMENT OF .. FACT,

TO SAY THAT ~~.....~~

**CARTWRIGHT & WARNERS'**

**"Monodye"** HOSE AND  
HALF-HOSE

(REGD.)

ARE THE ONLY

Black All-Wool Stockings ever brought out that  
keep their color after wear and washing, and  
give satisfaction in every way.

They should become as well-known as the celebrated  
"Squirrel Brand, Premier-Finish" Hosiery.

CANADIAN AGENTS

**R. FLAWS & SON**

MANCHESTER BUILDINGS  
MELINDA STREET

**TORONTO**

**GOOD ADVERTISING—Continued.**

dently a wideawake man. The booklet which he sends us is a very creditable example of advertising. That Mr. Cressman knows a great deal about printers' ink will be evident to any one who reads the subjoined specimen page from his booklet. It will be noted that the typographical display is remarkably good, that the reading matter is plain and businesslike, yet pleasing, and that there are plenty of details as to descriptions of goods and prices. My opinion is that this little book brought Mr. Cressman considerable business.

\* \* \*

It has often occurred to me that the Canadian dry goods trade would benefit greatly if they would exchange ideas and experiences regarding advertising more freely than they do. It has come to be generally recognized that advertising is the greatest aid imaginable to a business. Many merchants, like Hendershot, of Kingsville, are using printers' ink with great success. It seems to me that many such dealers must have acquired valuable knowledge by actual practice of different methods of securing publicity. Why do not such dealers give the benefit of their knowledge to others? This is one of the ways in which retailers can fight against what is termed "the department store evil." THE DRY GOODS REVIEW is alive to the importance of the advertising question. For this reason their "Good Advertising" department was inaugurated. This department always has been, since it was started, and is now, quite at the service of the dry goods trade of the Dominion, to the advancement of the cause of advertising. It aims to be a sort of clearing-house for dry goods advertising. If you found a certain kind or style of advertising a good "puller," why not give your brother merchants the benefit of your experience. If you have evolved a bright advertising idea, send it along to the "Good Advertising" department; you can depend on it being brought to the attention of the trade. We will also be glad, as heretofore, to have specimen advertisements for criticism. The big department stores each have their own advertising manager, who has usually nothing to do but think up advertising plans and to work for the improvement of his "copy." This man usually reads all the principal advertising journals, and if he be fit for his position, nothing of any importance in the advertising world escapes his notice. The average retailer, distracted by a multitude of duties, usually neglects his advertising, and the result is that, as a rule, it is not up to what it ought to be. But, every retailer, no matter how multitudinous his duties, occasionally comes across a bright idea. The proper thing to do with the idea, after using it, is to send it along to this department for dissemination to the trade. Don't be afraid that the big department-store advertising man will also get the benefit. He probably has a number of ideas just as good, and perhaps better. In any event, 1,000 drygoods men with a bright advertising idea are better able to fight the common enemy than is one alone. Cooperation is the thing. Let us hear from you, gentlemen!

Writing to his Government at Washington, the United States consul in the Klondike says that last Summer a better class of buildings have been erected in Dawson. Several new hotels have been built, with electric lights and other modern conveniences, the rooms renting on an average at \$100 per month. Restaurants adhere to the prices of a year ago, but good board can be obtained at the clubs and messes for \$75 per month. The new buildings are from two to three storeys high, the lower parts being occupied by saloons and stores, while the upper floors are devoted to offices and lodging-rooms.

**THE CANADIAN RUBBER CLOTHING  
TRADE.**

GREAT has been the change in conditions with regard to the waterproof clothing trade in the past decade. Prior to 1889 there was practically no business done in Canada in the manufacture of mackintosh and kindred goods. It was in that year that Mr. E. L. Rosenthal, the present manager of The Beaver Rubber Clothing Co., started the making of rubber coats on a small scale. He found the task of initiating the trade here a herculean one, and the difficulties which he was forced to overcome seemed at times almost insurmountable. Though he had been apprenticed for seven years to one of the leading Old Country houses, people in this country laughed at the idea of it being possible to compete with English manufacture. The pioneer had to reason with them by actual demonstration that as good an article could be produced here as in Britain.

As a result of enterprise and perseverance, there are now three additional firms manufacturing rubber clothing, and every one of them is doing a rushing business. It is a fact that comparatively little importing is done from Great Britain or elsewhere, with the exception of some very cheap lines from the United States. In 1890, the importations for the year amounted to \$556,000; to-day, they are only in the neighborhood of \$100,000.

The saving to the consumer consequent upon such changes has been marked. The same coat which, 10 years ago, cost \$15 is now bought for \$7.50, and, whereas the merchant used formerly to suffer considerable loss on account of the waterproofs becoming hard and undone, now no such complaints are heard. Everyone knows how some rubber coats get so stiff that they will stand of their own accord. This is due to imperfections in the mode of sulphurizing, and has been remedied by the improved method of treatment adopted by our Canadian manufacturers. Goods also are now stitched, as well as being cemented, so that there is no danger of the coat coming to pieces.

When the business first started, 1,000 coats per year was the extent of the sales, though not of the manufacture. Now, it is an easy matter to sell 12,000 to 15,000 annually.

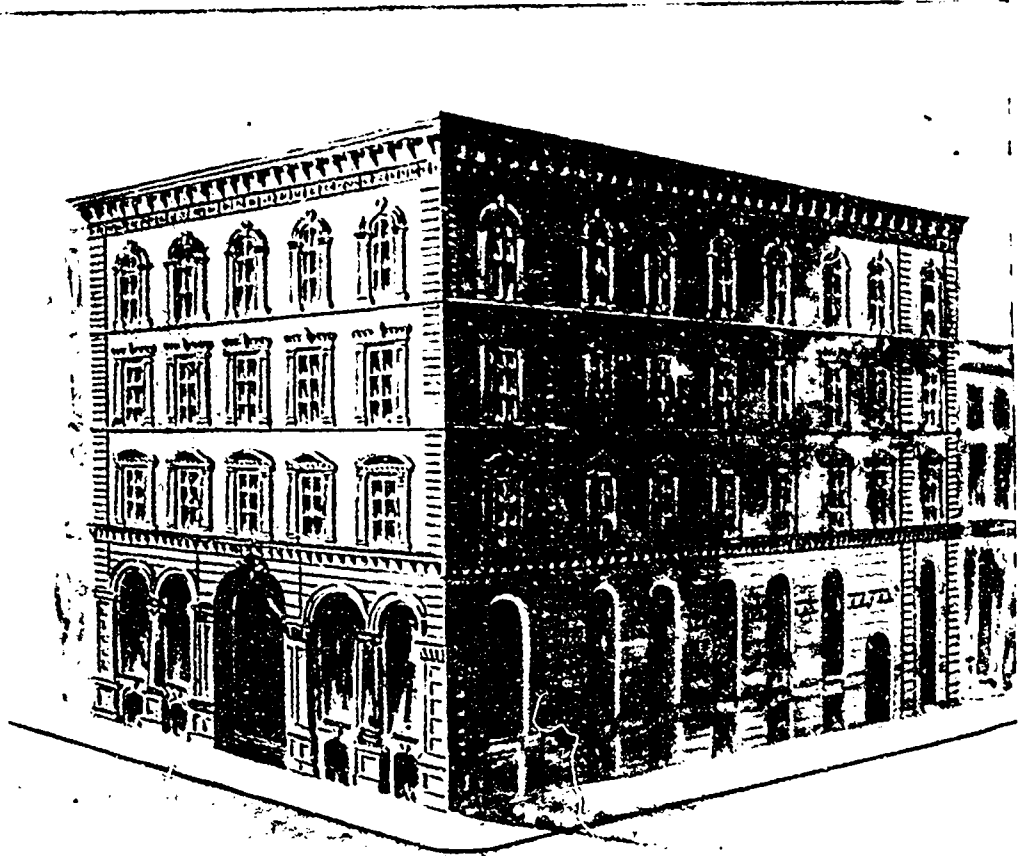
One great reason for the transference of so much trade to Canada is that, instead of being under the necessity of ordering only twice a year, and in immense quantities, merchants can, and do, order goods only as they require them. Often orders are sent for half-a-dozen coats.

There is nominally some protection in duties to the industry, but the manufacturers claim that this is counterbalanced by other circumstances. There is a 15 per cent. on raw material, and a 35 per cent. duty paid on the manufactured article by merchants, leaving an apparent protection of 20 per cent. But, when we take into consideration the increased cost of selling, of manufacture, of heating, lighting, etc., here, our advantages over British houses are small, indeed. Canada, with its 5,000,000 of people, presents but a limited field, and in this field are working four Canadian companies, as well as British and American. No exporting is done in the rubber clothing line, because of the obstacles which foreign duties oppose. It is not worth while for our firms to compete with Britain and the United States in this line—as it is in rubber boots, for example.

THE HOUSE FOR  
**HIGH-CLASS DRY GOODS**

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*Brophy, Cains & Co.*

MONTREAL.



## Fancy Cotton Directory, 1900

### NOVELTY JACQUARD MERCERISED ZEPHYRS,

Very Choice Goods, in exclusive designs.

Scotch and Canadian Zephyrs,  
White and Coloured Cords and Piques, } AT OLD PRICES.  
Printed Cords and Piques.

### PRINTED WASH GOODS

Wexford Dimity, Batiste Indienne, Marlboro Cloth,  
Pacific Madras, Organdie Lambelle and Valence,  
Turkish Bourrette, Warp Welts, Sirdar Madras.

### BLACK AND COLOURED MERCERISED SATEENS,

In 60 shades.

Printed Mercerised Sateens,  
Black and Printed Mercerised Satanas.

See our Black and Coloured Solette for fine Dress Linings.

*Art Muslins, plain and frilled.*

*Lappet and Madras Muslins, plain and frilled, for "Peek-a-Boo"  
Curtains.*

*Art Drapery, Liberty Sateens, Iris Sateens and Tapestry Sateens  
for Cosy Corners, Cushions, Mantle Drapes and Curtains.*

*Orthodox Cretonnes in Twills, Crepe and Duplex.*

*Terry and Honeycomb Cloth for Children's wear.*

*White Tucked Hemstitched Apron Lawns, also White Tucked  
Hemstitched Apron Lawns with Lace and Hamburg Insertions.*

*All-Over Tuckings—Lace Insertion Tuckings, Tucked and Goffered  
Swiss Muslin, Tucked and Goffered Cambric Nainsook.*

*Our Victoria Lawns will not curl.*

*Organdie Lawns in five qualities.*

*Persian Lawns in six qualities. These are among the finest White Cotton  
Goods made. We have imported them specially for high-class trade.*

We carry a complete stock of all Domestic and imported Staple Cotton Goods.

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## BROPHY, CAINS & CO.

23 ST. HELEN STREET,

MONTREAL.

# DRESS GOODS AND SILK DIRECTORY 1900.

Your first consideration may be price.

Botany and Fine Cashmere Wool Goods show an advance. Apart from these, you have our assurance that we had exceptional facilities for buying early, and protected you and ourselves. Our general range shows no appreciable change in prices.

In High-Class Novelties, and Handsome Fashionable Goods our selection is larger and more complete than ever.

We have over 500 designs and qualities in Plain and Fancy Black Dress Goods, to retail from 20 cents to \$5 00 a yard.

**30 Exclusive Novelties** in Black, for street and evening wear, in Gaze Chenille, Gaze Crepe, Gaze Dentelle, Gaze Raye, Gaze Broche, Gaze Pompadour, Voile Raye, Voile Dentelle, Voile Perle, Voile Baree, Voile Carreautes.

Shepherd, and White and Black, also Grey Checks, from  $\frac{1}{8}$  inch to  $4\frac{1}{2}$  inches square.

Ziboline Stripes and Checks for Skirts, **exclusively our own designs**, very stylish.

**D197 Soyense, D198 Lucetta, D199 Otero.**  
These are three of the Latest Novelties.

A.R. 400, A.R. 401, as worn at the Queen's Drawing Room.

## SILKS AND SATINS.

Over 1,000 Shades and Designs, to retail from 20 cents to \$2.50 a yard.

Some Special Numbers in Fancies.

Ranges D142 to D150 for Cheap Blouses.

D151 to D154 for Medium-Priced Blouses.

D155 to D157 for Evening Wear.

D158 to D164 for Better Class Blouses.

C170 to C176 for very Stylish Blouses.

See our Plain Colours in ranges B55, B56, B57, B58, B59, Extra Value.

Our usual range in all lines of Blacks, and a few VERY RICH Brooches.



**BROPHY, CAINS & CO.**

23 ST. HELEN STREET, . . . MONTREAL.

OUR CLOTH—OUR TRIMMING.

# HABERDASHERY AND FANCY GOODS DIRECTORY

1900



**Ladies' Underwear** calls for special attention ; it is one of our specialties.

**Men's Underwear** All makes—in Cotton, Merino, Balbriggan, Fancy Balbriggan, Natural Wool, etc.

**Top Shirts** of all kinds, and the newest effects in Silk-front Shirts.

**Gloves**—We have the new shades in Taffetas, Silks, Silkette, Lisle, and Cotton.

**Hosiery**—In Domestic, English, German, and American makes, at popular prices.

**Veilings and Nets**—A splendid range; all at right value.

**Muslin Sunbonnets and Hats**—The most desirable and serviceable headwear for children.

**Laces and Curtains** We have booked many large orders for spring. This department shows a steady increase.

**Handkerchiefs** All our old reliable lines—well known to our friends—and many novelties.

**Ribbons** Liberty Satin, Glace and Faille Sash, latest shades, also Black Silk, Satin and Velvet, Bebe, Drawn Thread, Frills, Lutes, etc., etc.

**Muslins**—English, Scotch, and Swiss, in spots, checks, stripes and figures.

**Trimmings**—The newest and best, to match our dress goods.

**Parasols and Umbrellas**—We excel in Men's Umbrellas.

Chiffons, Frillings, Bibs, Belts, Buckles, Clasps.

Back Combs, Side Combs, and all kinds of Combs.

Full line of Shelf Smallwares.

**Quilts**—Standard Domestic and Finest English Satin.

A most complete stock of Household Linens.

Embroidery Linen in 20, 36, and 40-inch.

Embroidered Apron Linen.

# BROPHY, CAINS & Co.

23 St. Helen St., MONTREAL.

PAGE

MISSING



# Alvinston Woolen Mills

E. Warner & Son.

ALVINSTON, ONT.



Manufacturers of...

## Woolen and Union Blankets.

WRITE FOR QUOTATIONS.

# Mantles, Costumes, Skirts, etc.

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

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

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

## CORBY, PALMER & STEWART

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

# Smith & Baker . .

DUNDAS, ONT.

We ask careful inspection of our line of . . .

# GLOVES and MITTS

Our fine goods being cut from patterns used by the best English makers, and the heavy fines from Selected American Patterns give them style and fit. Having all made by competent hands, and thoroughly inspected, their finish recommends them to all the retail houses in the Dominion. We use the best stock from the following: Real Mocha, Kid, Reindeer, Moco, Goat, Horse, Cow, Calf, Elk, Mule, and Sheep.

# Waterhouse & Bradbury



WOOLLEN MILLS

Ingersoll, Ont.

Manufacturers of THE BEST DOUBLE and TWIST TWEED. Equal to Scotch.

Special lines of Sheetings and Blankets. Samples on application.

# Men's

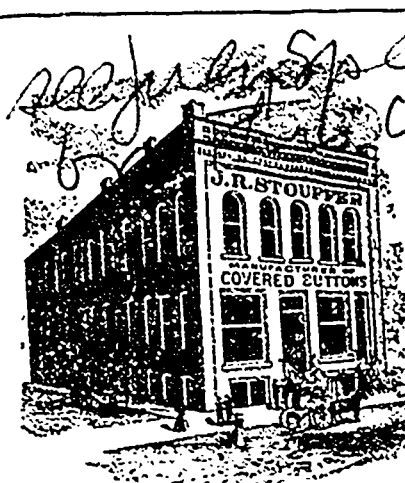
WOOL SOCKS . . . . .

HEAVY PURE WOOL MITTS

Leather Covered

## Joseph Beaumont

Manufacturer, GLEN WILLIAMS.



Manufacturers of  
**SUSPENDERS**

and  
**COVERED  
BUTTONS**

The . . .  
**J. R. Stouffer  
Mfg. Co., Limited  
BERLIN, ONT.**

ESTABLISHED 1830.

# BENNING & BARSALOU

Oldest Auction House in Canada.  
Trade Auctioneers and Commission Merchants.

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

REGULAR SEMI-WEEKLY SALES OF

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

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

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

# WESTERN

Incorporated 1851

ASSURANCE COMPANY.

**FIRE  
AND  
MARINE**

Head Office  
**Toronto,  
Ont.**

Capital Subscribed -	\$2,000,000.00
Capital Paid Up -	1,000,000.00
Assets, over -	2,320,000.00
Annual Income -	2,300,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

**HUTCHISON, NISBET & AULD.**

It can safely be stated that no line of business has been benefited to a greater extent from the great trade revival of the past year or two than the wholesale dealers in the better classes of woollens and tailors' trimmings. One of the leading Toronto jobbers in these goods, Hutchison, Nisbet & Auld, state that, while every year has brought increase to the volume of their business, no year showed such development as last year, which showed an increase of 33½ per cent over the preceding one. This has been done by increasing their assortment of stock and facilities for doing business in keeping with the growing demand. They have made most extensive preparations for the coming season, and the results already attained justify expectations of even greater increase than last season showed. The orders already placed for Spring are four times greater in volume than those given in any previous season.

In tailors' trimmings this house has established two brands of Italians on this market, which are now generally known to the trade, and accepted as unexcelled. The "Premier" brand of mercerized was introduced with the advent of this new finish. Their complete stock of blacks and colors in plain and twilled, in 32 and 54-inch enable them to meet any demand from the dry goods and tailoring trades. Their "Humbert" brand of wool Italian is not, they claim, surpassed by any cloths in the market, being made of Botany yarns, with Egyptian warp, and all Kirk's finish. These cloths are exclusively handled in Canada by this house.

With prosperity has come a demand for a better class of goods, so the sales of silk linings are steadily growing. Hutchison, Nisbet & Auld have made important additions to this part of their stock, and the Spring trade will find them well prepared with a complete assortment of 22, 27, 30, and 54-inch black and colored veloutines, serges, and satin de chine. In this department every requisite in tailors' trimmings can be had.

In their men's woollens department this house have surpassed themselves and have now the most comprehensive assortment they have ever shown. The styles and colorings are varied, attractive, and correct. Many of their exclusive designs in foreign and domestic goods are remarkable examples of the weavers' art. Many manufacturers of English and Canadian woollens have their entire product sold up for the season; others have advanced their prices considerably. As this is likely to result in desirable styles being sold up, it would be well for the trade to anticipate their wants early this season.

**THE WYLD, GRASSETT, DARLING CO., LIMITED.**

In all departments of their business, the Wyld, Grasett, Darling Co., Limited, report a strong, healthy tone. Orders are being placed early, and show that high-class goods are in steadily increasing demand. They are in an excellent position to meet all trade offering.

The staple department of this company is well equipped for the Spring business. Fine ranges of British and Canadian prints and sateens, English and German flannelettes, and a very large assortment of all leading Canadian mills' products are stocked. Their prices will be found to meet all competition.

In their dress goods department, they are showing some choice selections in black crepons, black-figured fancies and black silk and wool effects. They also show a new range of homespuns and tweeds, as well as extra values in faced ladies' cloths in the new Spring colorings.

In their woollen department, they call especial attention to

their serges in navy blue and black, and to a special line of black and blue twill worsted, made of Botany wool, which is offered at extra good terms.

In the linen department, they are showing the finest range of imported and Canadian quilts which they have ever offered to the trade. In towels, they have a very attractive range of knitted, fringe and H. S. towels, which can be retailed at a very popular price. This house make a specialty of fancy designs in linen pillow shams, 5 o'clock table covers, sideboard scarves, bureau covers, carving-tray cloths, etc. They report having to hand repeat orders which complete their socks in Swiss embroidered, as well as cambric, lawn and linen handkerchiefs. In table linens, they are offering not only exceptional value, but exclusive and very attractive designs.

In their smallwares department they have a fine assortment of ribbons in double faced satin and silk, a complete range of colorings in baby ribbons in silk, satin and moire. In velvet ribbons, in satin and cotton back, their assortment will be found very complete.

This firm claim to be in a particularly good position to fill all orders for both cashmere and cotton hosiery for Spring, having anticipated the advance in prices and contracted for heavy quantities at the old prices, and are still in a position to accept orders for their favorite lines of children's ribbed cashmere hose, with double knees, known to the trade as Nos. S35, 37 and 72, and in plain goods Nos. A1, "Leader," "Extra," and 25. In cotton hose they are showing special lines of full-fashioned Hermsdorf dye goods to retail at from 12½ to 35c. per pair. They are also well stocked with cotton underwear, as well as taffeta and silk gloves.

This company are showing the largest and best selected range of embroideries they ever offered, including schiffli, ham-burg and fine cambric edgings, insertions and all-overs.

**PLAIDS AND PLAIN HOMESPUNS.**

Boulter & Stewart state that the popular demand to-day in ready-made costumes and skirts is almost entirely for plain homespuns in colors of light grey, fawn and Oxford grey.

Plaids of all colors and sizes, for skirts, are likely to be good stock during the shirt waist season.

They are showing a special homespun suit, lined, and in all the new cuts, at \$7.50, and another special in a homespun skirt at \$3, finished in good style, made in box pleat, single seam or any of the new cuts. These make good leaders for early Spring, and, when present stock is closed, prices will advance considerably. They, having secured 4,000 yards before the advance, are able to make this offering for a few weeks only.

**FRINGES.**

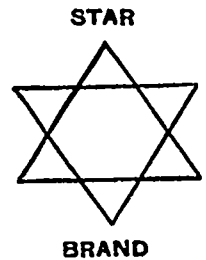
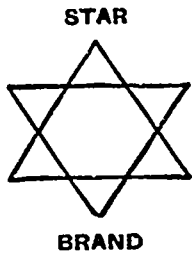
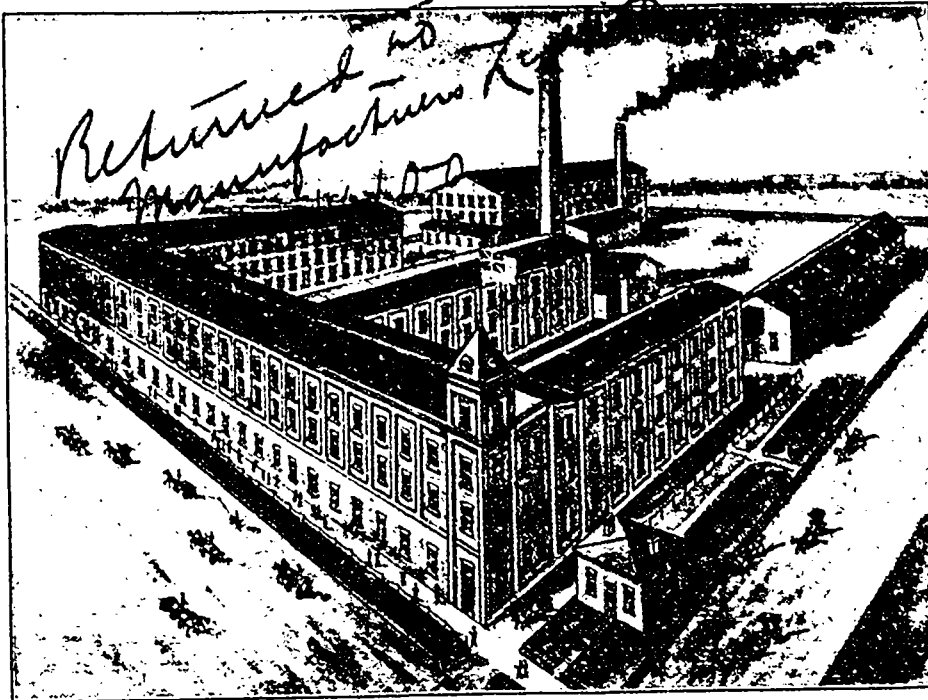
Brophy, Cains & Co. say that black and colored knotted silk fringe, as shown on figure in their advertisement, is the fashionable trimming.

There is no question that the silk fringe which was introduced this Fall will be further used, and that innumerable silk fringes, both on the edges of scarves, draperies, flounces and small shoulder affairs will have a most broad use. These fringes will vary from the merest suggestion of a quarter of an inch on the ribbons through the various widths and processes of manufacture—simple, twisted, knotted and tinsel—to the very widest depths, which will be used as fronts and to finish the bottoms of tabliers.

# HAMILTON COTTON CO.

Manufacturers  
of

HAMILTON, ONT.



## Chenille Curtains and Table Covers

For the Spring trade we will show a complete assortment of New Designs and Coloring, in both Curtains and Covers.

### TABLE COVERS

in the following sizes :

4/4, 6/4, 8/4, 10/4, 12/4.

### CURTAINS in

32-in., 34-in., 36-in., 40-in., 44-in., and 48-in. widths, both in Plain and Fancy.

For sale by all the leading wholesale dealers.

Selling Agent

# W. B. STEWART,

20 Front Street East

# TORONTO



## PROGRESSIVE STOREKEEPING.

A Monthly Article on the Proper Management, System, etc., of an Up-to-Date Retail Business.

BY CHAS. F. JONES, NEW YORK.

Specially written for THE DRY GOODS REVIEW.

### For Firms Giving Credit.

A store that does a credit business has to be very particular how they handle the persons who apply for time on their purchases.

In the first place, the most important thing is to be sure that you are not injuring yourself by giving credit to persons who do not deserve it. Again, sometimes it is almost as important that when you refuse to give credit, you do it in such a way that your refusal does not offend the person asking for it.

Many persons apply for credit to whom you may not feel disposed to give it, and yet who are perfectly honest and may really deserve the accommodation. Your judgment may be a very accurate one, but we all make mistakes sometimes. This is shown by the fact that you probably have a great many debts on your books which are difficult or impossible to collect. If your judgment can err in giving credit to the wrong persons, it is just as likely that it may sometimes make a mistake in refusing credit to the wrong person.

Therefore, it is a very particular thing how you refuse those applying to you for time.

Again, even if those who apply for credit are not worthy of it, still their cash trade may be worth a great deal to you, and, if possible, you should refuse them in such a way that they will have no reason to take offence.

A very bad practice is customary in many stores, of allowing the salespeople to inform customers that credit has been refused. Very many persons who may apply for credit are not posted on the exact manner in which they should make their applications, and, therefore, when they wish to buy goods they will simply say to the clerk, "I should like to have this charged." The clerk usually reports the matter to the office and receives the answer as to whether the goods may be charged or not.

The proper way to tell the people that their credit is refused, is to have them appear personally at the office and have the credit manager tell them privately and as courteously as possible that just at present the credit will not be agreeable. If this is done and the person is a reasonable one, nine times out of ten this will not give offence.

But the method of simply having clerks go back to the customers and tell them in the presence of other clerks, or possibly customers, that credit is refused, is one which will nearly always cause discontent and mortify the purchasers so much that they will feel a hesitancy in returning to the store to buy again, even for cash.

When a customer asks for credit it is always well to have the clerk state to her that she must make application to some person in authority, who will investigate the matter and give a decision. This person in authority, as I have stated before, after having made any investigation necessary, should either inform the person desiring credit, by letter or privately in person, with regard to the refusal.

It is also well for the credit manager to personally inform parties to whom he is willing to extend credit, because he can then give them some ideas as to just what extent he would like them to make charge purchases.

There are some persons to whom he might say that the store is always ready and willing to charge anything they may wish to buy, no matter to what amount the purchase might run. There are again others to whom you would be willing to extend a limited line of credit, but you would not care to have them make it very large. And there are again others whom it would be well to give to understand that, while the account is agreeable, you still expect them to see that it is settled promptly every month.

By your tone of voice and by the careful selection of your words, you can in all such cases impart the proper information to the prospective customer and cause her to fully understand your position, without giving offence, whereas, if written to, or word is sent by someone else, the information could not be imparted as pleasantly or effectively.

### Telling Lies In Trade.

I quote the following commonsense talk from another trade journal; "Goods sold to stay sold and afford satisfaction to such

an extent that the customer is quite certain to return to the same house for more," should be the ambition and motto of every salesman or saleswoman. One who always tells the truth will never be caught lying, but a customer who catches a salesman in one lie has a right to expect another, and always treats all commendatory arguments, on the goods he or she attempts to sell, with suspicion.

Business lies, some salesmen claim, are not to be answered by them; they excuse the practice by charging it to the firm, which is quite willing to make sales on the strength of overdrawn statements. It matters not what one's religion may be—that is controlled by dictation of conscience. It is not the religious end of man's life, but the business end, that is to be debated in this article.

Does it pay to tell "business lies?" That's the question. If content to serve a customer but once, prevarication might clinch the deal, but if expected to return again the next time he or she goes shopping, past experiences, must have proven profitable and satisfactory if the same house secures their patronage.

Very few people allow a dog to bite them twice in the same spot. Merchants and salespeople should not forget this fact. A business supported exclusively by transient customers is an expensive one to keep running. It has to be bought entirely at the price of printer's ink (which has become expensive) and fake schemes. To-day you see them, to-morrow you don't see them. Owning business is the result of pleasing customers; pleasing customers is earning their confidence. Confidence advertises: The public never forget the firm or salespersons who are abreast of the times and can be relied upon.

There is no necessity for the salesman who misrepresents making more sales than the one who calls cotton, cotton. A salesman must first labor to gain the confidence of the customer. Answer promptly and candidly all questions asked, if you know, if not, say so, but strive to know; give the benefit of your knowledge and experience if the customer

THOS BROPHY,  
FRED L CAINS  
A W D HOWELL



23 St. Helen Street,  
Montreal, December, 1899.

DEAR SIR,—

*We were among the earliest and heaviest buyers in the Canadian, American, English and French markets for Spring 1900.*

*A great many of our friends have already placed their Spring orders with us for Staples, such as Grey Cottons, White Cottons, Sheetings, Pillow Cottons, Tickings, Denims, Prints, Linings, Flannelettes, Fancy Duck and Piques; also for Men's, Women's and Children's Underwear, Hosiery, Gloves, Laces, Curtains, Umbrellas and Sunshades.*

*It has given us pleasure to be able to protect our friends in the face of rapidly advancing prices. We will continue to do so as far as possible.*

*We thank you for our pleasant business relations in the past, and for the orders placed with us for next Spring.*

*In addition to what you have already bought, we want your valued order, please, for Dress Goods, Silks, Satins, Velvets, Velveteens, Costume Cloths, Costume Tweeds, Trimmings, etc.*

*There is no perceptible advance in our Black, Fancy Black or Coloured Dress Goods. We placed "bulk orders" very early in the season, before the heavy advances in price took place.*

*We believe the collection of Novelties and "Every Day" Goods we have ranks first among the many handsome ranges we have shown from year to year.*

*Our representative will be with you in good time. Your commands will have our best attention.*

*Accept our sincere and best wishes for 1900. May it be a Happy and Prosperous Year with you.*

*Yours very truly,*

**BROPHY, CAINS & CO.**

**PROGRESSIVE STOREKEEPING—Continued.**

is of a disposition to appreciate it; otherwise, don't be too officious.

Facts teach this. If a customer is inclined to purchase a size too small or too large, carefully remark that you believe she has selected the wrong size, at the same time letting a side remark drop that it is not your purpose to dictate. Never make a size to suit if you haven't the size the customer desires. If goods have a damaged spot of imperfection, point it out to them. Nine times out of ten they will buy it at a small reduction and cherish it as a special bargain, when otherwise they would have returned it with an expression well seated in their minds that they had been victimized.

**Can't Fool the Public.**

Don't delude yourself by thinking that the public don't know what they are about. They read your testimony in advertising columns, they try you by making a purchase, the verdict is, "go again" if satisfactory, "stay away" if misled.

It's an old axiom, "the public like to be humbugged," That was quite true in Barnum's business, but he did not attempt to do a dry goods business.

People want what they pay for, and if deprived of it by misrepresentation, the most natural thing for them to do is to withdraw their patronage from the firm or salesman who practise it.

The largest houses in our great cities have earned the reputation which has made the magnitude of their business by keeping faith with the public. A behind-the-counter salesperson's capital is ambition and honor; the public reward the latter while he exercises the former.

**True and False Economy.**

There is an old saying to the effect that if you watch the little things, the large ones will take care of themselves. This is true, in a certain sense, and the most successful merchants are those who watch all the little points of business and take care that there are no mistakes made in those little points which are so easily overlooked. Still, there is such a thing as being very particular about the little points and overlooking others that are much more important. For instance, a firm may be very economical in the matter of light, and it pays to watch this expense, as a great deal of money is burned up unnecessarily; but do not be so economical with your light as to make your store gloomy and uninviting. And the same way with your stationery. Do not be so economical with its quality as to give your house a poor appearance and to form a poor opinion of it in the minds of any persons who may have any correspondence or written dealings with you.

**Use of a Private Office.**

The head of every business house ought to have a private office. I know a great many business men who have no private place where they can talk on private subjects either to their employes or to those outside with whom they may have business dealings.

There are very often a great many things which come up in business which you will wish to discuss in private, and then you will feel that it would pay you to have a private place where you could talk of the business in a business way, without being subject to interruptions.

The larger and more progressive houses have nearly all recognized this, and provide their managers and head business-

men with places for transacting private business. Even a small store can afford to have a desk somewhere in a private corner, where the manager can discuss business matters with those who may call upon him. If you have business with customers which you wish to keep confidential between you and them, it is not very pleasant to have to ask them to stand up, in the aisle or somewhere, and communicate their affairs where they are liable to be overheard by some of the employes.

**Put Vigor Into Weakness.**

Every business man should be on the watch for the neglected departments in his store. Those departments which are doing well, of course, should be watched also, but it is money in the dry-goodsman's pocket to take particular interest in finding out the departments which are running behind, or which need stirring up and going at them with vim. You can afford to let the good departments which are pushing themselves do without your services for a short time, in order that you may give particular attention to the departments that are lacking vigor.

**Being Up-to-Date.**

Do not let any competitor get ahead of you in the matter of merchandise and styles, provided they are at all useful or likely to sell well. Let your store be the first in the town to have the new season's goods on display; be just a day or two ahead of your competitor in displaying early Spring goods or early Fall goods. It will not hurt you to carry a small quantity of early goods a little while before you need them, but it will be a big advertisement for people to know that you are first in the field with everything.

Don't wait until your competitors have tried all the new-style goods, or the new fashions that may come out, before you take hold of them. If there is any merit in novelties, be one of the first to handle them; then, you get the profit and the reputation which is due to an enterprising merchant. If you wait until all the other stores have tried the goods and found them to be a success, then very likely their usefulness is worn out, and you will be the one who has to hold the stock when the goods go out of style and something else which is new takes their place. Thus, you will always be behind your competitors, when it is much more profitable to be in the lead.

**VEILINGS.**

Brophy, Cains & Co. say that during the past few weeks there has been a decided improvement in the demand for veilings. Fancy-meshed tuxedos, with closely-spaced chenille dots, also light-weight alencon nets, have been prominent among the good sellers. Spider-web effects and velvet spotted designs are also being shown in an attractive range of patterns. Plain and spotted chiffon veilings have been very prominent during the past month. The range shown comprises all the newest and best lines. Many of the veilings which are now so popular are decorated with large velvet spots, widely separated. The use of the two veils continues to be popular. For such purposes, chiffon is most desirable, one filmy veil being of a high color, while the other is white. The effect is remarkably soft and fetching.

The store of Wins & Co., at Campbellford, Ont., is as prettily and nicely kept an establishment as one sees anywhere. A purchaser would be attracted by the look of the goods and the care and taste with which they are arranged. Mr. Wins has made a success of the cash system, which he adopted two years ago.

FOR  
**SPRING, 1900**

Japan Habutai Silks  
 Fancy Blouse Silks  
 Japan Matting

**K. ISHIKAWA & CO.**

24 Wellington Street West,

MANUFACTURERS and  
 IMPORTERS,

TORONTO.

**FOSTER & CLAY'S**  
 Productions



Should be prominent in your  
**Wool Department.**

Ask your wholesaler for FOSTER & CLAY'S

**SCOTCH FINGERINGS**  
**SHETLANDS, ANDALUSIANS**  
**PETTICOAT, VEST and**  
**SHAWL WOOLS.**

**CABLE CORD and**  
**SOFT KNITTING WORSTEDS**

Wools made specially for all classes of  
**HOBBIERY AND GLOVE MANUFACTURERS.**

Works: Sowerby Bridge, England.

Canadian Wholesale Trade Supplied by

**John Barrett,** 12 St. Nicholas Street, **Montreal**

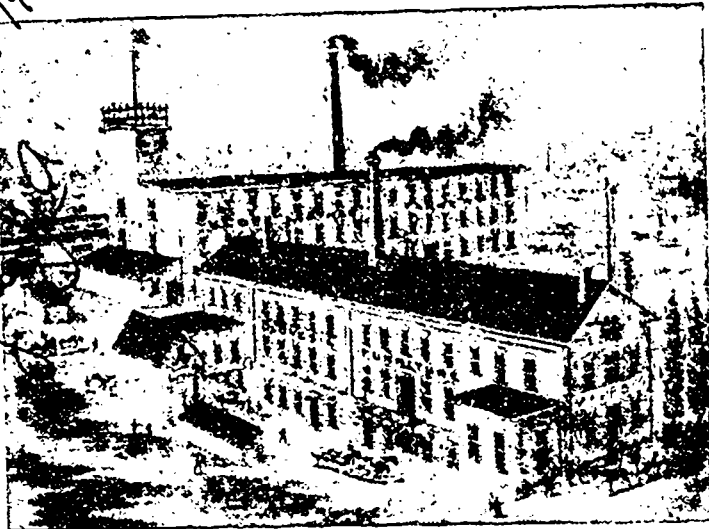
**M. Erb & Co.**  
 BERLIN, ONT.

Manufacturers of

**BUCK, MOCHA, KID**  
 and every variety of

**Gloves**  
 and **Mitts**

suitable for Canadian trade.



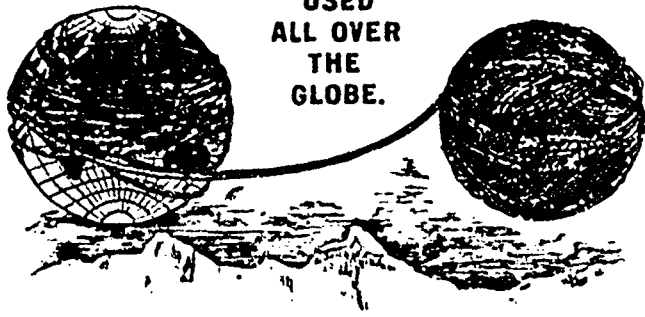
Also Moccasins and Special Tan Waterproof Shoepacks.  
 Jobbers in Lumbermen's Socks and Wool Mitts, and the  
 old reliable house for

**Upholstered Furniture and Mattresses**

MAIL ORDERS PROMPTLY ATTENDED TO.

*Returned Jan 23 1900*

# PATON'S ALLOA WOOLS



USED  
ALL OVER  
THE  
GLOBE.

LONDON, 44 JEWIN ST., E.C.

MANCHESTER, 7 MOSLEY ST.

MELBOURNE, 187a FLINDER'S LANE.

WORKS: KILNCRAIGS FACTORY  
ALLOA, SCOTLAND

AGENT FOR CANADA . . .

PHILIP DE GRUCHY

207 ST. JAMES STREET,

Who holds Stock.

MONTREAL

# Hamilton Cotton Co.

HAMILTON.

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

## CHENILLE CURTAINS AND TABLE COVERS

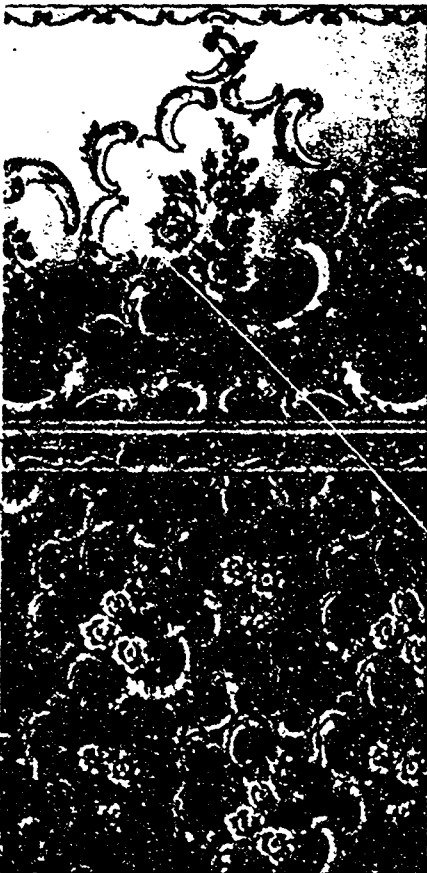
In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO.



# Staunton

## WALL PAPERS

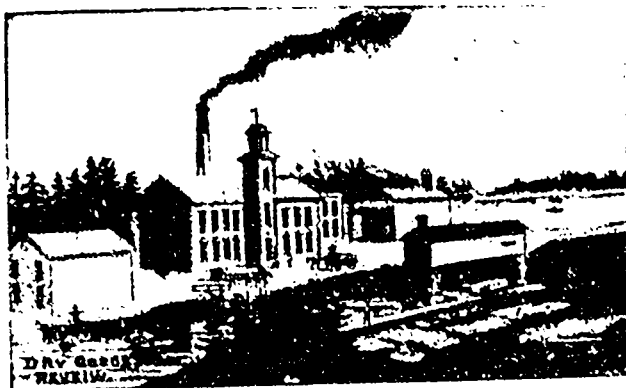
For Spring trade of 1900—

Every wide-awake dealer who wants  
the widest assortment in newest styles,  
designs and color effects—a particularly  
good line of popular papers, to sell at  
popular prices, at a good profit, must  
see the "Staunton" line. We will send  
you samples or have our traveller call—  
which shall it be?

M. STAUNTON & CO., Manufacturers, TORONTO

**HARRIS**  
 &  
**COMPANY**  
 LIMITED

**ROCKWOOD, - ONT.**



Established  
1867

Incorporated  
1899



## PURE WOOLEN GOODS

Since the founding of the business the aim of the firm has been to produce **good, honest, woolen goods**. In our well-known Overcoating Friezes we have sought to raise, rather than lower, the standard of quality. As in Friezes so in our other productions—"not how cheap, but how good" has been the goal.

For Spring 1900 we are making some choice effects in plain and fancy Homespun. These will prove profitable trade-winners to the merchant.

SOLE AGENTS,

**E. J. DIGNUM & CO.,** 27 Melinda Street, Toronto.

# LISTER & CO., "Limited"

MANNINGHAM  
MILLS

**BRADFORD, ENG.**

Silk Velvets, black and colored, 17/18 in., 32 in.  
 Silk Velours, black, 32 in.  
 Silk Mirror Velvets, colored.  
 Silk Collar Velvets, 21 in.  
 Silk Millinery and Dress Plush.  
 Silk Fancy Embossed Velvets.  
 Silk Seals, Lisreine, Rainproofs, etc.

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

# "Fancy Dry Goods"



It is a recognized fact that under this heading come the real **profit winners** of the Retail Dry Goods Trade. This being our **specialty** we make unquestionably the largest display of **Fancy Dry Goods** shown in Canada.

In **Dress Goods** we show the latest and most tasty collection obtainable in the world's markets. Our **Black Dress Goods** comprise fully double the range we have ever shown before, and we are receiving proportionately increased favors from our many friends in this line.

**Blouses** are a leading feature in our collection, and include only the newest styles and choicest designs of material.

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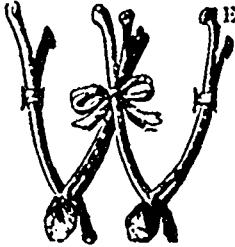
*16 St. Helen Street,*

**MONTREAL.**



## From the Shoe Trade to the Cabinet.

THE LIFE AND BUSINESS CAREER OF MR. JOSEPH CHAMBERLAIN.



WE have grown so accustomed to connecting Mr. Chamberlain with Birmingham, and Birmingham with Mr. Chamberlain, that it is rather surprising to find that Mr. Chamberlain does not come from the Midlands at all, but that he is in reality only a few hundred yards removed from a Cockney. When, not long ago, it was urged against a London Bill that Londoners should decide for themselves how they were to be governed, Mr. Chamberlain was able to enlighten a good many people as to his nativity. "I am a Camberwell man," he exclaimed, with the natural pride of a man who claims relationship with an audience which is cheering him to the echo, and the next day Camberwell was besieged by paragraphists in search of a new political shrine.

It was at 3 Grove Hill Terrace, Camberwell, almost within sound of Bow Bells, that Mr. Chamberlain first saw the light, on July 8, 1836. He came of an ancestry of which he was proud to boast in his Radical days. "I boast a descent of which I am as proud as any baron may be of the title which he owes to the smile of a king," he exclaimed in a famous speech at Denbigh, "for I can claim descent from one of the 2,000 ejected ministers who, in the time of the Stuarts, left home and work and profit rather than accept the State-made creed which it was sought to force upon them." The worthy ancestor whose memory Mr. Chamberlain thus honored was a fellow-worker with Richard Baxter—Richard Sergeant by name, who began a faithful ministry at or near Kidderminster two years after the battle of Naseby. Mr. Chamberlain, however, was not born into the Church. His father conducted a shoe business in the city, which had been carried on under the same name and on the same spot for over 100 years. His mother was the daughter of a provision merchant, and Joseph was her firstborn, the eldest of a family of nine.

Camberwell was the scene of the boy's early schooldays, which were spent under the guidance of a Miss Pace, who lived at 122 Camberwell Grove, where she made a comfortable livelihood by teaching a few children the three R's. From the terrace to the Grove was only a step, and the boy whose future was to be greater and grander than anybody dreamed walked to the school regularly each morning and took his place on the forms with the other boys. What has become of them now? And what did the boy Chamberlain talk about when good Miss Pace's back was turned? These are questions we would give much to have answered, but our curiosity can never be satisfied. For Joseph Chamberlain left Camberwell when he was nine, after he had been at the school in the Grove just one year. His parents crossed over to Islington, where the boy went to another private school in Canonbury Square, kept by the Rev. Arthur Johnson, whose widow the Colonial Secretary recently visited. On leaving Mr. Johnson, young Chamberlain was sent to the London University School, which has the names of Mr. John Motley and the Speaker on its roll. He was at this school until he reached 16, when his education ceased. Mr. Chamberlain is one of the few great men of to-day who were never at a university, and his career is a striking rebuke to those who hold that genius is the monopoly of the universities. Mr. Chamberlain was only 18 when he began, as we should say if he had been a poor boy, to "earn his own

living." He entered his father's shoe business, in which he worked for two years. Then he went to Birmingham, and his real life commenced.

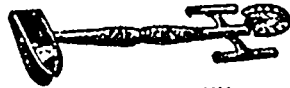
If Mr. Chamberlain is not a Birmingham man by birth, he belongs to the city in a much more real sense than if he had merely been born there. It is impossible to think of Birmingham without thinking at the same time of Mr. Chamberlain, who has completely reversed a familiar maxim about prophets and their own country. No man was ever more idolized in his own country than Mr. Chamberlain—unless, perhaps, it was Mr. Gladstone. Mr. Chamberlain might be Mayor of Birmingham for life—might almost hand the Mayoralty down to his children's children—if he chose.

But we are leaping ahead—Mr. Chamberlain's present is so fascinating that one is apt, in spite of oneself, to forget his past. If Mr. Chamberlain is the hero of Birmingham now, he was only one of thousands of unknown youths when he first set foot in the town in 1854. Leaving Islington and the shoe trade, he went to Birmingham to make screws. So remarkable was his grasp of business after two years with his father, that he was entrusted with the sole care of his father's interests in a Birmingham firm of screwmakers. For 20 years he worked hard in his way, and the reader will probably expect to be told that they were the dullest 20 years of his life. Any remark suggesting that would be totally misleading. In these 20 years Mr. Chamberlain made his fortune, screwed it down fast with his own screws, and before he retired from the business, on his father's death, his name was as well known in the screw world as it is in the political world to-day.

The business was not prospering when the young man from London took it up on behalf of his father. It had been going the wrong way for several years. Mr. Chamberlain turned it around, and made the screw trade a royal road to fortune—for Nettlefold and Chamberlain. Stories have been told of this period which it is difficult to accept. In their efforts to make the business a success, it was said, the firm of which Mr. Chamberlain was the guiding spirit made use of methods which are more familiar to American than English commerce. It was stated that the small screw traders were deliberately ruined, and that they received threatening circulars. But there seems to have been no ground for such assertions. What is true is that under the new regime the screw-making firm at Birmingham secured a monopoly of the screw trade of the country. Securing the patents of certain screw-making machines, they were able to make screws much better and cheaper than their rivals; and so it came about that the small traders disappeared, and the great firm grew rich. Mr. Chamberlain made a huge fortune; and when his father died, in 1874, he was able to give up business altogether and devote himself to the welfare of the city in which he had made his wealth. "In 1874," he says, "I made up my mind that I must retire from business. Municipal life completely swallowed up my commercial life."

At that time Mr. Chamberlain had been a figure in local politics for five years. Though he had devoted himself with such zeal to business, he had not allowed commerce to swallow up his interest in the public affairs of Birmingham. He had become familiar with many departments of local life. At the Church of the Messiah he was a teacher in the Sunday-school, with four of his brothers; he taught for a time in the night school, and took part in the "Penny Reading" entertainments. He was president, too, of the Mutual Improvement Society in connection with his Sunday-school, and was altogether an active worker in many local causes of a religious and social character. Years before, he had begun his political career in a local debating society at Edgbaston, where he soon became a somewhat prominent figure. Not that he was a born orator—he is not the most eloquent of orators even now. As a youth, he would commit his speeches to memory or write them down. But it was inevitable that, in spite of this, Mr. Chamberlain should come to the front in such a gathering as

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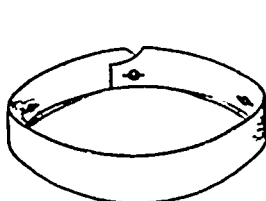
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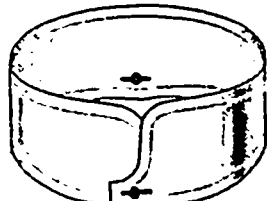


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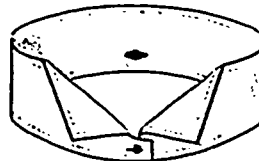
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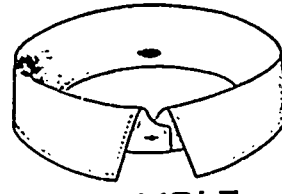
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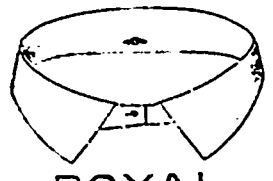
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TITAN.

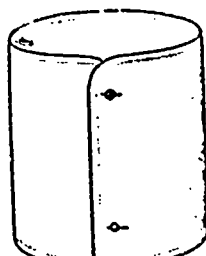


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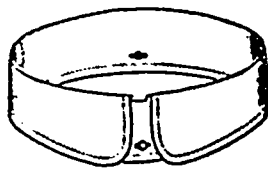


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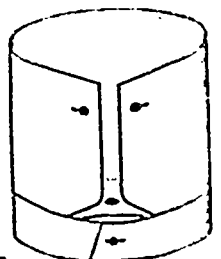
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It having come to our notice that certain manufacturers are producing and advertising imitations of our goods under the name of "Celluloid," we desire to notify the trade that the word "Celluloid" is a registered trade mark, and our right to its exclusive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



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that which met regularly at Edgbaston to settle the questions which were vexing statesmen. He was so obviously in earnest that his lack of style was forgotten and he mastered his subject so thoroughly that by and by he was able to throw aside his notes and trust entirely to the splendid fund of facts with which he had packed his brain. Young Mr. Chamberlain was frequently referred to in the paragraphs which appeared in the local newspapers in reference to the meetings of the debating society, and it is curious to note that at that time his political views leaned towards Toryism. It is not easy to believe, however, that Mr. Chamberlain was a Tory at 20, and it may be that, having been nursed in Toryism, the speeches at Edgbaston were made while the speaker was in the transition stage between the antiquated Toryism of that day and the Socialistic Radicalism which made him one of the most talked-of men in England a few years later. At any rate, Mr. Chamberlain was not too modest at 22 to pull Mr. Bright to pieces. A newspaper paragraph in December, 1858, tells us that "Mr. Joseph Chamberlain, in a lively clever speech, pointed out various inaccuracies in Mr. Bright's speeches", and again, we are told that Mr. Chamberlain avowed in a vigorous speech that "so far from the aristocracy being responsible for all the wars, as Mr. Bright had asserted, every war since 1688 had been demanded by the people, he quoted Bacon, Cromwell, and Kossuth as to the necessity of always being prepared for war, as the world was a gigantic New Inkleys"—"New Inkleys" being a Birmingham slum where bludgeons and anti-garrothers were very much required.

But, if there was any suggestion of Toryism in Mr. Chamberlain's politics at that time, it quickly disappeared—from the surface at any rate. The pendulum swung full length the other way. At 30 he was an out-and-out Republican. It was in 1869, when he was 33 years of age, that Mr. Chamberlain entered public life as a candidate for the Town Council. His genius was not yet fully recognized, for we read that he was adopted with considerable hesitation; but he was elected for St. Paul's Ward by a big majority, and from that moment his star was in the ascendant. He rose in public favor both on the council and off, and in 1873, four years after he had been hesitatingly adopted as a candidate, he was elected Mayor of Birmingham. So popular was he as Mayor that he was elected again and again, filling the chair for three successive years, and then only quitting it to take a still higher honor from the people.

It was in his first year of office that Mr. Chamberlain became for a time, perhaps, the most talked-of man in the provinces. He had already won a more than local fame by his action on the education question, which was at that time prominently before the nation, and he was chairman of the first Liberal School Board for Birmingham. But, it was as an avowed Republican that Mr. Chamberlain came to the front in 1874. The Prince and Princess of Wales were to visit the town, and everybody was asking what the Mayor would do. It was generally felt that "something would happen," and the possibility of "something" happening was contemplated not only locally, but in the press throughout the country. But Mr. Chamberlain accepted the principle that discretion was the better part of valor. In 1870, at a meeting called to sympathize with the new French Republic, he had declared that a republic was bound to come to England, and two years later he had represented the Birmingham Republican Club at a conference in St. James' Hall, London. It was natural, therefore, that a good deal of curiosity should be evinced as to what he would do and say when the Prince came to Birmingham. "I shall be ashamed of myself and the whole business," he wrote, in a private letter, and he added that the Prince would be "as popular as the Tichborne Claimant"! But Mr. Chamberlain must have disguised his feelings very well, for The Times the next day declared that it did not remember any speech made before Royalty which was couched in such a tone at once of courteous homage, manly independence, and gentlemanly feeling", and Punch, rising to the occasion, wrote:

Like a gentleman he has comported himself in this glare of the princely sun.

Has just said what he ought to have said, and done what he ought to have done

Has put his red cap in his pocket and sat on his Fortnightly article. And of Red Republican claws or teeth displayed not so much as a particle

Punch's cartoon represented "Our Brummagem Lion" kneeling at the feet of the Princess of Wales

The story of Mr. Chamberlain's career as a town councillor is practically the modern history of Birmingham. In six years—practically in three—he raised Birmingham from the position of a badly governed third rate town to the position of one of the first towns in the kingdom. He was, to use an expressive phrase of the time, "not only Mayor, but town council too." The Birmingham of his town council days had a population of 180,000, and a rateable value of less than one-third what it is to-day. There were, to quote from one of Mr. Chamberlain's own speeches, no parks, no free libraries, no baths, no art gallery or art museum, no board schools, no school of art, no Midland Institute, no Mason College, no Corporation street. The streets were badly paved, imperfectly lighted, and only partially drained. The footwalks were worse than the streets. You had to proceed either in several inches of mud, or in favored localities you might go upon cobblestones on which it was a penance to walk. The gas and water belonged to private monopolies. Gas was about 5s. per 1,000 cubic feet, water was supplied on three days a week. On other days carts went around supplying water at 10s. the 1,000 gallons. The death rate was 30 in the 1,000. There were whole streets from which fever was never absent. Thousands of courts were not paved or drained, and were covered with pools of stagnant filth.

It was thus Mr. Chamberlain found Birmingham; he left it as we all know it to-day—one of the best governed towns in the world. In the three years in which he was Mayor, Mr. Chamberlain achieved four great reforms. The town bought up the gas-works, representing a capital of £2,200,000, and yielding the people £30,000 a year. The town purchased the waterworks, estimated now to be worth over £2,000,000, and reduced the water-rents by £25,000 a year. A draining union with surrounding towns was established, and a model sewage farm laid out at a cost of £400,000, which it costs £1,000 a week to work. And the council bought up the slums in the centre of the town, built Corporation street upon the site, and let it out in leases of 75 years. The improvement cost nearly £2,000,000; but, when the leases expire, in 50 years, Birmingham will be the richest borough in the world. It is a record of which any man might be proud. When, a few years after, Mr. Chamberlain was sneeringly described as a town councillor, he was able to say triumphantly to the people of Birmingham, "I will confess to you that I am so parochially-minded that I look with greater satisfaction to our annexation of the gas and of the water, to our scientific frontier in the improvement area, than I do to the results of that Imperial policy which has given us Cyprus and the Transvaal."

In 1876 Mr. Chamberlain left Birmingham to play his part in a wider sphere. The London papers already knew him as the Republican Mayor, and Mr. John Morley had gone down to Birmingham three years before to make his acquaintance; but there was much curiosity to hear him in the House of Commons. He made his maiden speech on August 4, 1876. It was upon Lord Sandon's Education Bill, a subject with which the new member was quite at home, and the speech was so well received that it formed the pivot of a leading article in the next morning's Times. Mr. Chamberlain's first motion in Parliament was in favor of the municipalization of the liquor traffic. He has made many motions since then, but it is unnecessary here to dwell on the rest of Mr. Chamberlain's life. It would, on the one hand, be too controversial for a paper which knows no politics, and, on the other hand, it could hardly be done without disturbing the pleasing impression of Mr. Chamberlain which this article has been written to create.

ARTHUR MEE.



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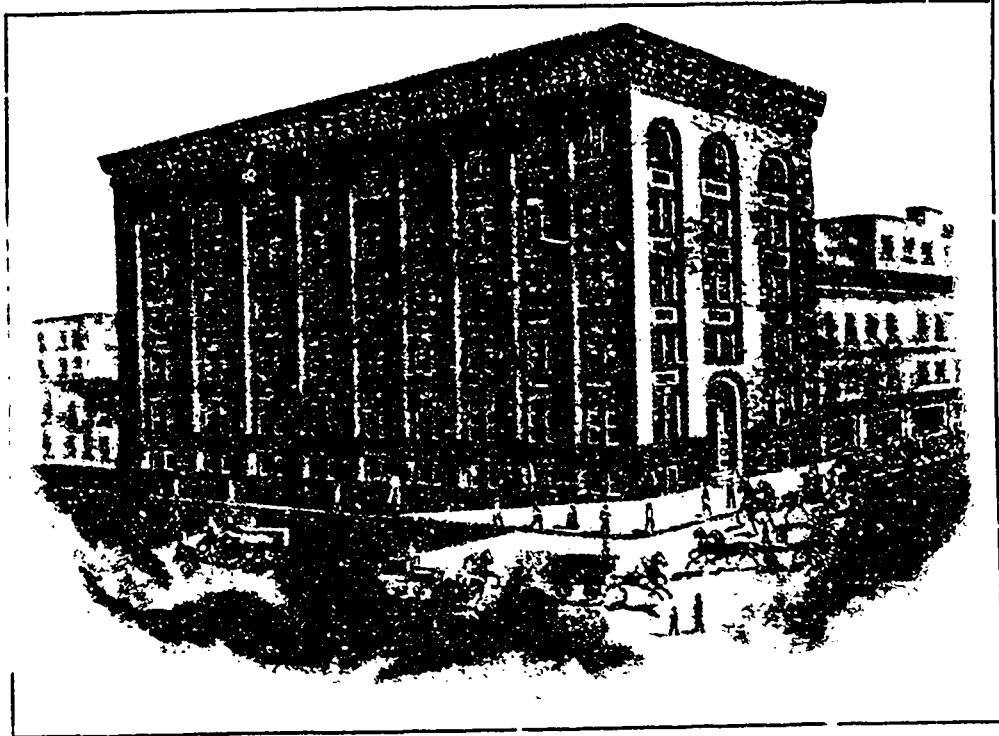
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Your prosperity depends upon excellence and moderate prices

Our prosperity depends upon excellence and moderate prices also

The fact that we have been very prosperous for twenty-one years should be the best kind of evidence that it will pay you to buy from us

Our buyers are thoroughly competent. They have been to the world's greatest markets and brought enormous quantities of the goods that will be handled by all progressive dealers

As proof of our prosperity, we want to call attention to the fact that we have just moved into a new building, one of the finest in all Canada, that contains our line of goods

We want your Spring orders, because we know that it will be mutually profitable for you to give them to us.

Our travellers will call upon you soon. Kindly wait for them.

All mail orders receive careful and immediate attention.

Write to us to day.

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THE  
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SUSPENDER  
&  
BUTTON  
**C**



**BERLIN, ONT.**

## A DEFENCE OF DEPARTMENTAL STORES.

FROM A WOMAN'S STANDPOINT.

(We give space to this communication, not because we agree with it, but because it may contain hints for merchants who have to meet the competition of those stores and who will find it useful to know what lady shoppers want.—  
ED. DRY GOODS REVIEW.)



NE hears so many disparaging things said about the departmental stores. Usually, these remarks are made by people whose interest it is to run down everything that is at all likely to interfere with their way of doing business; or from the prejudiced few; or the many

who talk for talking's sake, airing opinions at random.

But, ask the thrifty housewife who goes to shop to supply her household needs, not to kill time turning over counters of merchandise. She will tell you she prefers the well-conducted

family objects to some article—its color, size, or shape. She sends or takes it back, and explains that it does not suit. It can be exchanged for anything from roof to cellar, or the money refunded. It may be a paper of tacks, a pound of tea, or a silk gown. It does not signify. She is not satisfied. There is no fuss made. She gets civility. The article is exchanged, or the amount returned. She may belong to one of the wealthiest families or the humblest. She will receive the same fair treatment.

I want material for a dress, a suit, or covering for furniture. I go to the ordinary dry goods shop or the general store. I ask for samples. I am informed they don't give samples nor send them to city customers. I explain that they are for a member of my family, who, through illness, is unable to go out and select for herself. After losing valuable time interviewing heads of departments and one of the firm, I succeed in getting as a favor one, or, perhaps, two small samples. Then, I ask to have something sent on approval. 'Have I an account? No; I always pay cash. Then the goods can't go out on approbation. A friend who is with me mentions she is having her purchases charged, and to have what I want on approval sent in her name. And in this unbusinesslike manner two large webs of goods are sent to my house.

On another occasion I want samples. I go to the depart-



SCENE IN WESTERN ONTARIO—ON SHOAL LAKE, LOOKING NORTH.

departmental store, whose business is run on a strictly cash basis. We will suppose she comes into the city from a suburb or an adjoining town or village. She has a long list of wants. She pays cash. Her time is limited. She goes to one of these maligned departmental stores. Under one roof she finds everything in quantities and qualities, of all grades, to select from. If she is an experienced buyer, she knows the value of what she buys. With a transfer card she goes to the different counters, and with each purchase receives a check in acknowledgment. When she has supplied her wants, she goes to the office and hands in her transfer card, pays for what she has bought, and is given a receipt. She can take her parcel, or it will be sent to whatever address she gives. Under this system a mistake is almost impossible. On opening her parcels, some purchase is not satisfactory, or a member of her

departmental store, without having to explain family ailments, whether I live in the city or out of it. I am directed where to apply, and am given a large envelope of patterns in every conceivable color, texture, and quality of what I have asked for. I may want these samples to compare with goods elsewhere. Although competition is keen, the departmental store is not afraid of comparison. I also ask to have some dress goods sent on approval. This is refused, but I can pay for as few or many yards as I like, return it, and receive back the money.

I want my last Winter's hat retrimmed. I take it to the millinery-room of a dry goods shop. I am told more velvet will be necessary, but mine is a black which can't be matched. They will make me a new hat, using my feathers, ornaments, etc. I go away sighing, to return the following

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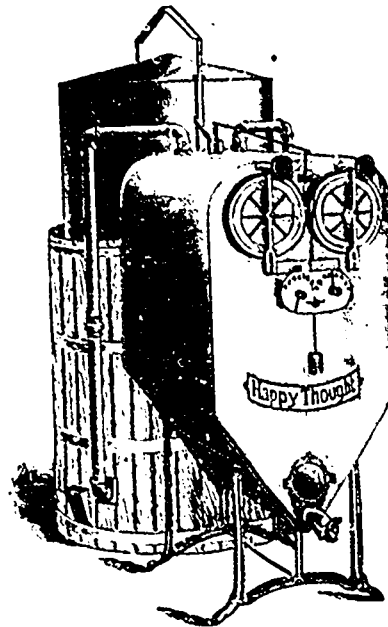
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Dear Sirs— I have had your new machine set  
up now for about one month. It is giving me first  
class satisfaction in every respect, giving me regular  
service, and a clear, nice light. I am now lighting  
with my 25-light Machine Clothing Store, Grocery  
Store, and Doctor's office over clothing store, and  
with only ordinary attention we get excellent service.  
I might say further that as long as I can get Acety-  
lene Gas light, I would not go back to kerosene  
lamps under any circumstances.  
Yours truly,  
INGRAM LOCKE.

## THE GUELPH ACETYLENE GAS CO., Limited, Guelph, Ont.

day and try on this work of art. Horrors! I dare not face my critical family in such wild headgear, and can't induce the not too polite saleswoman to make me another hat, a small tamer edition. I refuse to take this hat, and am handed back my feathers, four (I had given five), ornaments, now broken. I mention these two facts, but the matter was considered too trifling to have it inquired into. Taking my now dilapidated hat and trimmings, I wend my weary way to the departmental store. Here my battered crown and brim are straightened. No suggestion of a new hat. A little additional velvet is required; yes, they can match it. I am given a check of acknowledgement. Each article is valued.

At a departmental store once I bought silk for a waist and gave a small parcel of lace to be sent with it. When the parcel was delivered the material was cambric and no lace. I returned it, and was given an order for the same quantity of silk and 70c., the amount I had paid elsewhere for the lace.

A friend gave a parcel to be done up with some things she was buying in a fancy store. The parcel was never enclosed, and, on making inquiry, she was politely told they knew nothing about it. A lady, whose young nephew came to live with her, bought a small bed for him at a departmental store. The following day the child's own bed arrived from home by express. She went and told this at the store, and they took back their bed and returned the money.

No one was more prejudiced against departmental stores than I once was. I designated them junk shops, but experience has taught me differently. The people who don't pay cash can't patronize the departmental stores I have reference to, consequently they abuse them. And those who eagerly rush wherever they see or hear the word bargain so often injure the trade of any respectable firm. They buy trash and pay for trash. Further up the same counter is the genuine article at a good value price, but the gaudy shoddy suits the bargain worshipper, who later on exhibits her rubbish as a cheat she got at such and such a departmental store, and her neighbor agrees with her in condemning the trash and the place it was bought at. One is not more liable to be cheated at a departmental store than anywhere else. There are goods with the manufacturer's name on them—patent medicines, canned goods of the different brands. On all these things I can save from 10 to 25 per cent., and am not above doing so.

The bookseller is indignant because a customer gets for 90c. at the departmental store the identical publication he is asking \$1.20 for. If this is because the departmental store is cash and the bookseller is credit, then I prefer to patronize the former instead of assisting to pay the bad debts of my spendthrift neighbor. And when I can get satisfaction in a departmental store, why waste time and strength walking the streets from one shop to another?  
MRS. BOFFIN.

Kingston, Aug. 10, 1899.

The Guelph Acetylene Gas Generator Co.

Dear Sirs.—The 40-light, No. 3 Machine, which is running all night on Swift's dock, is giving splendid satisfaction.

J. W. OLDFIN.

Ayr, Aug. 24, 1899.

The Guelph Acetylene Gas Generator Co.,  
Guelph, Ont.

Dear Sirs.—After experimenting with several makes of generators for Acetylene lighting, I am now satisfied that your Generator does the work economically and is perfectly automatic, gives no trouble in over heating, and is simple in operation.

Yours truly,  
JOHN GOLDIE,  
President of Goldie Milling Co.

Bowmanville, Aug. 10, 1899

Messrs. Guelph Acetylene Gas Generator Co.,  
Guelph.

Gentlemen—The 200-light Machine purchased from you for our factory is giving entire satisfaction, and is proving very economical, as every particle of carbide is dissolved, there is no waste whatever. It is easily handled and clean, and is a great improvement on any thing we have ever seen. It gives a steady, soft light. Our men say that it is 50 per cent. better than the old gasoline gas that we formerly used, and there is no smell from the burning of it, as there was from the old gas.

Yours truly,  
DOMINION ORGAN & PIANO CO.,  
Limited.

Munico, Aug. 21, 1899

The Guelph Acetylene Gas Generator Co.,  
Limited, Guelph.

Dear Sirs.—I have pleasure in stating that the Generator you put in for me early this year has proved to be very satisfactory. The system adopted in the "Happy Thought," of allowing a small quantity of carbide to come in contact with a large body of water, instead of vice versa, as under the old method, is a decided improvement; the automatic feed arrangement and double cylinder reduces the element of danger, with anything like ordinary care, below that of coal oil lamps.

Yours truly,  
W. H. ADAMSON,  
of Western Assurance Co.

Mt. Albert, Aug. 11, 1899

Guelph Acetylene Gas Generator Co.

Gentlemen,—I feel satisfied that the improved generator you supplied me with for my gas plant is the most complete automatic arrangement on the market. I fill my carbide holders and put them in position as directed in the instructions, and go about my business, knowing that the machine will do the rest. The machine you now send out, I feel certain, has no superior on the market.

Yours truly,  
WM. T. LLOYD,  
Chemist and Druggist.



**.. SPRING****∴ 1900 ∴****SUMMER.****S. GREENSHIELDS, SON & CO.**

Montreal, and Vancouver, B.C.

# CANADIAN LINING DEPARTMENT.

**Largest and Most Up-to-date in Canada.**

**Fair Warning to the Trade:**

Place your orders early and secure goods at present prices before further advances take place.

**A Word to the Wise is Sufficient.**

The enormous additions to the Works of the Montreal Cotton Co, Valleyfield, which have been in progress during the past year, are now about completed, the New Mills having been erected specially for the production of the highest class of Linings, not hitherto made in the Country.

We have secured a full range of these goods, samples of which are now being shown by our travellers.

This includes, besides all staple lines, the latest finishes in Silk and Mercerised Effects, embracing the following :

**Colored and Fast Black  
Satines,**

**Simla Silks,**

**Pongee Moire Antiques,**

**Tussah Moires,**

**Moire Percalines,**

**Silkalines,**

**Surahs,**

**Siliesias,**

**Jeans,**

**Waist Linings,**

**Canvas,**

**Foulards,**

**Wigans,**

**Turkey Reds,**

**Organdies,**

**Victoria Lawn,**

**Swiss Checks,**

**Pocketings,**

**Italians.**

Headquarters for Heavy Corded Duck Suitings and Drill Costume Cloths in white and colors.  
Our stock is always kept fully assorted, and orders will receive prompt attention.

Samples are now in the hands of our **THIRTY** Travellers

1900

**SPRING**

1900

# Canadian Prints.

## LARGEST ASSORTMENT.

**H. PRINTS**, Fast Colors, 25 in.**No. 1. PRINTS**, 26 in., Fast Colors.Regattas, Checks, Plates,  
Dark Fancies,  
Aniline Fancies,  
Blouse Style.**No. 2. PRINTS.**Regattas, Checks, Plates,  
Pompadour and Aniline Fancies,  
Light and Dark Fancies,  
Mixtures and Solid Colors,  
Quiltings.**HHH. HEAVY PRINT.**Regattas, Plates,  
Dark Fancies and Mixtures.**HHH. HEAVY PRINT.**

Aniline Fancies.

**No. 3. PRINTS**, A Staple Line.Steel Grey, Chambray,  
Blouse Styles, Fancy Checks.**C. PRINT.**Regattas, Blouse Styles,  
Medium and Dark Fancies,  
Aniline Fancies, Solid Colors.**INDIGO PRINTS.**N.B.—These are serviceable goods,  
and fully guaranteed.

### FANCY LINES:

**Challe,**

(Light and Dark Fancies.)

**Corded Muslin,****N. N. Satcen,**

(Fancy, Aniline, Indigo.)

**A. Duck Costume,****Princess Piques,****A. A. Duck Costume, Indigo,****A. A. Duck Costume, Aniline,****C. Duck Costumes,****X. X. Skirtings,****Embossed Skirting,****H. Drill,**

(Indigo, Aniline, Fancy.)

**Ladas Tweed.****Heavy Moles.****Ex. Heavy Moles.****Salisbury Costumes.****Summer Suitings,****N. B. Costumes,****Twill Cretonne,****Ottoman Cretonne.****Oat Meal Cretonne,****Crash Suitings,****M. 2, Linettes,****C. Linettes,****Sleeve Linings.**

**Largest Distributors  
in the Dominion.**

# S. Greenshields, Son & Co.

Montreal, and Vancouver, B.C.

### LOOSE METHODS IN BUYING AND HOW TO AVOID THEM.

**T**HE want of attention by buyers to the reception of their purchases has often been, in the mind of the writer, one of the extraordinary mistakes made in the trade.

Probably 90 per cent. of sales made by travelers is recorded by a copy of the order being left with the buyer. Of this, again, perhaps another 90 per cent. is pigeonholed or put away in a drawer, until, that getting too full, its contents are gone over, perhaps sorted, and the largest part thrown into the waste-basket. In the meantime, the goods have arrived, been marked off and put into stock, so the copy of the order goes with the lot into the waste-basket.

Smart buyers will keep the copies of orders before them, will add up approximately their purchase, and, when the invoice comes in, will carefully compare with the copy of order.

A buyer spends valuable time in the sample-room, valuable to both buyer and seller (and here, in parenthesis, it may be permitted to state to the majority of the buyers in this

value of the fabric as per invoice was entirely astray, one merchant receiving a low quality at a high price, the other the reverse.

Comparison of the invoice with the copy of order would have saved a lot of annoyance, assisted in straightening the mistake in time and saved money to the shipper.

Another merchant, in the Ottawa Valley, received two pieces of goods of different qualities; the shipping clerk in the invoice transposed the pieces by mistake. The merchant actually marked them as they were invoiced, and did not discover his mistake until the traveler, happening to see the selling price on the tickets, pointed it out.

A very important point well worth a merchant's care, is not to buy too heavily. By careful attention to the copy of his order he can see from day to day the amount of his buying and can stop when he has bought enough. This will be much more satisfactory to him and others, and does not necessitate his asking any firm to take back part of the shipment as he has too much, which is not only annoying, but making expense. Sometimes, a firm may refuse to have the goods returned, the result being that the buyer has an overstock, he is dissatisfied with the firm from whom he bought, and the task of the traveler is made difficult the next time he calls.

So keep your copies of orders near your hand; see that the invoice compares with the copy of order.

A. B. C.



No. 180 - FLUTTER INGRAIN FRIEZE, "GLORY OF DIJON."  
Manufactured by The Watson, Foster Co'y, Limited.

country that they do not appreciate how valuable a traveler's time is, or they would be more prompt in their appointments; does this cap fit you?). He carefully makes his selection, but must have only a visionary idea of what he selected by the time the invoice arrives. He has seen so much that he must forget part. If his memory could grasp everything, he could save the cost of books in his office. The copy of his order insures to him the goods he bought—no substitutes, no extra lengths, no stuffing.

Recently a firm inadvertently made a mistake in two pieces of goods, one piece of value was sent to a merchant who bought a low-priced quality, and the low quality was sent to the buyer of the best. Both these merchants, one in Eastern Ontario, the other in Western Ontario, put the selling price on the invoices handed them to a boy to mark off the goods, and afterwards sold from the pieces themselves, not recognizing that they had not received what they bought, nor that the

#### A BEAUTIFUL INGRAIN FRIEZE.

The accompanying cut represents the leading frieze on the market this season both in point of beauty and popularity. It is manufactured by The Watson, Foster Co., Limited, and is called the "Glory of Dijon Roses." Gracefulness and richness of forms, elegance and originality of drawing, are among its chief qualities. These are the only features that can be illustrated in a cut, but the rich and cheerful colorings used in producing this frieze, and perfect accuracy of printing combine to make it a gem of art and one of the best specimens in natural floral effects that has ever been attempted in America.

Ingrain paper is now used very largely, and, with the beautiful combinations made to match the different shades, some very rich and warm decorating is obtained.

The Watson, Foster Co., Limited, report a very large increase in the sales of all their ingrainings this season—they have a particularly strong choice of colorings and really artistic friezes and ceilings to match.

# Oxford Woolen Mills

OXFORD, N. S.

Gold Medal at Toronto, '99

## Ladies' Costume Cloths

Gold Medal at Toronto, '99

**Y**OU are in touch with the styles, and know that the fashionable set were never so taken up with the homespun idea as at present. The coming Spring will witness an unparalleled demand for these satisfactory cloths for both ladies and gentlemen.

For over 30 years this class of goods has been a specialty with us. Nova Scotia wool makes them best.

We are in the market with newest and brightest ideas reproduced in Spring 1900 fabrics.

MADE ONLY AT OXFORD, N. S.

## Oxford Manufacturing Co.,

... LIMITED

Wholesale in Toronto for  
Ontario and West at  
**HUTCHISON, NISBET & AULD'S.**



# Oxford Woolen Mills

OXFORD, NOVA SCOTIA.

Gold Medal at Toronto, '99

## Gentlemen's Fashionable Suitings

Gold Medal at Toronto, '99

1900



LADIES' CLOTHS

ELLIOTT (MINTO) TARTAN



HUNTERS

NISIBET

& AUSTIN

FROM

THE

LADIES

In our Ladies Cloth Department  
the coming season and our  
Fancies for Ladies Wear will make us  
leading house in the Trade.

BROADCLOTHS  
BOX CLOTHS  
TABLE CLOTHS  
GENTLEMENS  
WORKING  
BLANKETS  
MATTRESSES

WINDS  
BOMBYNS  
MATTRESSES

SOLE AGENTS FOR

TORONTO

## THE HUMORS OF STOREKEEPING.

An Idle Young Man's Experience on a Saturday  
In a Far Western Store.



I WAS in the Northwest for the good of my health, and for the good of my health I used to spend a large part of the day sitting on the counter in the store eating candies and lemon peel. I say the store, because, although there was, as a matter of fact, another, it had only been started out of ill-natured opposition, and no person dealt there except when a little threatening was deemed expedient. As a rule, there was no objection to my keeping the counter from getting dusty; but, on Saturday, as

the head clerk put it, he did not like "any unnecessary obstruction to his ocular vision." That day saw the transaction of more business than all the rest of the week put together.

Storekeeping there is much the same as in any other country district, only as Pat would say, it is more so. There are the various phases of the occupation familiar to every merchant, together with certain elements characteristic peculiarly of the West. The store is the centre of social life, and the headquarters for all the gossip of the neighborhood. The proprietor and his clerks have splendid opportunities to learn what one customer has to say of another, and, if they pass it on immediately to the individual in question, their premises sometimes become the stage for rather fiery enactments. Every "hoe down" is discussed at length, both before and after the event; and an incipient "match!"—well, suffice it to say that the women out there are not a whit behind their city sisters in making the most of the very farthest fetched suggestion of this most interesting piece of other people's business. The latest and most astonishing news of oneself and friends is always to be had at the store. The merchant being a prominent citizen is apt to combine in himself the offices of postmaster, school trustee, license commissioner, justice of the peace, and pillar of the church, and his establishment forms a convenient centre for carrying on business connected with these different duties. Probably 90 per cent. of the trade is done on credit, and the billheads may have a note to the effect that "interest is at 12 per cent. after three months." Cash is a very scarce quantity, and a man's limit is determined by the size and number of his wheat stacks.

At the place to which I have reference, store and post office were combined, and, as the mail came in on Saturday, that was a busy day. Though the train did not arrive until late in the evening, the store assumed an aspect of expectant bustle early in the day. During the forenoon, the teachers from the school districts within a radius of about 15 miles would drop in and compare notes on the doings and difficulties of the week. The student missionary, also, was likely to appear, in very unclerical garb, but with the air of one who was about to undertake very grave responsibilities on the morrow. "Well," someone would say to a half-grown-up girl, quite within hearing of the teacher, "how do you like the teacher?" "Oh, fine!" with a simpering giggle, and a

glance in his direction, "but, my! he has the cross eye in his head!"

Window dressing or any other kind of dressing doesn't count for much in that country. Clerk and customer alike are in their shirt sleeves, except when it is too cold. The store is necessarily too full of every variety of goods to afford much chance for artistic display. Every available inch of room is utilized. No such waste as wide passages. Notices of all kinds—postal instructions, descriptions of estray animals, samples of noxious weeds, bills of coming entertainments, church notices, home-made (very home-made) advertisements of animals, fence poles or land "for sale"—hang amidst whips, millinery, boots, shawls and tinware in endless array.

The full force of the staff consisted of the proprietor and two assistants. The merchant himself was a tall, lanky individual, who always stopped between waiting on different customers to use the tobacco cutter and refill his pipe. He got through a lot of work, though he made haste slowly. His length of arm saved many a step. He just reached over the counter, and set the parcels of sugar and tea in the baskets on the floor. The next in command was a smart one, he was!—one of those fellows from the East you know that never walk when they can run. You always seemed to be standing or sitting exactly where he wished to get something. He never managed to get around you without excusing himself, and saying that it was fine growing weather, or inquiring after the well-being of that mysterious commodity "tricks." A very impressive habit of his was to slap things down hard on the counter: it was a kind of guarantee, as it were, that the article was good stuff. The young lad had but recently come to the store, and was undergoing the tribulation of first attempts at making up parcels. When requested to change a dollar, he always endeavored to be up to the mark, and asked whether the other would have silver. I don't know precisely what his idea was, seeing that coppers are not used in the West; and even if they were, I would fancy 100 of them would be rather an inconvenience than otherwise. He had a great admiration for the senior clerk, and strove to imitate his example in all ways possible. Consequently, he used to remark during the drought that "it was great growin'," and was apt to do some damage while performing, in worthy style, the flourishing feat of snapping the string with which goods were tied.

Old Mrs. S— was usually one of the first visitors in the morning. She was a well-known character, and, though she could neither read nor write, she prided herself very much upon her sagaciousness in business dealings. She was a Highland woman of considerable proportions—one of those people you would say was not lightly to be set aside. So her husband thought, anyway.

"And how much for my butter this morning?"

"A dollar forty, Mrs. S—."

"What's that you say? What are you paying these times, anyway?"

"Ten cents is our price at present."

"Ten cents! Do you think I am going to use good elbow-grease making butter for ten cents? I can get eleven across the road. Where's the boss?"

With this the proprietor is appealed to, but he is inexorable, says he is losing money on every pound of butter he buys. Really can't do better.

"Deed, yes! It would be terrible pity for you to lose your money. Just put my butter back in my wagon. We will see if Mr. McA— will lose some money."

Rather than lose a good customer, concession is made.

THE ...  
**Maritime Wrapper Co.**  
 Limited

Skirts  
 and  
 Suits

**Just a Word....**  
 AS USUAL, OUR  
**"Home Garments"**  
 combine artistic designs and sur-  
 prisingly novel effects, perfect fit  
 and workmanship, at excep-  
 tionally low prices.

"Maritime"  
 Wrappers

J. H. PARKHILL  
 Ontario Agent  
 46 Toronto Arcade, Toronto.

**WOODSTOCK, N.B.**

**The Standard Cap Co.**  
 14 and 16 FRONT ST., W.,  
 TORONTO.

Wholesale Manufacturers of All Kinds of.....

**Cloth Hats and Caps**  
 all the  
**LATEST NOVELTIES.**

.....LETTER ORDERS ATTENDED TO PROMPTLY.

**Society and  
 Uniform Caps A SPECIALTY.**

Samples sent on application. Correspondence solicited.

**ALL GOODS GUARANTEED.**

**"Principles  
 are eternal"**

A FUNDAMENTAL  
 BUSINESS PRINCIPLE:

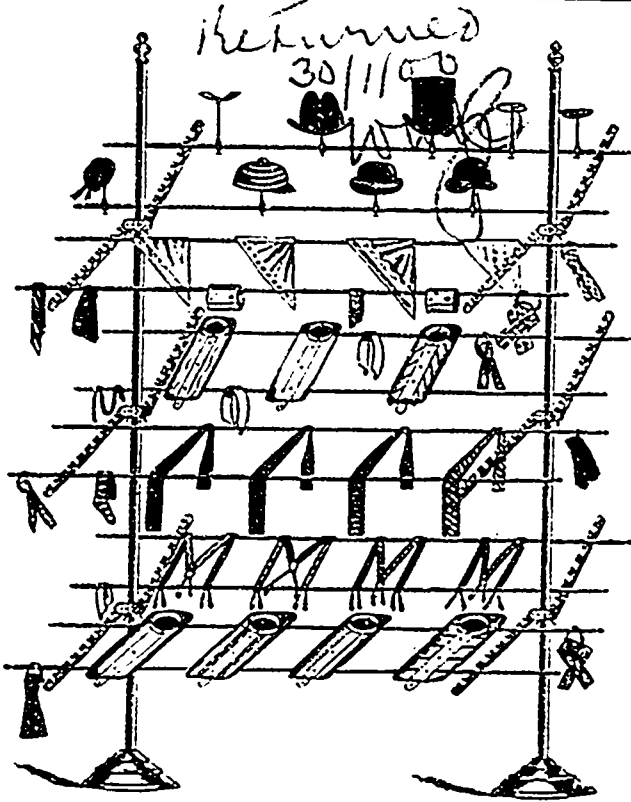
**"It is not what you  
 spend"**

BUT ...

**"What you get for  
 what you spend"  
 That Counts.**

THE BEST IS CHEAPEST  
 IN THE END.

**Fixtures and  
 Wax Forms**  
 for every purpose.



ALL SIZES KEPT IN STOCK.

3-TIER DOUBLE ARM FURNISHING GOODS DISPLAY FRAME.

All our fixtures have the standards marked off in inches, and numbered. Many other special features for time saving are added. It pays to buy from us. You get the benefit of our experience. Send for catalogue and prices.

**4 Good  
 Words:**

**Satisfaction  
 Experience  
 Economy  
 Honesty**

THEIR DEFINITIONS  
 ARE INTERESTING:

**SATISFACTION**—Full gratification of need or want; contentment in possession and enjoyment; the result of honesty and economy.—*Webster.*

**EXPERIENCE**—Experience is the experience we experience when we experience an experience.—*Goethe.*

**ECONOMY**—Avoidance of waste, saving of outlay; judicious selection of worthy materials; the opposite of cheapness.—*Webster.*

**HONESTY**—The character of being just and honorable in business transactions; unwillingness to commit or countenance fraud or deception.—*Webster.*

**TORONTO BRASS MFG. CO.,**  
 91-95 Richmond St. W., Toronto.



HUMORS OF STOREKEEPING—Continued.

"Well, seeing it's you, Mrs. S——, we'll let it go at eleven; but, remember now, this is on the quiet. Nobody else gets that price."

"Oh, you men, you're a bad lot. What do you think? John Cummings offered three thousand dollars for my husband's farm. Likely, says I, likely; why, he refused fifteen hundred!"

Nevertheless, things are arranged on a satisfactory basis, and she spends the greater part of the morning buying for a large family.

About noon, in saunters a large, rather slovenly, but good-looking young fellow, habited in riding costume. He has had an early breakfast (for him), and has come in to see what is going on "in town." He is a "remittance man." Now, these remittance men are not always very good farmers, but they are exceedingly good customers. They buy a line of

forthcoming, he goes on: "Nothing but work all the time, and never a thing to show for it." Still no interruption is offered. "By jove, I wish we could have an almighty big civil war. That would kill off a lot of useless tools, and leave room for the rest of us." This is too much for Mrs. S——. "May be it would be the useless tools that would be left," she says, and, with this withering remark, she picks up the last of her goods and departs. Thus the conversation keeps dribbling along most of the afternoon between the remittance man and those who casually enter the store, with the merchant and his clerks for a kind of standing audience, who can keep the thread of argument as the theme is taken up by one new comer after another. At last he rises to go. "Oh! by the way, I have a letter to post; and, er — I want enough good carpet to cover that floor of mine."

"How much do you want?" inquires the clerk.

"How the deuce do I know?, [Give me the whole piece, it



NELSON—A BRITISH COLUMBIA TOWN.

goods which no one else in the country ever thinks of buying. Canned vegetables and preserves, honey, everything and anything up to hanging lamps, lace curtains and pianos. And these are for log shacks, sometimes most incongruously dirty. Such facts explain a leniency and obligingness on the part of the store, which might strike a stranger as curious. Apparently he has not come on business. In he walks behind the counter with the air of one who might be the sleeping partner in the firm, helps himself, with a nod to the proprietor, to a couple of packages of tobacco, asks for a match, and then takes possession of one of the chairs and proceeds to puff at his pipe. After five minutes or so he suddenly becomes seized of an idea, and ejaculates: "My word, but this is the damndest country!" He seems to expect an answer, but as none is

will do for the upstairs to my chicken-house when I get married. Got a stamp?"

He receives 5c. worth of stamps, and promptly sticks them all on a 2c. letter to England. "Infernal nuisance, this carrying around stamps."

After ordering, in an off-hand manner, a few other things to the value of about \$30, and helping himself to a handful of candies, he betakes him to the blacksmith's shop, there to spend the remainder of the afternoon. He is not really a bad fellow, and, after he has discovered that wheat doesn't grow of itself in the Northwest any more than anywhere else, he will get down to hard pan and make something of himself and his farm.

Towards evening, the store begins to fill up. The young

# **E. & S. CURRIE**

**Manufacture**

**and**

**Sell**

**Nothing But Neckties**

**and**

**Everything in Neckties.**

**CANADA AND AUSTRALIA**

**HUMORS OF STOREKEEPING—Continued.**

men have gulped down an early tea so as to be in time for football, and their sisters have come too, in quest of certain nicknacks; but chiefly to see and be seen, and to carry on a little flirtation with the store clerks and other young bloods about town. Girls are at a premium in Western towns, and can always count on a good deal of attention. By 8 o'clock the place is jammed. In vain do the three members of the staff try to make themselves ubiquitous. The head of the firm has now a half-burned cigar in his mouth. No time to cut tobacco. The busy head clerk is rushing about at such a pace that it is a wonder he does not heat an axle. He leaps over counters, and waves boxes, baskets and butter tubs above people's heads until one would think he was in a machinery hall. However, nobody is hurt. The young hopeful steps on corns and apologizes. He is not devoid of gallantry, and when a pretty girl, whom he is especially desirous of pleasing, makes a small purchase, he follows Joseph's example, and slips the coin back into the parcel. When the merchant comes and turns out the contents on suspicion of the truth, the lad feels more like another Old Testament character upon an occasion—decidedly down in the mouth.

In the front of the store, while the women mostly are doing the buying, the men are gathered into two or three knots where the two or three leading wits and argumentarians keep affairs from lagging. Everyone is smoking and the two lamps are but feeble purveyors of light. On the outskirts of each crowd a few Indians maintain a stolid and dignified silence, but evince a keen interest in all that is going on. Though they know no English, any reference to themselves is very quickly taken up, and, if they think they are forming the subject of conversation or remark, they shuffle off. Here Jim McCurdy is holding forth on the tariff question and freight rates, and dealing—in somewhat excited periods—trenchant blows of scathing scorn upon the existing duty on barbed wire, overcoming all opposition by the most conclusive argument of a stentorian voice and a complete obliviousness to all rules against reasoning in a circle. Here Charlie Fletcher is telling how his three horses had been struck by lightning while standing with their noses over the fence, and there they were in the morning, exactly in the same position, dead. Talking about lightning reminds one of his hearers how, in the early days, when the Winters were cold, the flame of the lamp used to freeze, and they had to break it off or pour hot water on it. In those days the cow gave ice cream. Such frivolous stories cause righteous indignation on the part of Charlie, who sees in them an insinuation against his veracity. For a few moments the barometer stands at very dry.

At the back of the store clothing, boots, and hats are being tried on, the only requisite for the latter being that they should stay on one's head.

The Indian women always prefer to do their shopping apart from the crowd, if possible, and will wait hour after hour, rather than elbow their way to the counter. For them the most startling and impossible array of goods is set forth. Plaids that would be an inspiration to a Highlander, and flower gardens to astonish a botanist bring smiles of complacency to the swarthy faces. An indispensable adjunct to their purchases is some small present in the shape of a handful of tobacco, or some unsalable raisins, dried apples, or the like.

The standing joke after 10 o'clock used to be an imitation outside the door of the train whistle. This never failed to make a stir, as everyone was anxiously awaiting the mail.

After half a dozen rouses of this kind, the welcome sound of the engine bell would be heard, and presently in came the officious tinsmith, who had a salary of 25c. a week, for carrying the bags. Nobody minded his knocking everything about him, as he tried to drag about 14 bags of mail after him, their only thought being to get their letters and hie away home. A little after midnight the shutters are put up for Sunday, things are set to rights and, after the hotelkeeper's wife, who has run in for a pound of tea and a can of salmon, has been waited upon, the store door is locked, and a good day's work is ended.

J. S. MACDONNELL.

**ORAVENETTE FOR MEN'S WEAR.**

To be modish nowadays, says a New York fashion authority, it is absolutely essential that you possess a rain coat. It may be fashioned for riding, driving, wheeling, golfing, walking, and everyday use, and all the women of fashion—indeed, all the world, both men and women—are ordering rain coats or capes at their tailors. It is not a mackintosh to which I refer, but a garment fashioned of that delightful West of England cloth called cravenette, which is rainproof and dustproof. There is no rubber used in its manufacture, consequently there is no disagreeable odor, and it allows free circulation of air. One of the chief beauties of garments fashioned of cravenette is that there is nothing in their appearance to indicate that they are rainproof. They resemble unproofed cloths, and are quite as suitable for smart street wraps, and gowns and overcoats as for rainy-day wear; indeed, they can be worn on all occasions and in all climates, and come in colors as well as in black. For riding habits, or a "sporty" raglan, to wear to and from the mount, the material seems to be quite the fad at present. Women have been using cravenettes for several years, but it is only recently that the cloth has been made in heavy weights for men's wear. I am certain that any man to whom this may happen to be news will thank me for the hint. He can be assured that he is going to see plenty of overcoats, or "rain coats," to use the smart term; and they are quite as stylish and handsome for everyday wear, which I have mentioned before, as they are serviceable in stormy weather. For a driving or a paddock coat, they are the garment, par excellence, giving warmth without overheating.

**THE FAMILY TARTAN OF LORD MINTO.**

Attention is called by Hutchison, Nisbet & Auld to their advertisement in this month's issue. The design is an exact reproduction of the Elliott plaid, the family tartan of Lord Minto. This design was made especially for their ladies' cloth department, and is one of many handsome tartans forming part of their stock. Oxford homespuns, so justly popular this season, are bound to find great favor during the coming season, and this firm, as selling agents for these goods, will carry a full stock. The universal popularity of tweeds for ladies' wear is the result of the desire for serviceable as well as fashionable goods, and Hutchison Nisbet & Auld claim a preeminence in these lines, which they purpose to maintain. Their arrangements for Spring include a variety of styles from the great fashion centres of the world, as well as exclusive novelties from the best designers who make a special study of correct color effects. The plain cloth section of this house is already well known for completeness in color and quality, and needs no further comment.



The  
Campbell  
Shoe  
Co.,  
Quebec,  
Que.



If You Buy

# Boots and Shoes

with the intention of paying for them, you must buy them right as to

**QUALITY  
AND PRICE**

so as to meet the keen competition of the **New Century**.

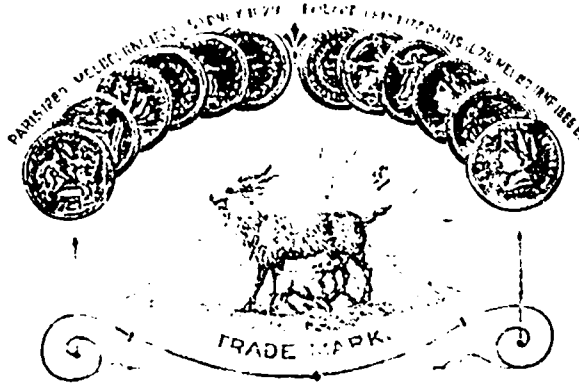
**Our Goods** are right as to **quality**, and we have exceptional advantages to offer you in prices, of which we will convince you when our traveller calls. If he does not reach you in time, we will be glad to hear from you with a trial order, which will have our personal attention.

# Perrin Freres & Cie.

The Glove House of Canada.

## Perrin's Gloves

ARE THE BEST.



QUALITY GUARANTEED.

## Perrin's Gloves

ARE THE BEST.

Our travellers are now on the road with a full range of Samples of Lined Gloves and Mitts of Domestic as well as Foreign Manufacture, for next Fall. Do not place any of your orders until you can see our Samples.

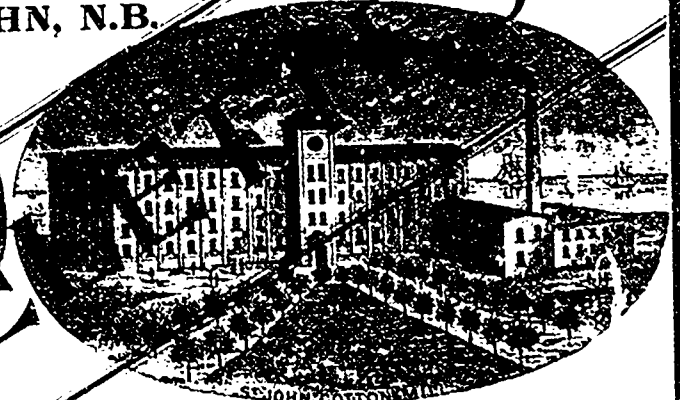
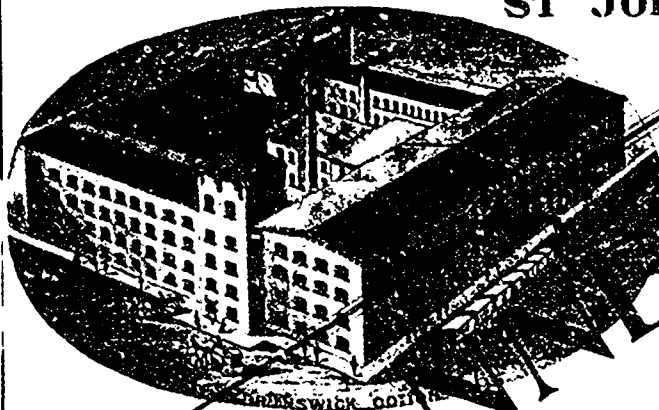
### PERRIN FRÈRES & CIE.,

7 Victoria Square,

MONTREAL.

# W.M. PARKS & SON, Limited

ST JOHN, N.B.



## Cotton Spinners, Bleachers, Dyers and Manufacturers

Fannelettes, Fannelette Sheetings, Domets, Saxons, Shakers, Shirtings, Tickings, Denims and Cottonades, in Plain and Fancy Mixed Patterns. Cotton Yarns, Carpet Warps, Ball Knitting Cottons, Twines, Hosiery Yarns, Beam Warps for Woolen Mills, and Yarns for Manu-

THE ONLY "WATER TWIST" YARN MADE IN CANADA

Agents

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

MILLS

NEW BRUNSWICK COTTON MILLS  
ST. JOHN COTTON MILLS

ST. JOHN, N.B.

1900

NEW

AT

THE OLD STAND

ESTABLISHED

NEW

HALF-CENTURY

1900

NEW

AT

John Macdonald & Co.

Wellington and  - - Toronto.  
Front Streets East

ESTABLISHED

NEW

HALF-CENTURY

1900

NEW

YEAR

GREETINGS



21 to 27 Wellington St.

TO THE TRADE

Happiness  
Prosperity

IN THE FUTURE.



50 to 56 Front St.

John Macdonald & Co.

ESTABLISHED

OUR

NEW

HALF-CENTURY



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 1900
 

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NEW

YEAR

1849

September 27th we commenced business in the City of Toronto. Since then there have been many changes in the trade—monopolies suggested, combinations made, corporations formed, limited liability companies entered into, failures many and successes few. Success is the only one of the six that we have allowed to enter into our business, and, as “nothing succeeds like success,” we have decided for the next fifty years to continue succeeding. This we can only do by the liberal confidence and support of the trade, which we hope will be continued. Nothing that we can do will be left undone to merit a share of commercial prosperity. Square transactions, right values, liberal terms, courteous and prompt attention to customers and correspondence.

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John Macdonald & Co.

OUR

NEW

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 HALF-CENTURY
 

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1900

NEW

New Departures.      New Goods.  
New Customers.

No longer middlemen, as we now have goods manufactured under our own brands. The advantage this is to our customers will at once be seen. The old way of buying is to buy what manufacturers have to sell. The new way is our way. It secures better value, and our customers are assured that goods bought from us, with registered brands, cannot be bought elsewhere.

Old goods have no place in our warehouses. Lines that show any slowness are made to move quickly, thus ever keeping our stocks new, fresh and clean.

We are constantly adding to our many customers throughout every Province new ones, and we hope as the years roll by their business will increase as the business of our older ones is increasing.

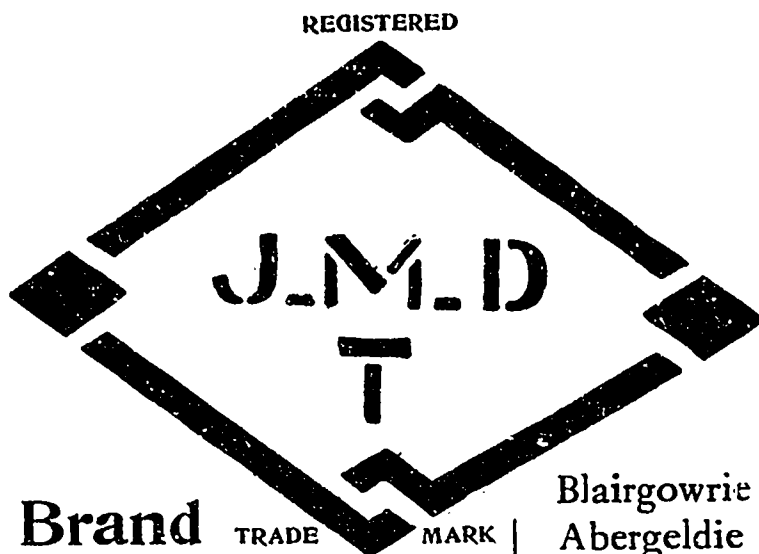
John Macdonald & Co.

NEW

HALF-CENTURY

1900

We enter this New Year with the best selected stock in our history. Any goods with these brands are a guarantee of their superior value.



### Crescent Brand

Black Dress Goods, including every fashionable texture. Every yard carries a guarantee. Manufactured from the best material. The dyes are the purest—the finish unsurpassed.

### Seabelle Brand

Every yard guaranteed to stand sun and sea water. Absolutely the best costume serge on the market.

### Colored Dress Goods

All the colors, patterns and textures desirable. Silk and Wool Novelties of French, German and English manufacture, in great variety.

### Silks and Velvets

Black and colored, plain and fancy, in Peau-de-Soie, Mervielleux, Taffetas and Liberty Satins. Velveteens, black and colored,

### Imperial Brand

Blairgowrie Brand  
Abergeldie Brand  
Shamrock Brand  
Victoria Brand  
in 54-in. Tweed Suitings.

Minto Brand  
Beach Brand  
Hickory Brand  
Killarney Brand  
Blarney Brand  
in Linens.

Queen City Brand  
Standard Brand  
in Staples.

Special Brands in Carpets,  
Men's Furnishings,  
Haberdashery, Hosiery  
and Gloves.

Sole Selling Agents in Toronto for Belwarp  
Worstedes and Serges, and Crum's Prints.

Filling Letter Orders a Specialty.

**John Macdonald & Co.**  
Wellington and Front Streets Toronto.

HALF-CENTURY

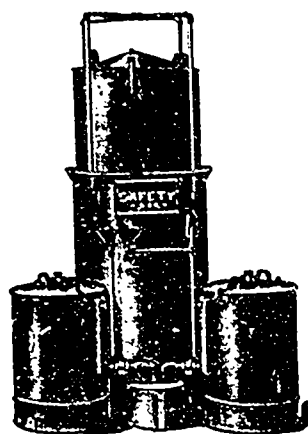
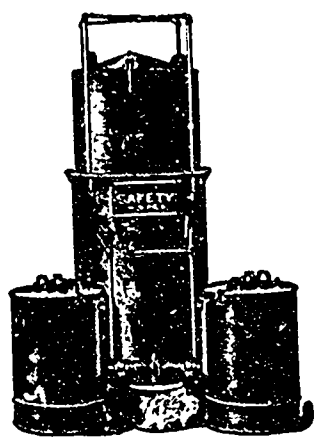
# ACETYLENE GAS

... when made by the ...

# “SAFETY”

is just right.

**Accidents** have **not** occurred to any of them.



Send for Booklet to \_\_\_\_\_

## THE SAFETY LIGHT and HEAT CO.

Dundas, Ont.

We recommend The “Durable.” all metallic, unbreakable burner, it can be lowered without carbonizing.

## THE S·H·&M· TRADE MARK

represents all that is **BEST** in a Skirt Binding. In Bias Velveteen stamped or labeled "S. H. & M.," you are enabled to offer your customer bindings which are made from material woven expressly for the purpose, which is evenly cut and smoothly joined; in short,

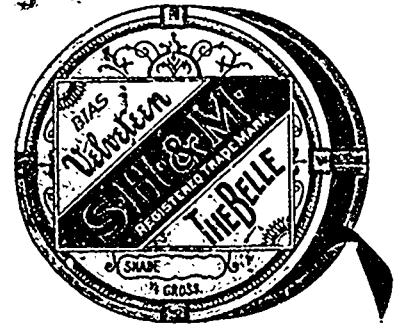
THE . . .  
**Best Product** of a concern engaged in manufacturing Skirt Bindings exclusively.

For perfection of material and workmanship, longest wear and handsomest finish to the skirt edge, the S. H. & M. Bindings have never been equalled.

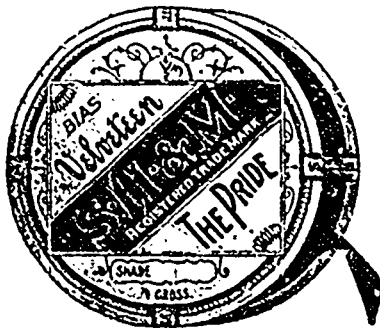
We carry the following lines in stock at our Toronto warehouse:



*all Feb 1900*  
**S.H. & M. REDFERN** Bias Corded Velvet, 1 $\frac{3}{4}$ -in. wide.



**S.H. & M. BELLE** Plain Velveteen 1 $\frac{3}{4}$ -in. wide.



**S.H. & M. PRIDE** Plain Velveteen 1 $\frac{3}{4}$ -in. wide.



**S.H. & M. WATERPROOF** CORD EDGE.

# The STEWART, HOWE & MAY CO.

Originators and Manufacturers of S.H. & M. Skirt Bindings

Manchester, Eng.

24 FRONT ST. WEST, **Toronto, Ont.**



## The MacLean Publishing Co., Limited.

President, JOHN BAYNE MACLEAN, Montreal.

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

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 Cable Address: "Adscript," London; "Adscript," Toronto

### CANADIAN BUYERS IN GREAT BRITAIN.

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

MONTREAL AND TORONTO, JANUARY, 1900.

### THE SPRING NUMBER.

TO the readers of THE DRY GOODS REVIEW, at the beginning of another year, we extend our good wishes and felicitations. The present issue, the Spring Number, contains a number of special articles written on purpose for this publication, and also a great deal of business information of direct concern to the trade.

It is intended, during 1900, to increase the value of the paper to its readers in various ways. The departments devoted to special branches of the dry goods trade will be enlarged and improved; the subject of window dressing will receive even greater attention than it has in the past; a series of articles on office management and the finances of a retail business is projected, and the aim will be to give the latest and most trustworthy information regarding prices and styles in dry goods suited to the Canadian market.

Suggestions and queries from readers will always be welcomed, and, if any retailer thinks there are particulars in which he would like to see the paper improved, the editor will be glad to hear from him. Neither in business nor in trade-journal publishing does one man know it all.

### THE CASH SYSTEM.

From many quarters come reports that the cash system is working well. A period of good times is convenient for starting the cash system. When times are hard, and the merchant's best customers are short of ready cash, it is difficult to

enforce the system. But, during a season of good trade, sales for cash ought to be easy. A big wholesale house informed us lately that one half their customers took their cash discounts. This lessens the profit to the wholesalers, and compels them to buy for cash themselves, and often to order large quantities in advance. This may be hard on the wholesaler, but it is in the interest of the retailer. We see, therefore, no reason to regret the extension of the cash system in the retail trade. It is the safest and best way of conducting a retail business.

### REPORTS OF MANUFACTURING COMBINATIONS.

THE reports of combinations in the Canadian woollen trade differ from similar combinations in other countries in this respect: that there is no chance of their advancing prices too much at the expense of the public or the retail merchant. The reported amalgamation under one management of the knitted goods mills would, if carried out, doubtless be directed to making all the mills pay and to abolishing some of the absurd competition which has been going on for some time. We make very fine knitted goods in Canada, and we are not getting the profit on them we ought to get.

Then, the report that some of the leading Ontario woollen mills will also be united under one management is another evidence that manufacturers are growing tired of manufacturing at a very narrow margin of profit. There is an enormous amount of woollen machinery in this country, and prices can never be on a steady basis while the excessive competition prevails.

No doubt, these combinations would tend to lessen expense and give the mills concerned a better chance. But that the market could be worked unduly by this combination is, of course, too absurd to consider seriously.

We have never heard complaint that prices of domestic woollens were too high, and that the tariff was used to advance prices unduly. The complaint has always been the other way; that Canadian woollens were very cheap, and that a natural rise in the market was seldom taken advantage of.

### THE TRADE PAPER.

IT is not always necessary, in crossing a river, to use the ferry or the bridge: you can swim over. But is it worth while?

In arguing with a man, you can vanquish him by other means than greater skill and truth in argument: he can be knocked down with the fist. But is it the wisest way?

So, in conducting a business, a merchant can get along without a trade paper. But he will lose or miss the cost of that paper a dozen times during the year. The trade paper, like the fast boat, the railway express train, the telephone, the electric car, is a modern expedient for rendering easier what you have to do. No wise merchant dreams of walking or driving 60 miles on business if he can take a train. So, our experience is that the trade paper goes to the most wideawake merchants, and that they appreciate it.

### DIFFICULTIES OF A RISING MARKET.

WE learn from the agents of woollen mills in the United States that these mills will not show new heavy cotton fancies, nor will they name prices until the first week in January. This is unprecedented, and is owing to the extraordinary state of the wool advances. Some domestic buyers think that only all-wool goods should be subject to these conditions. In this they overlook the fact that, even if goods are all shoddy or cotton, the advance is still very heavy, all shoddies being up 25 to 30 per cent., and the cotton the same. As an example, Peruvian cotton which was a few months ago at 11½c. is now 14 to 15c.

Soap, oil, tallow, starch; in fact, everything entering into the composition of goods is up—this is with the exception of alizarine and aniline dyes. Even the boards upon which goods are wrapped are not exempt from the rise in prices, but are up 60 per cent. The boxes in which stuff is packed, owing to advances in lumber, are also up some 20 to 25 per cent.

There seems to be no word of anything else but rises, rises, in every direction. Advices from Egypt say that the Government have ordered the planters there only to plant two thirds acreage in Egyptian cotton this season, on account of the want of water for irrigation purposes. The Nile seems to be on strike, and it is even less amenable to reason than human organizations. As the market for English yarn in England has already advanced 25 to 35 per cent., it is hard to estimate what the price may be in three months. The manufacturing interests contend that the retail trade have hitherto paid very little advance on cotton goods made from fine yarn, but that they may have to before long.

Agents for British and Continental houses are experiencing difficulty in filling orders. Ordinarily, three or four days, at least, can be counted on for a stable price, but instances are occurring where the order has been cabled and the answer returned is to the effect that the said goods are advanced since last notification. Such a condition of affairs puts the agents in an awkward position. They have to go to the trade, and, when taking an order and being asked what their price is, have to reply that they don't know. It is not to be wondered at that the answer is unsatisfactory to the buyer; but there is, for the moment, no way out of the difficulty, and it is really the plainest manner of stating the case. The only other alternative is for the customer to buy at a stipulated price, with the liability of having to pay an advance. In cases where merchants are far from the centre, and the telegraph has to be called into requisition, some delay is often the cause of having to pay a higher price than expected. Merchants cannot, of course, always place their entire order at the beginning, but there is a tendency in some quarters to do buying by very small detachments, as it were, and one instance is to hand in which a loss of nearly \$4,000 was the result: In August, the agent solicited an order, and the customer put in one for about one-quarter of the amount he said he would want. After a month or so, he said he thought he would get some more, and

had to pay an advance on the same. Subsequently, he bought two more orders, with the result above mentioned.

### THE LIMITS OF COMBINATION.

M. R. PAUL GALIBERT, glove manufacturer, Montreal, had been suffering for several months past from the desertion of his apprentices, when he secured information to the effect that a man named Adrien Chasselet, who had been formerly a foreman in his employ, was the cause of this wholesale desertion. He took three actions against him for instigating apprentices to desert the service, and the accused, upon evidence, was found guilty and sentenced to a fine of \$10 and costs or two months' imprisonment.

There is a satisfaction in seeing justice dealt out in such cases. As has been said: "Labor unions are in harmony with evolution, and are potentially good for the business community. It is of decided advantage to an employer to know that his competitor cannot hire help for less money or for longer hours than he can himself, and the mutually helpful cooperation of the union men is an evidence of higher civilization. But, when unions step outside their province and attempt to take into their own hands all the management of employers' business, except raising the money to pay the wages, then they have got to be shoved back into their own bounds for their own good, as well as for the protection of the community." Trusts and combines which tend to stifle competition, limit production and determine the prices of products used and consumed by the people are certainly great evils, but they are no greater than the tyranny of a class whose ignorance gives no guarantee for the keeping of any sort of reasonable bounds. Their newly-acquired power leads them to excesses which, in threatening the public welfare, serve to alienate sentiment and sympathy which would otherwise be on their side.

### ADVANCES IN SMALLWARES.

Smallwares are showing about as great an upward tendency as anything else in the dry goods business. Ribbons, which advanced 5 per cent. about three months ago, show an advance this month of 7½ per cent. Cashmere hose have advanced fully 25 per cent. in the last three months, owing to the difficulty manufacturers have experienced in getting yarn to fill their orders. These manufacturers have withdrawn their quotations, and now orders are subject to the ruling price in England at the time the order is received in that country. In German cotton hosiery, an advance of 15 per cent. has been made on all lines, with deliveries away on in the future. The Canadian mills have also put up their prices 10 per cent. on all cotton hosiery and knitted underwear. Pins are 10 per cent. higher than a year ago. Curling irons have advanced 20 per cent. Spool cotton has risen from \$4.20 to \$4.50. Linen thread is 7½ per cent. dearer. Silk gloves are 15 to 25 per cent. higher. Elastics have gone up 12½ per cent. Hooks and eyes, thimbles, safety-pins, crochet and knitting needles, pearl buttons and many other articles included as smallwares have shown advances, more or less, this Fall.

ARE WE OVER-IMPORTING?

THOSE who are curious to observe the present tendencies in the importing of dry goods will be able to examine approximately the results of the last three months. The table which we append has been made up, with some care, from the official returns, and indicates the state of trade during the last three months of 1899 compared with the last three months of the year before. Taking dry goods alone, therefore (because we are not concerned with other classes of goods), we find that the total imports during the three months have been over \$500,000 more than during the same period in 1898.

It will be observed that the increase is chiefly in cottons, linens, furs, hats and caps, and silks. The woollen imports do not show quite so marked an increase, excepting in one item. Evidently the Canadian demand for goods must be considerably greater when so marked an increase in imports as this takes place. There is, evidently, also lots of demand for imported goods, and, as we know our Canadian factories are as busy as they can be, it will be seen how much expansion has taken place in the home trade. It may be thought by some that we are over-importing; but, from the increase in population and the general disposition to buy more freely, we do not think, so far, any danger has been incurred. We hear that importing firms have purchased very largely for Spring, owing to the rising markets, and that, soon after January 1, the imports will show great increases. The following are the figures:

	Last 3 months of 1899.	Last 3 months of 1898.
1. Cottons, white and grey .....	\$114,000	\$130,000
2. " dyed, colored, etc.....	579,000	495,000
3. " clothing .....	84,000	76,000
4. " thread, yarn, warp, etc.....	102,000	82,000
5. " thread on spools.....	48,000	73,000
6. " other manufactures .....	213,000	165,000
7. Fancy goods, braids, fringes, etc.....	112,000	99,000
8. " laces, collars, netting, etc.	120,000	96,000
9. " all other.....	199,000	129,000
10. Flax manufactures.....	354,000	308,000
11. Furs, manufactured.....	134,000	125,000
12. Hats and caps, silk or felt.....	164,000	140,000
13. " all others.....	52,000	53,000
14. Silk manufactures .....	821,000	614,000
15. Woollens, carpets (all kinds).....	174,000	173,000
16. " clothing .....	432,000	259,000
17. " cloth, worsteds, etc.....	453,000	443,000
18. " dress goods.....	540,000	403,000
19. " knitted goods.....	119,000	114,000
20. " shawls .....	15,000	14,000
21. " yarn .....	94,000	53,000
22. " all other .....	148,000	157,000
Total for three months.....	\$5,071,000	\$4,201,000

CONTINGENT CLOTHING CONTRACTS.

Government contracts are proverbial sources of dissatisfaction, and the contracts for the manufacture of the clothing for the Canadian contingents, first and second, are no exceptions to the rule. In all fairness to the Government, it must be said that some of their contracts were given to men who are, openly and actively, opponents. Nevertheless, it is peculiar that one of the largest firms in the country should have been passed over in both instances.

It is stated that a Montreal house had tendered 49c. cheaper than the firm who received one of the contracts in the former instance. Yet, on the second occasion, they are given the go by, and the same firm again receive a large contract. The ostensible reason for the granting of the above contracts to such a firm in preference to some others is said to be a wish to prevent the sweating system by insuring that all the clothing shall be made under one roof. It is, however, denied that this result was accomplished. The material, to be made in such a short time, was of necessity distributed around, and the fact that a nominal rental was paid on some houses does not get around the question. There were others quite capable of filling contracts under similar circumstances.

Mr. R. C. Wilkins, Montreal, who made the shirts for the first contingent had not heard, at time of writing, anything about another contract, and was quite prepared to do without. The Government wrote to some of his confreres a while ago asking about the prices he had charged—if they were not too high, and received the reply that they were perfectly reasonable. Mr. Wilkins admitted himself that he scarcely understood how he had come to receive a contract at all. As he said: "When a man stumps the country 'agin,' the Government, he can hardly expect much to come his way."

FRINGES.

THE fashion in the Old Country, which will be followed to a more or less extent here, in dress goods of very light grounds covered with black in different designs, means good news for the makers of fringes. The wearing of fringes as dress trimmings has become quite general, and merchants are being asked on all hands for the various lines. There is nothing prettier than the long black fringe on a light ground. And another thing, it is much more satisfactory for the fringe man when black is in request rather than the colors. There is more difficulty in suiting customers in the latter department, as each person wishes to match their own goods, and this is not always practicable. The colored goods have had a large demand, however, in very short "Tom Thumb" fringes, as they are called. These are used very largely with fluted ribbons in irregular trimming of skirts and waists. Chenille is commanding, perhaps, the largest sales of any. The long fringes, up to 15 inches, are more for fashionable wear, and the sale of them is naturally more limited. Some of these lines are most exquisite, and the designs are in great variety. Pointed or scalloped fringes are selling very fast, and make splendid adornments for flounced skirts. Knotted goods are held in preference to plain fringes, and are, of course, much prettier. One fact which accounts for the expensiveness of the knotted goods and other kinds is that they are not machine-made, but hand-made. Machinery nowadays is being brought into requisition in almost every line of manufacture. But there is still room for skilled workmanship in the making of fringes, and skilled hand labor in this regard has become more perfect as the years pass. Fringes are no new thing, and yet, the hand-made article still holds the first place.



## AN AUSTRALIAN MARKET FOR CANADIAN GOODS.

VOLUME OF EXPORTS AND IMPORTS IN 1899—INDIVIDUAL EFFORTS TO OPEN TRADE—ONE FIRM'S PRACTICAL EXPERIENCE—THE POSSIBILITIES OF THE FUTURE.

CANADA is naturally desirous of increasing her trade with the rich and thriving British colonies in Australasia. During the past five years this trade has expanded well. In 1894, it amounted to about \$400,000. But, in that year, the Canadian Government appointed a commissioner, Mr. John S. Larke, who first interviewed producers and manufacturers at leading trade centres here, and then proceeded to Australia, where, by unceasing activity, by intelligent knowledge of business, and by sending back to Canada frequent practical reports, he has done much to stimulate the interchange of commodities. The present Government have continued this business policy with success, so that, in 1899, the Canadian-Australian trade had grown in value to over \$2,000,000.

The trade is not altogether one-sided, either. In 1899, Australia sent us products to the value of \$563,000, the chief articles being: Sugar, \$427,965; fresh mutton, \$23,453, and canned meats, \$20,987. There is also a large trade in wool, but, as it nearly all comes via London, it does not figure in our official Trade Returns, which only deal with the direct trade. In fact, there is reason to think that our commerce with Australasia is greater than \$2,000,000, as exports which go via New York are often not credited to Australia, but are lumped in with the general statement of exports to the United States.

Examining the figures for 1899 in some detail, one finds that, of the \$1,500,000 worth of Canadian goods shipped to Australian and New Zealand ports last year, the following were the principal items:

Agricultural implements..	\$59,802	Bicycles.....	\$191,029
Cotton fabrics.....	81,554	Bicycle parts.....	15,375
Drugs and chemicals....	42,782	Planks and boards....	169,592
Organs.....	23,814	Deals.....	52,359
Pianos.....	23,925	Flour.....	72,287

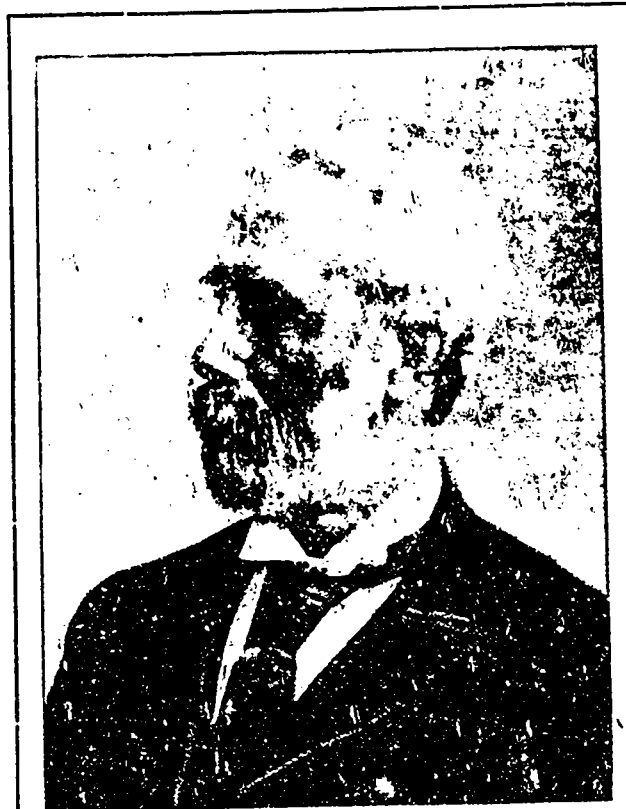
Every branch of trade is thus interested in the Australian markets. In dry goods, the export of over \$80,000 worth of cotton fabrics indicates that Canadian cottonmen are not blind to the advantages of those markets, which are likely to absorb more and more of these goods. Mention was recently made in THE DRY GOODS REVIEW of the shipment of Canadian neckties to Australia, and also of the sales of Canadian

umbrellas there. These and other manufacturers have gone to the expense of sending out special representatives, who have acquired a practical knowledge of how the business should be done. The Australians are keen and clever buyers. They are willing to trade with Canada on a business basis, not as a matter of sentiment, and this fact promises well for the expansion of a trade which has already, on its merits, touched \$2,000,000.

There can be no doubt that, with the exercise of care and good sense in the shipping, many lines of Canadian goods would sell well in Australia, and that our exporters, having the Department of Trade and Commerce at Ottawa to consult, and the commercial agent, Mr. Larke, resident in Sydney, to obtain all requisite particulars from, will find it an increasingly profitable market. Those who do not wish to go to the cost of sending a direct representative will be able to do business through manufacturers' agents in Australia. These agents take orders from warehousemen, or wholesale importers, and large retail houses, send the orders to Canada, and get a commission for so doing, the shipment being at shipper's risk. With a capable and trustworthy agent, no doubt a good business can be opened up.

The experience of one Canadian concern, The North American Bent Chair Co., Limited, of Owen Sound, Ont., will interest those who think of taking up the Australian trade. The secretary of that company, Mr. H. B. Smith, has courteously given details of their experience to THE DRY GOODS REVIEW, and

offers to post any intending exporter who may desire fuller information. This company observed that Austrian chair manufacturers were exporting to Australia, and, in 1893, decided to bid for a share of the business. The first plan adopted was to obtain names of Australian firms purchasing chairs and send them catalogues. This did not succeed. Then, by an announcement through the Australian papers, offers were received to handle the goods on consignment. A shipment was made in this way, and the goods sold readily, but payment was not satisfactory, so it was decided to send out a traveler. Fair sales were made under this



JOHN S. LARKE,  
Trade Commissioner for Canada in Australia.

Born in Cornwall, Eng., in 1840; came with his parents to Canada in 1844; educated at Oshawa Grammar School and Victoria College; became Reeve of Oshawa and Warden of Ontario County; appointed Executive Commissioner for Canada at the World's Fair, Chicago, in 1893; appointed Commercial Envoy to Australia in 1894, with headquarters at Sydney, New South Wales.

# LINES FOR SPRING NOW READY

Every department is well represented by samples now in Travellers' hands.

The largest and most complete assortment we have yet shown.

Attractive goods at prices to make them popular are a feature with us.

Dress Goods Department bristling with novelties.

Belmont Tweed Suitings, 30c. and 37½c.

Durban Tweed Costumes, 85c.

Shepherd Checks, 15½c., 30c., 67½c.

French Vigoureux, 35c. up.

Black Figures, 14½c. to \$1.25.

Blousings, silk stripes and checks,  
18½c., 19½c. and 35c.

Blousings, mercerized, 10c., 12½c.,  
14½c. and 19½c.

Piques, 8c., 11½c. and 15c.

## Blouses . . .

The best selected goods in the market, from \$4.50 up. Our styles are the very latest.

## Laces and Embroideries

Entire new stock of the prettiest designs ever placed on this market. All over nets will be popular.

## Hosiery . . .

"Beats All," "Crescent," "Dazzler" again our leaders.

## Staples . . .

Prints and General Goods—the entire stock will be appreciated by the progressive merchant.

**Make this your BASE OF SUPPLIES for Dry Goods.**

The season's outlook is good. You can close the Century profitably by keeping in touch with us during the year 1900.

# Knox, Morgan & Co.

Wholesale Dry Goods

 HAMILTON.



# W.R. Johnston & Co.

Manufacturers of

## FINE CLOTHING

Toronto.

### Our Regent Suits

Enable merchants to supply the demand for strictly fashionably cut garments.

W. R. Johnston & Co.

Toronto.



# A KINGBEE COMBINATION.

It's easy to sell bargain goods without profit. But what's the use?

It's better to sell good goods with a fair profit. Of course, that's not so easy.

About the nicest business we know of is this "KUMFORT" Mitt proposition of ours.

At the retail price, **50 cents** a pair, the mitt is a genuine bargain, and, yet, at that price you make 33 1-3 per cent. on cost.

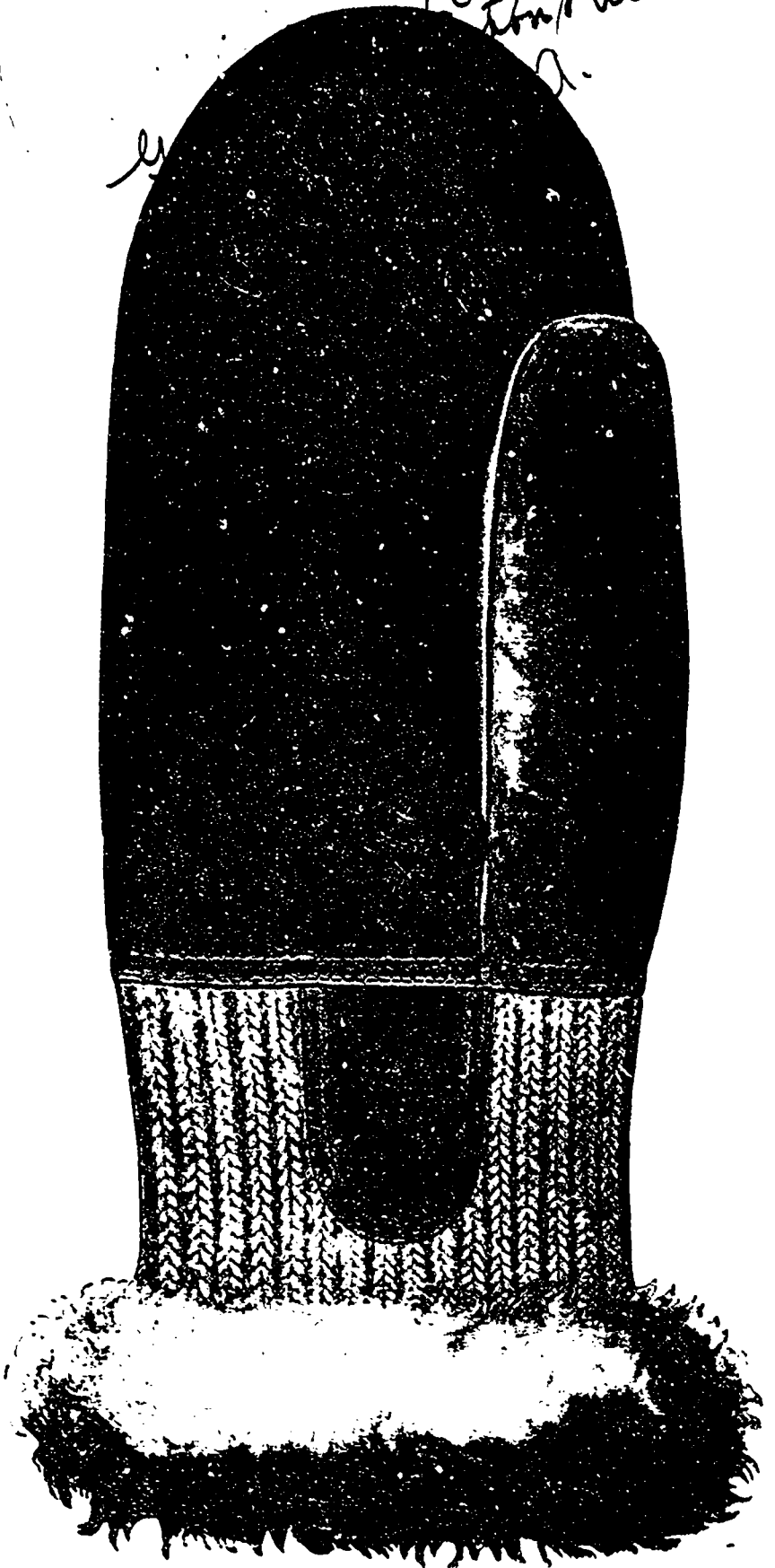
Muleskin palm, oil dressed back, patent knitting that cannot ravel---a quick seller, and a mitt that satisfies your customer.

We think it's the greatest mitt combination anywhere.

**Hudson Bay  
Knitting Co.**

30 St George  
Street

**MONTREAL.**



system, but as the traveler carried other lines for other firms, and Australian dealers were loth to take these up, the trip was not, on the whole, a great success. The company then received offers from New York firms desiring to do the business for them, the trade being continued in this way for several years. But this was, one may suppose, not enough for an enterprising Canadian with a good article to sell.

"As the demand for our goods was steadily increasing, we decided in the summer of 1898 to establish a branch in Australia. We went to considerable expense in sending a representative out from here, and we opened a warehouse in Sydney, N.S.W. and stocked it with a vessel load of chairs. Our branch had hardly opened for business when orders for our chairs commenced coming in, and, from the reports we received from our representative, the demand kept constantly increasing.

"Soon after we established our branch we received communications from some of the largest Australian firms asking control of our chairs. In January, 1899, The Tye & Co. Proprietary, Limited, of Melbourne, sent their representative, Mr. Geo. Tye (who, by the way, is a Canadian), over here for the purpose of securing our agency. His trip resulted in an arrangement being made, whereby we agreed to give them our agency for a term of years. Our president, Mr. J. G. Hay, immediately started for Australia, and within two weeks of his arrival there he made a cash sale of all our stock.

"Upon his arrival in Sydney, Mr. Hay met Mr. J. S. Larke, the Canadian commissioner. Mr. Larke had been of great assistance to us, and we found him always ready to furnish us with such information as he might from time to time be in possession of. He made it very pleasant for Mr. Hay during his short visit, and we entertain a very friendly feeling towards Mr. Larke for the attention shown by him to our affairs. While in Sydney and Melbourne, our Mr. Hay visited most of the dealers in our line, and he was surprised to learn how little some of them knew of Canada. One gentleman called Mr. Hay a Yankee, and did not seem to know anything about the boundary line between the United States and Canada. The business people in Australia, as a class, are very much like the English, and, as a rule, they seem to be sceptical about taking hold of anything new. The places of business in Sydney and Melbourne are, as a whole, much larger than those in Montreal or Toronto, and appear to be very substantial. Mr. Hay was much taken with the different cities he visited in Australasia, and says they are clean and well kept, and up to-date in every respect."

This company add that they "know of no reason why other industries should not be able to introduce and sell their goods as well. All it requires is that pluck and enterprise which we believe most of our Canadian people are possessed of in no small degree."

When the tariff for the new Commonwealth is framed, it will be known exactly what conditions exporters from abroad will have to face. A period of two years is given in which to impose the new tariff. It will probably be a compromise between the free trade policy of New South Wales and the high protection of Victoria. It will interest Canadians, who often feel that tariff legislation would be better dealt with by business men rather than politicians, to know that the New South Wales Chamber of Commerce are considering the question of the future federal tariff, and will, it is said, actually appoint a committee to frame a measure in detail.

Hugh M. Fraser has been transferred from Calgary, N.W.T., to the charge of the dry goods department of the Hudson's Bay Co.'s large store at Vancouver.

#### THE FARTHING CHANGE IN LONDON.

Writes a London correspondent of THE DRY GOODS REVIEW: "I was passing along one of the streets with the cheaper class of shops the other day, when a little fancy article in one of the outside windows, and marked 10½d., caught my eye, and I went in to have one. Of course, one does not, as a rule, carry farthings around with him, and, after being pestered by the shop-walker and several female clerks to buy every article that was within seeing distance, all of which seemed to be marked at a certain price with a ½d. on it, I tendered a 2s. piece for my purchase. When the change came back, the maiden who condescended to attend to me, first handed me over one of these little round pocket mirrors, which are usually given away as advertisements, and then proceeded to put in my hand 1d. and 1s. It took me just a moment to see that this trashy mirror was part of my change, given in lieu of a farthing, but, when I grasped the situation, my generosity prompted me to hand it back with the suggestion that its value should be applied to the War Relief Fund. The dealers over here make a habit of this sort of thing. Not long ago I had a few dozen pins palmed off on me instead of a farthing piece. So, when a customer goes in to buy something marked with a very large 10 and a very small ½d., he generally pays 11d. for it. I thought the Canadian scheme of marking things 99c. was bad enough, but it is a trifle better than the system in vogue over here, for, as a rule, the Canadian is not cheated out of his 1c. change."

#### A GROWING NECESSITY.

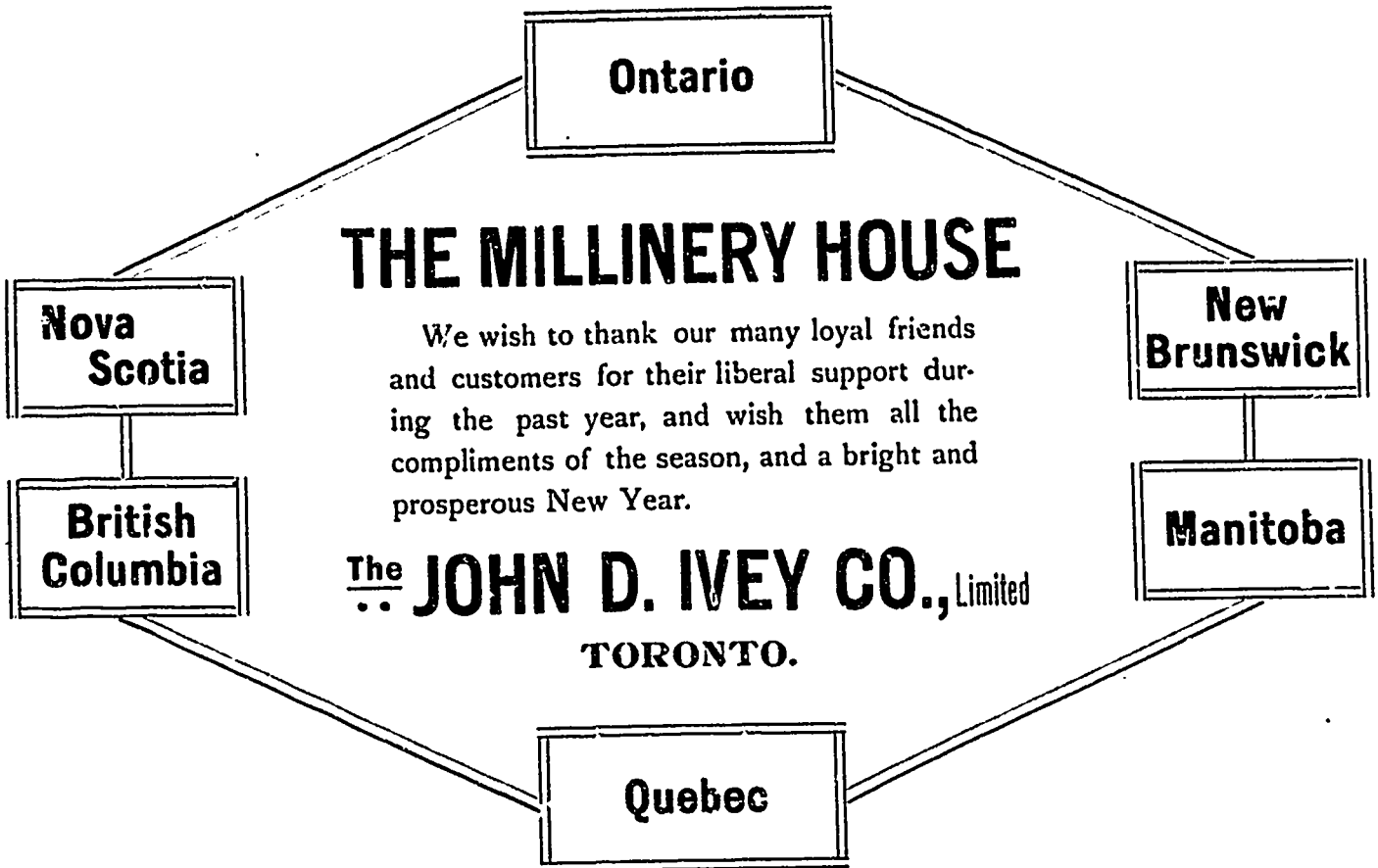
Another ready-to-wear garment has become a necessity to every up-to-date business man. The rapid growth and demand for tailor-made suits and separate cloth skirts has enabled the retailer to cater for the better class trade, and to do this he must have up-to-date styles and newest cloths. By paying special attention to the rapid change in styles, Messrs. Boulter & Stewart have well deserved the popularity their goods have obtained. They have spared no pains in securing the best labor and the newest ideas. Their assortment of cloths contain all the latest, and, with the special facilities for securing the new designs from Paris, Berlin and Manchester, you can be assured of getting just what you need to make a success of your costume department. A call at their warehouse will repay you well, as it is necessary to keep posted these days of keen competition.

In blouse materials, it is the opinion of leading authorities that khaki corded silks, soft-finish Roman satin, and brocaded mercerized Italians, will command a large share of attention.

The 50th annual meeting of the Quebec Board of Trade was held last month. The new officers are: President, Montefiore Joseph; 1st vice-president, George Tanguay; 2nd vice-president, John Ritchie; treasurer, James Brodie.

Owing to large shipments of Ontario wool abroad, Ontario mills have been drawing for supplies upon New Brunswick shippers. One shipper during one month has shipped over 200,000 lb. of Maritime Province wool to the west, although shipments are usually all absorbed by the British market.

A Fredericton, N.B., report says a company with from \$1,000 to \$2,000 capital is likely to start making underwear, ladies' skirts, men's shirts and similar goods. It is proposed to employ 35 to 50 hands, and to instal as many sewing machines, to be run by water motor. The promoters, who are residents of Fredericton are asking free water and tax exemption for 15 years.



Your Stock is not  
Complete without

# Crompton's Corsets



BEST \$1.00 CORSET  
IN CANADA.

The Perfection of  
SHAPE,  
FIT,  
STYLE, and  
DURABILITY.

Famous for Superior  
Workmanship.



A TRADE-WINNER. SELLS  
AT SIGHT.

The trade will find it to their advantage to examine carefully our samples for the Spring Trade, when several new and smart lines will be introduced.

**THE CROMPTON CORSET CO., LIMITED**  
78 YORK ST., TORONTO.

## MUSLIN UNDERWEAR AND BLOUSES.

### JANUARY WHITE GOODS SALE.



THE old saying, "Competition is the life of trade," has undoubtedly proved true in connection with the manufacturing of ladies' cotton underwear in Canada, for, in proportion to the opportunities offered, no other industry has made as great progress in this country during the last decade. In 1886, there was only one factory in Canada manufacturing ladies' underwear, and its output for a whole year would not equal a week's output of one of our Canadian factories of to-day. There have been many ups and downs in the business during the past 14 years. Some of the Canadian manufacturers have been successful, but many of those who started during the last few years have not succeeded. Competition is keen, and a muslin underwear manufacturer, to be successful, must thoroughly understand all the details of his business, and be ready, at all times, to adopt the latest and most improved methods of manufacturing. He must understand what class of goods will sell, and know where, how, and when to buy his raw materials. He must be satisfied with small profits, aim for quick returns, large output, and frequent turnover of capital.

Some years ago, partly owing to the business depression in the United States and partly owing to the fact that Canadian factories were not as well equipped as those of our neighbors to the south, some of our merchants bought their cotton underwear in New York, and many more Canadian merchants did not sell ladies' underwear at all. But the past few years have altered all of this, and to-day every up-to-date dry goods store has an underwear department. Some of our Canadian factories are now better equipped than most of the American factories, and, as our successful manufacturers have studied the Canadian trade, and know the class of goods required in Canada, the Canadians now control their own market, and there is very little, if any, underwear imported.

The price of muslin underwear has been steadily decreasing during the last few years. This reduction has been possible owing to two causes: Prices of cottons and embroideries were steadily decreasing, and new and improved labor-saving machinery was being introduced into the muslin underwear factories, but, during the last six months, things have taken a turn. Cottons and embroideries have advanced 10 to 30 per cent. in price, and it is only a question of time when the underwear manufacturers will have to follow suit. The larger manufacturers six months ago, anticipating the advance in prices, bought heavily of both cottons and embroideries, and it is this fact that prevented an earlier advance in underwear prices. Stocks of raw material are now used up. Underwear manufacturers will be compelled to pay advanced prices for their raw material, and will, of course, have to advance their own prices in proportion. Merchants who placed their underwear orders early will receive their goods invoiced at old prices, but it is a question if they should not, when

arranging their prices for their January white goods sale, take into consideration the advance that they will have to pay on repeat orders. There never was a better opportunity for the retailer to increase prices. Values in all classes of dry goods are advancing; the women of Canada are aware of this, and expect to pay more for their underwear than they paid last year. If you do not advance prices for your January white goods sale, you must advance later on when your repeat orders are invoiced. Merchants who placed their muslin underwear orders early this year can make more money than they did last year, provided they take advantage of their forethought in having placed their orders when prices were at the bottom notch.

January white goods sales are now a recognized factor in the dry goods business. Why muslin underwear should be sold in January is a question that THE REVIEW man is not prepared to answer, but, nevertheless, it is a fact that no up-to-date dry goods store, either in the United States or Canada, but now has a January white goods sale as well as a June white goods sale, and it is surprising the quantity of muslin underwear that is sold throughout the country. THE DRY GOODS REVIEW, recognizing the growing importance of "ready-to-wear" muslin underwear, will in future give this department an increasing share of its attention, and we hope each month, under the heading of "Ladies' Underwear and Blouses," to write something that will prove both interesting and profitable for our readers.

Since writing the above we learn that the manufacturers of muslin underwear have held a meeting for the purpose of considering what course they should take in connection with the heavy advance in price of their raw materials (cotton fabrics and embroideries). The matter was thoroughly discussed, and it was finally decided that, owing to the impossibility of manufacturers securing any further supply of cottons and embroideries at old prices, there was no way out of the difficulty but to advance prices of the made-up garments in proportion. The advance on muslin underwear prices will vary from 10 to 20 per cent., according to the class of goods and quantity of embroidery used on them. The new prices will take effect in January.

### GOOD PLACE FOR SURPLUS STOCK.

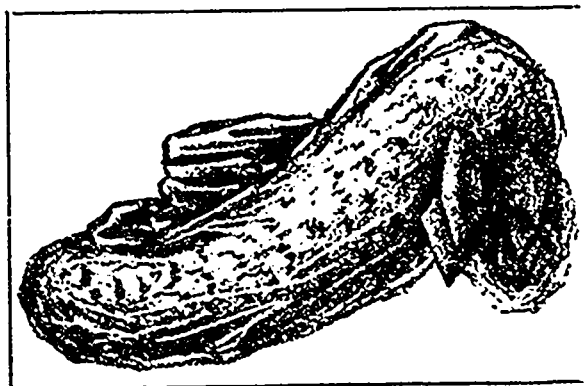
A good place for merchants to send their surplus stocks is, provided in the firm of Benning & Barsalou, Montreal. This auction house is one of the oldest in Canada, having been established in 1830. Their sales, which are held semi-weekly, at the company's rooms on St. Peter street, are not restricted altogether to dry goods, but include boots and shoes and general merchandise. The company offer to make liberal advances on all kinds of merchandise consigned to their care. They invite correspondence, and would mention as references the Bank of Montreal and La Banque d'Hochelaga.

# Wholesale Millinery



## SPRING 1900

THE year 1899 having been exceptional in the large increase of our business, we considered it necessary, in order to meet the increasing demand for the latest and best productions in Millinery Goods, to make extensive preparations for this coming season. Our buyers have visited all the leading fashion centres and procured everything desirable and up-to-date. Everyone dealing in Millinery should inspect our stock and pattern hats. We feel confident your interests will be advanced by your visiting our warerooms when in the city, and looking over our travellers' samples when they call on you.



**CHAS. REID  
& CO.,**

9 and 11 WELLINGTON  
STREET EAST,

...TORONTO.



# WREYFORD & CO.

ROMAIN BUILDING 85 KING WEST. TORONTO.  
FIRST FLOOR.

Wholesale Men's Furnishings and Underwear.

MANUFACTURERS' AGENTS.

ALWAYS IN STOCK--

## Dr. Jaeger's Underwear

For Men, Ladies and Children, and all their specialties.

COLIC BELTS, KNIFEWARMERS,  
CAMELHAIR BLANKETS, FLEECE SLIPPERS, Etc.

Agencies opened in towns not represented.

## Young & Rochester's

Noted "FACILE" DRESS SHIRTS, \$12.00 dozen.  
LEADING SHAPES IN COLLARS, from \$1.00 dozen.  
LATEST NECKWEAR.

FULL RANGES FOR SPRING, 1900--

## Young & Rochester

Factories—Londonderry and Coleraine.

Oxford, Cambric and Zephyr Shirts and Shirtings.  
New Shapes in Collars.  
Silk, Taffeta and Ceylon Pyjamas and Outing Shirts.  
Fine Flannel Summer Suits and Washing Vests.

## Garstin & Co.'s

Samples fine English Leather Goods, Traveling  
Bags, Filled Cases, etc.

TRESS & CO., Hat Manufacturers. London, Eng.

SPRING SHAPES READY IN FELT AND SILK.  
STRAWS—NEW PLAITS FOR MEN AND LADIES.

We can offer Canadian buyers the same shapes we are now making for New York.

## For Lace Novelties

OF EVERY KIND

## A Go-Ahead Firm

IS THAT OF

Tidswells, 3 and 2 Wood St., London,  
ENGLAND.

Who supply the following goods :

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

APRONS,  
ROBES,  
CRAVATS,  
COLLARS,  
BELTS, Etc.

## Tidswells

Factory:  
Old St., London.

3 and 2 WOOD STREET.

Also at Glasgow,  
Sydney and Melbourne.

LONDON, ENG.

# BUTTONS

## MERCHANTS BUTTON CO.

WATERLOO, ONT.

OUR SPRING SAMPLES—FINER THAN EVER—  
NOW ON THE ROAD.



**IMPORTANT**

**ANNOUNCEMENT**



*January 1st, 1900.*

*We herewith beg to inform the Dry Goods Merchants throughout the Dominion that, from this date, each and every Garment manufactured and sold by us will be known as*

***“The Victoria,” “Tailor-Made”***

*and branded as such, with the “fac-simile” of above*

***Registered Trade Mark.***

**THE CLOAK MANUFACTURING CO.**

OF TORONTO, LIMITED.

18 FRONT STREET EAST, TORONTO.

*Makers of . . .*

*“The Victoria,” “Tailor-Made” Cloaks, Suits,  
Separate Skirts, Wash Suits, etc., etc.*

## WINDOW AND STORE DECORATING.

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

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

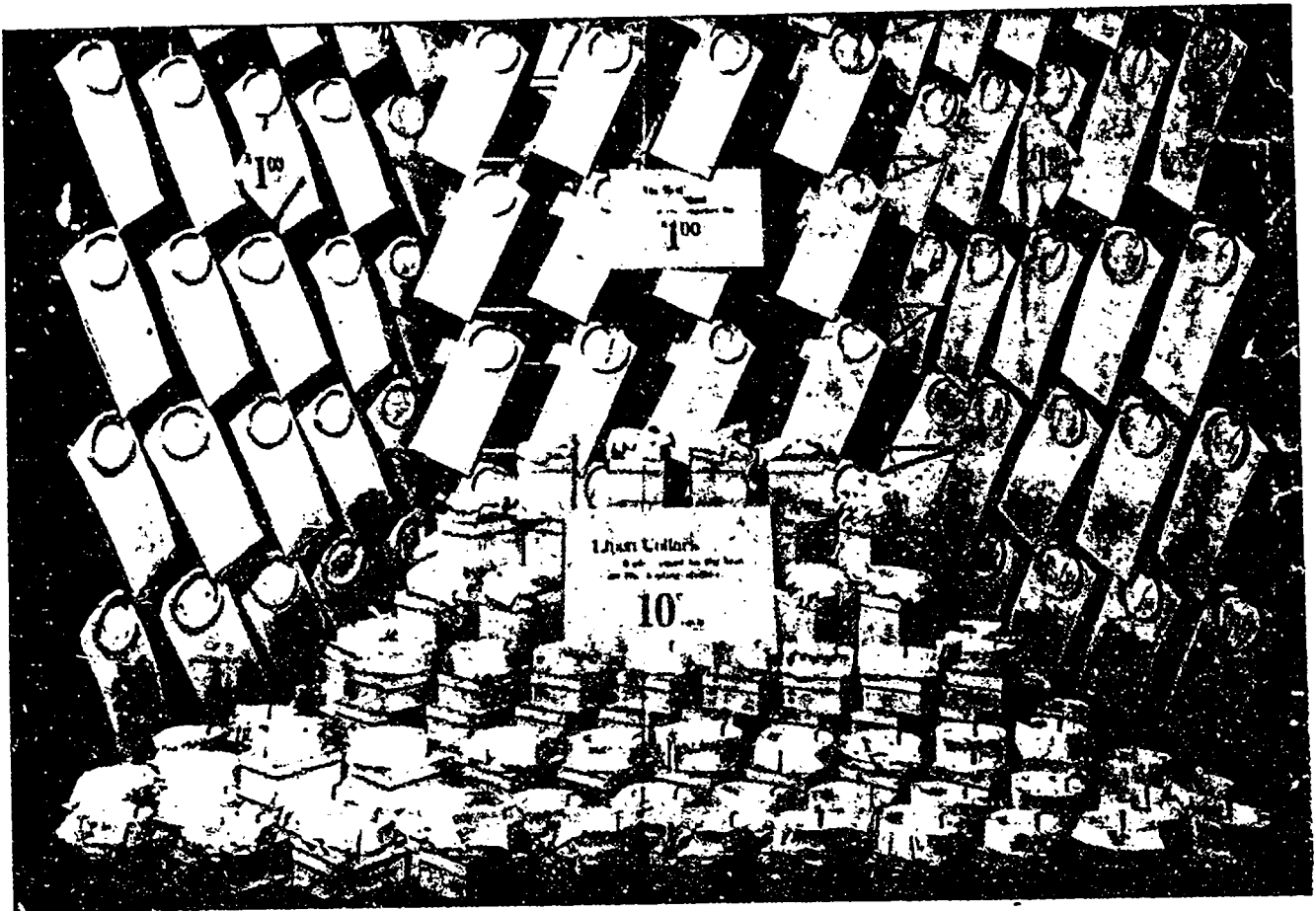
### JANUARY TRIMS.

NOW that the holiday displays are over, the trims for January are to be thought out. To my mind, it is the time when the window-trimmer can be of more service to his employers than at any other time of the year. Customers have to be almost coaxed to buy. They are not in a buying humor. The displays, then, should not be as elaborate as

in the different stocks that can be sold at 10c., and so on, up to 50c. windows.

Some reader may possibly think that in displays of this kind the profits on these little articles at 5 and 10c. would not amount to more than a trifle, and would not repay the time spent in their arrangement. But, if he or she experiment on it and carefully watch results, as I have done, the suggestion will be found to work satisfactorily. Remember, it is not so much the little 5 or 10c. article we are trying to dispose of, but a means by which we can get a customer into the store to purchase, perhaps, a spool of silk and sell her a silk dress, or induce a gentleman to step in to purchase a 5c. pair of shoelaces and sell him a pair of shoes, or a shirt, collar, tie, etc.

As an instance, about a month ago, I had one of my



A WHITEWEAR WINDOW IN MEN'S FURNISHINGS.

beforehand, but should be made "sales windows." By that, I mean displays where every article is placed and ticketed in the most appealing position. A good plan that I adopted last year during the slack months was, viz., "5 and 10c. windows." A search throughout the different departments brought together dozens of little articles, household and otherwise, which made up a display that, while not very elaborate, etc., was nevertheless a "trade-drawer," one large card reading: "Any article in the window, 5c."

Hundreds of useful and ornamental articles can be found

largest windows filled with a nice, stocky show of tinware, every article ticketed. A gentleman was attracted to an article ticketed 4c., was induced to enter the store to purchase one of them, and, while waiting for it to be parcelled, asked the price of a range on display in the department. On being told the price, and on the salesman's explanation of the different parts of same, he was impressed that it was a bargain. He did not purchase it then, but, the next day, he came in and paid for it to be delivered to his address. In nine cases out of ten, that man would not have purchased that range, had not a little 4c.

# McINTYRE, SON & CO.

13 Victoria Square,

Importers of Dry Goods and  
Manufacturers' Agents.



**MONTREAL**

Our travellers are now out with Spring Samples. Make  
a point of seeing them.

## DEPARTMENTS:

Dress Goods.

Silks and Velvets.

White Goods, Linings and Muslins.

Linens.

Smallwares.

Kid Gloves.

Careful attention given to Letter Orders.

TORONTO:  
25 Colborne St.

OTTAWA:  
Carleton Chambers.

ST. JOHN, N.B.:  
Church Street.

WINNIPEG:  
McIntyre Block.

**WINDOW DECORATING—Continued.**

ticket attracted his attention, and completed a sale of \$50.00. This is only one instance out of many that came to my special notice. "Little drops of water, little grains of sand, make the mighty ocean," etc.

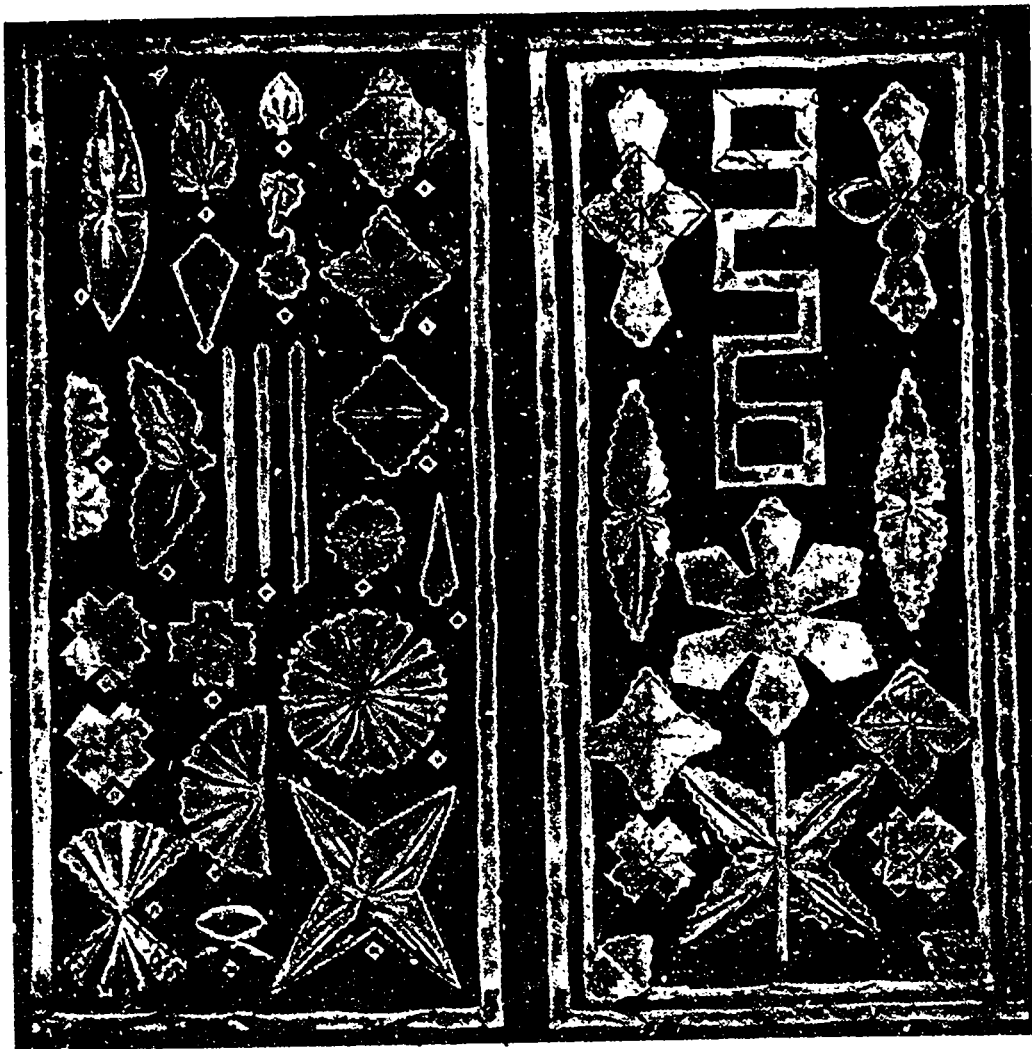
The cut on page 88 is a good one of men's collars and shirts, and the idea can be carried out in a window one-half the size with one-half the quantity of shirts and collars. A great idea for a stocky-looking display is to use empty boxes in piles, having one full box opened on the top. Save all the shirt, collar and cuff boxes. Keep them new and clean-looking, and use them in the window displays. While only being empty, they give the window a very stocky appearance where

be made in just quarter of the time it would take otherwise. I use them in my displays for every line of goods, and can recommend them as being the cheapest and most satisfactory fixture on the market. They can be had at very reasonable prices from The Toronto Brass Manufacturing Co., Richmond Street. They make them up in all sizes and at prices to suit all styles of windows.

The other illustration is one of handkerchiefs, showing the different folds they can be made into, and from them pretty designs can be constructed.

**ENGLISH WINDOW DRESSING.**

A foreign critic, says Mr. Geo. R. Sims in London Referee, has given it as his opinion that the shop windows of London are dressed without taste and without discretion. We all want to be patriotic just now, and we are not inclined in the least to trouble ourselves about foreign opinion. But, strictly between ourselves, and in a whisper so that nobody can hear, don't you think that the art of window dressing might be more generally studied than it is? Have you ever arrived at an old-fashioned, small, provincial town on a gloomy Winter's evening, and wandering about the deserted streets been suddenly cheered by the local fruiterer's Christmas show of oranges and lemons? The two colors catch the eye at once and instantly gladden the heart. There have been Winter evenings when a prey to melancholia in a gloomy town I should have thrown myself into a pond or un-



WAYS OF FOLDING FOR A HANDKERCHIEF DISPLAY.

stocky windows are required. While this may appear to some as being a deception to the public, I do not think a customer is being defrauded or is losing anything by it, and it is only one of the "tricks of the trade." I might call special attention to the price-cards in the illustration. Notice how well worded they are—straight to the point and prices prominent.

The shirts are arranged on fixtures supported by four up-rights. These are the best fixtures I know of suitable for the arrangement of gen's furnishings, and can be used in displays of almost all lines of merchandise. They can be changed in several different styles, and, with them, creditable displays can

der a railway train but for the cheerful orange and yellow of the greengrocer's shop at the corner. A local greengrocer has stumbled by accident on the art of window dressing. Instead of filling his shop window with a jungle of fruits and roots that jar and clash, he lets the oranges and lemons have the space to themselves, and the result is absolutely perfect. In London, where one would expect the best results to be obtained by the window-dressers, there is generally a desire to show too much. There are shops in Regent street, Piccadilly, and New Bond street which are dreams of delight, and in front of which a poet might bathe his soul in beauty. There are also in the same thoroughfares shops in

**WHOLESALE TRADE—Continued.**

the Toronto house since they built their annex to the warehouse, as they have more space to display and carry goods. For Spring trade, the department has gone more extensively into all kinds of outing, regatta and fancy shirts, and the selection of patterns and styles to retail at 50c. to \$1.25 comprises the cream of the best manufacturers in the Dominion. Besides this, their working shirts and overalls are being offered nearly 20 per cent. below to-day's prices. In neckwear, the range, style and general assortment have never been such as now. This improvement is noticeable in men's underwear. Having only carried before one style in a price, they now carry many others in plain and fancy balbriggans. Braces from all the leading manufacturers are shown to retail at popular prices. Three special lines of white dress shirts (for 50c., 75c. and \$1 retailing), called the "Wobbler," the "Warrior" and "W.R.S." lines, which could not be sold at the price quoted except for the fact that orders were placed for them nearly a year ago, may be mentioned. In the smallwares department can always be found drygoodsmen's and tailors' requisites, as the department aims to have everything in stock that can be reasonably asked for, and is continually getting in fresh supplies and adding any new Spring ideas in the market. They are showing, for instance, two qualities (A and B) of a new wool mending, called "Wooleneedle," each card of mending having a darning-needle stuck in it, which makes it sought after.

For Spring trade in dress linings, percalines are a leading feature, and The W. R. Brock Co., Limited, show five lines, to retail from 10c. to 25c. in a full range of staple and high colors. The buyer of linens has picked up several stock lots at old prices, and some special things are being shown in table linens (two cream damask and one bleached damask), and four lines of towellings—a 16-in. glass towelling, an 18-in. huck, and two 18-in. Scotch crashes. For ladies' Summer suitings, linen crash will be in vogue, and an extensive range of both plain and fancy makes (including two lines bought at a clearing price), is being shown. White piques, of domestic, English and American makes, have been bought at clearing prices—mostly in up-and-down cords. The stock of black and colored Italians was bought on the first advance only, and customers will get the benefit while this supply lasts. In French canvasses, three specially heavy makes, CZ, CM, CA, are being shown.

In prints, an extensive range of heavy Canadian cloth, over 300 patterns, two-thirds of them exclusively printed for Brock's, is shown. Also an effective cloth with mercerized finish, 32 in. wide, retailing at 12¼c. In fancy striped piques, two American cloths, bought at close figures, are being offered away down. Also, a low American cloth for 5c. retailing in black, red and regatta patterns.

**THE MONTREAL HOUSE.**

The W. R. Brock Co., Limited, Montreal (late Jas. Johnston & Co.), would call attention to their dress department, in which will be found a full range of the latest styles, both in plain and fancies, and particularly in black perolas and crepons. Cords and serges, also cashmeres, blacks and colors, which are very much under present market prices.

They are showing for Spring, 1900, a full range of black silks in the following makes: Surah satins, satin mervs, grosgrains, prau de soie, failles, glaces and moire velours; also a very large assortment in colors and fancies. Their ribbon department, as usual, is complete in all makes and prices; in trimmings, they are showing an extra large assortment of braids,

jets and sequins; also black and colored fringes, which are to be one of the correct features for the coming Spring.

In the smallware and notion department are to be found all the staple everyday lines, as well as the latest novelties, such as belt buckles and clasps, combs and hair ornaments, braid, shell hairpins, beauty pins in plain and fancy, and some special lines in braids, including white and fancy washable braids. They are placing in stock a new range of whitewear, for which they have already booked some very nice orders. They also show some great values in wrappers.

**JOHN MACDONALD & CO.**

John Macdonald & Co., in their silk department, are showing the largest and best collections of black and colored silks and satins they have ever shown—all purchased before the recent sharp advance. Amongst them are two special leaders in black peau de soie, 014 at 75c., and 016 at \$1; also extra value in black mervs at popular prices; black, white and all leading shades in colored taffetas, special value in white and colored satins. Their M.G.A. satin, to retail at 50c., is unsurpassed anywhere.

In their white goods department they have made preparations, on a large scale, for the usual January white goods sales. Their stock is now complete in cambric and Swiss embroideries, India linens, lawns, nainsooks, Swiss muslins, organdies, etc.

John Macdonald & Co. are showing a big range of novelties in all-over dress nets in guipure, valenciennes and embroidered effects. These goods are in big demand.

The popular brand of dress and costume serge known as "Seabelle" serge is now complete in all prices, in both black and navy. Every yard is guaranteed.

In the smallwares department they are showing a nice range of belt buckles, in enamel, cut steel and jet. These retail at popular prices. Ladies' watch guards, fancy hat pins, handkerchiefs in all styles; in fact, a fully assorted stock of haberdashery containing every late novelty is reported. In men's furnishings, collars are having a large sale, especially a line of 15c. linen. There is a large range of ready-made and negligee shirts as well as starched shirts. Black cashmere half-hose and black and fancy cotton half-hose are in great range, while, as to Spring underwear and sweaters, the natural wool is expected to precede the balbriggan.

For Spring trade, John Macdonald & Co. are showing a large range in fancy worsted suitings, trouserings of new designs and texture, and fabrics suited for Spring overcoats in covert, venetians, mixture twills and herringbone weaves. In tweed suitings, Scotch, English and Canadian, there is a wide range. In low and medium Canadian 3-4 tweeds; in 6-4 blue and black Canadian serges; 3-4 blue Canadian serges, special values are being shown. Their trade in "Belwarp" serges and worsteds is increasing, and for Spring quite a number of new makes are shown. In these cloths, color is guaranteed, and each yard is stamped with registered trade mark—"The Lion and Bull." The stock of trimmings for tailoring purposes includes all newest makes of Italian cloths, mohair serges and fancy and plain silesias.

For ladies' tailoring trade they are making a specialty of goods suited for ladies, cheaper lines than heretofore, and a more than usually comprehensive range.

**MR. ARTHUR GRASETT WITHDRAWS.**

Mr. A. W. Grasett, of The Wyld, Grasett & Darling Co., Limited, has resigned from active participation in the business of the firm. He, however, remains a stockholder in the company.

**WINDOW DECORATING—Continued.**

which the contents are displayed with about the same regard to artistic effect that you would find at a marine store dealer's in Clare-market. Next to the delight of going "shopping" is the delight of going to look at the shops. Hundreds of us who have neither the inclination nor the means to possess ourselves of the season's novelties derive a vast amount of innocent pleasure from gazing at them. But the pleasure is naturally increased when the novelties are artistically displayed—when the attention is concentrated on a few choice specimens instead of being diffused over a hundred mixed samples. With the means at the command of the great London retailers the streets of the west should be avenues in fairyland, bordered by palaces of perpetual delight.

**MIRRORS IN SHOW WINDOWS.**

Effective results in show windows are often produced by the aid of mirror, doubling the exhibit, or even seeming indefinitely to extend it. A curious illustration of the effectiveness of mirrors in such use was shown in a window of a big toy store. Ranged in companies and battalions, following one another upon a foot-wide strip of glass raised above the floor of the window and extending along close to the window in front, and along the entire width of it, was a long column of toy soldiers, marching, or seeming to march, the figures being all in marching attitudes. At the side of the

window was a mirror standing vertically, but running back from the front at an angle slightly acute. Seen from the sidewalk, and at a little distance from the window, the reflection in the mirror of the marching column of soldiers had the appearance of a continuation of it, the column turning at the mirror, at a slight angle from the course of its march along the glass, the effect being produced by the angle at which the mirror was set.—Exchange.

**NOTHING BUT TRIMMED SKIRTS.**

In wash skirts for the coming season every line shown by the largest makers are trimmed with braid, cording or insertions. And they certainly have very pretty effects. The enormous varieties shown, and at such popular prices, are sure to give very large sale when the blouse waist season opens. Boulter & Stewart, 13 Front street west, are showing over 100 different designs at prices to retail at \$1 to \$5. Remember their address for the coming openings.

The straw "Boater" is essentially an English hat, and the best shapes, as well as values, can be obtained from the English manufacturers. Tress & Co., London, Eng., are showing, through their Canadian agents (Wreyford & Co., Romain Building), the new styles for men, and also for ladies, in the same grade as they supplied so largely to the New York trade last season.

**THE "NEW K" MACHINE**

**CONE & FLAT-DIAL RIBBER FOR POWER**

**CREELMAN BROS. GEORGETOWN, ONT.**

**CREELMAN BROS.**

**HAND AND POWER KNITTING MACHINES**

**Klondike Knitter.**

**YOU CAN MAKE 12 TO 20 PAIRS PER DAY**

**YOU CAN GET 10, 15, & 20¢ PER PAIR.**

**ATTACHMENTS**

**RIBBER**

**MACHINE**

**ALL FOR \$20.00**

**AGENTS WANTED**

**FREE CATALOGUE**

**ADDRESS: CREELMAN BROS., GEORGETOWN ONT., CANADA.**

**FAMILY MACHINES** Cloth Your Family from Head to Foot.

**AGENTS WANTED. CATALOGUES FREE.**

**ESTABLISHED 1872.**

**Georgetown, Ont., Canada.**



1900

New Year

— AND —

Century Greeting.

*We take this opportunity of wishing our customers throughout Canada a Happy New Year, and to thank them for their patronage in the past. We hope to secure its continuance in the future by submitting the latest novelties in*

CORSETS, BUSTLES,  
DRESS STAYS and  
DRESS FORMS.

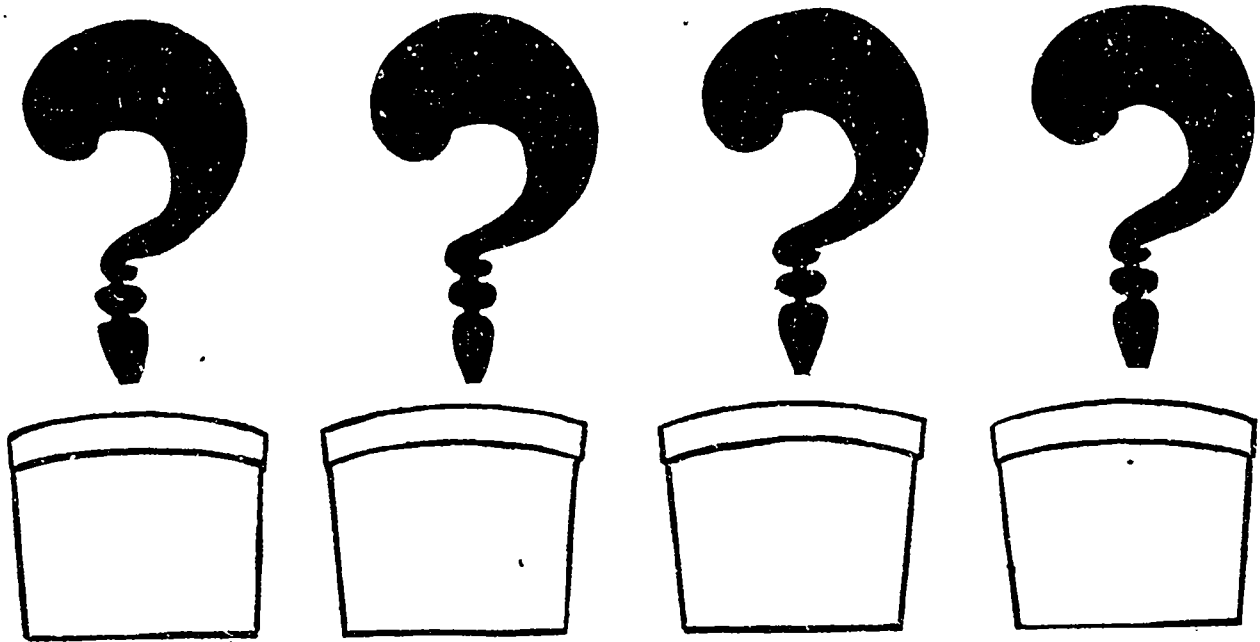
Mail orders are given especial attention.

~~~~~  
BRUSH & CO.

TORONTO.







How do you know you buy the best hat,  
unless you investigate the merits of ours ?

An investigation will do good, anyhow—  
it'll poke up the other fellow to better efforts.  
We're ready when you're ready.

THE CROFUT & KNAPP COMPANY.

FACTORY :

South Norwalk, Conn.

SALESROOMS :

261 Greene St., New York.

44 Bedford St., Boston, Mass.

Spring  
1900

Established 1840

Spring  
1900

Sixty Years' Experience—Sixty Years' Progress—Sixty Years' Success

SELLING DAILY!!!

Staple  
and  
Fancy  
Dry  
Goods  
at  
Best  
Prices.



Cottons  
Woollens  
Linens  
Silks  
Furnishings  
Carpets  
Linoleums  
etc., etc.

RECEIVING DAILY!!!

WHOLESALE ONLY

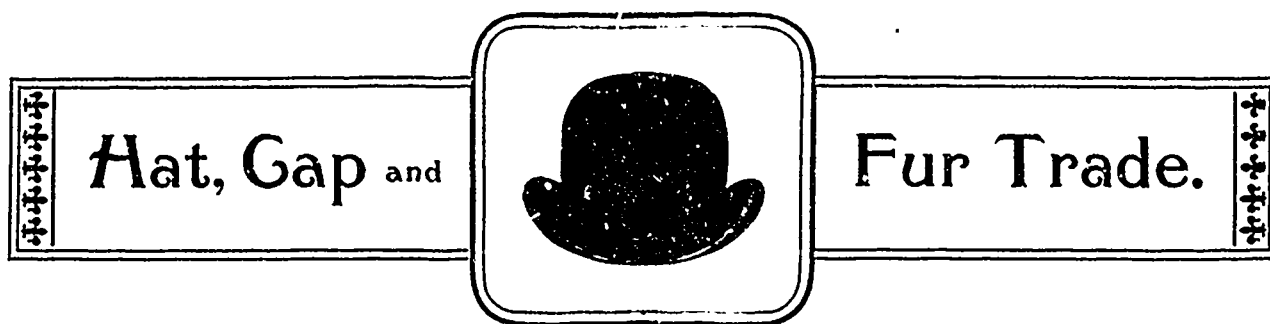
P. Garneau, Fils & Cie.

QUEBEC, P.Q.

Letter Orders solicited  
and carefully attended to.

Samples Shown

TEMPLE BUILDING,  
MONTREAL.



### The Canadian Trade.

The month of January in the Canadian hat trade is principally remarkable for the arrivals of shipments of early orders for imported hats. The wholesale houses this year report that orders for Spring deliveries were larger than for some years, and as shipments come in they will doubtless be glad to send them out early to customers in order to make room. The importers declare that everything points to higher prices since not only have hat materials gone up, but freights are higher, and even the prices of wooden cases have advanced. Retail buyers who do not pay any higher price will probably not get as good a quality, and those who have, for some reason or another, been late in placing orders may expect to pay the higher rates.

The Canadian hats this year look very well, the only question being as to their identity. It is sometimes hard to tell a Canadian hat, because the brand is not national and is apt to convey the impression that the goods were made in the United States. The Canadian manufacturers continue to produce very excellent makes, but they are not anxious to let the world know of them. It is sometimes said that in variety of shape and shade the Canadian market is not so convenient to buy in, but those who know say that for the same class of hat we can produce values quite equal to those of United States manufacturers.

### An English Order to Canada.

Some time ago a leading official of an English railway was in Canada, and his attention was caught by the caps worn on the heads of some railway employes. Inquiring where they were obtained, the answer was that the caps had been made in Canada. Finding that the manufacturers were Messrs. A. A. Allan & Co., Toronto, he wrote, on returning to England, for samples to be sent across the ocean. The request was complied with, and a few days ago the firm in question had the satisfaction of receiving back the samples with a substantial order for caps of the same model. One for Canada! It seems that we can not only manufacture excellent stiff hats, but can also design and make up society and other caps second to none.

### English Crowns May Be Higher.

A radical change in the general condition of the straw hat trade, says the Luton correspondent of *The English Hatters' Gazette*, that has been effected in the last eight or ten years is the decadence of what is known as "the counter trade." In this branch of the business, a large number of people with limited means would make a number of hats, which were usually offered for sale at the various wholesale houses for the best prices they would fetch. The amounts received for such goods fluctuated considerably, according to the state of the market. Too frequently they were sold at a positive loss, when trade was dull, by those whose means were very limited.

Now, there is a remarkable diminution in this class of trade, and business is largely transacted by orders given on samples.

I think it is quite correct to say that the state of trade in Luton to-day is much more healthy than when the conditions above mentioned existed so generally.

As to the shapes of hats that will be in favor in the near future, there is a marked tendency in the direction of higher crowns. The pendulum of fashion is evidently swinging from the low crowns that ruled last season to those that are higher, more tapering, and with plenty of fit. The so-called "tam" crowns are rapidly passing out of date, much to the gratification of manufacturers and merchants, as the cost of transit will thereby be materially lessened.

The demand for men's "Monte Carlo" straw hats continued until quite late in the season—thanks to the sub-tropical weather with which we were visited. This is another branch of trade which has rapidly increased during the last three seasons, and will continue to do so, given the requisite climatic conditions. These hats require great care in the manufacture, and must be made exactly to the size of the head that may be needed by the various customers.

### The Fur Market.

Canadian buyers of furs who go abroad to purchase will attend the London sales this month. Some of them went rather earlier than usual this season, as the exceptional condition of the market for skins makes the outlook interesting. Advices from London, received the latter part of December, stated that at the fur sales the North Pacific sealskins brought the highest price for many years, going at an average of 66 shillings, which is 40 per cent. higher than the price realized last December.

### Wide Brims.

There has been some talk in the trade, and a number of retailers seem to be impressed with the belief, that wide-brim yachts will be rather popular during the coming season, but, as the result of inquiry in various sources, we are constrained to state that the time is not yet ripe for the sale of wide-brim yachts to any great extent. It is undoubtedly true that every Summer some of our young men who like to "cut a dash" wear wide-brim yachts at the seashore and the race tracks; but the style does not appeal to well-dressed men, and we, therefore, advise readers of *The Review* to buy such goods sparingly, if at all. —*New York Hat Review*.

### Fashions set By the Prince.

The influence of the Prince of Wales on hat styles in Great Britain is often alluded to. Hats, says an English contemporary, are the only part of a man's costume in which fashion is tyrannical—tyrannical, and consequently capricious. The Inverness cape was introduced in the year 1861, and is worn now of just the same cut as obtained 38 years ago. But we have had 50 different kinds of hats in the interval, and it is impossible to

W. H. CODDINGTON

Hat and Cap  
Manufacturer

SPECIALTIES OF  
Hats, Caps, Helmets, etc., for  
Railways, Bands, Firemen,  
Steamboat Officers, Yachts,  
Uniformed Societies, etc.

ALSO  
Embroidery, in Gold and  
Silver Bullion, such as Ban-  
ners, Badges, Wreaths, Let-  
tering, etc., for Military,  
Yacht Club, Society and other  
purposes.

23 Hughson St. N., - HAMILTON, ONT.

Job Printing

IN ALL ITS BRANCHES.



Book and Commercial Printing a specialty.  
Large jobs especially solicited, on which we  
quote extremely low prices. Blank Books,  
Stationery, Wrapping Papers, Paper Bags,  
Rubber Stamps, etc. Advertising Special-  
ties of every description.

J. G. SAWYER,

37 Portland Street,  
MORRISVILLE, VT., U.S.A.

Samples of all kinds  
of work submitted on  
application.

GREEFF-BRETT & CO.

TORONTO:

McKinnon Building.

BARMEN, GERMANY.

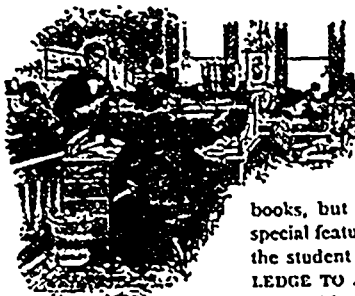
Established 1836



The oldest manufacturers of  
**Covered Buttons**  
Importers of  
**Dr. Goods and  
Tailors' Trimmings.**

We Keep in stock of Covered Buttons, Ivory Buttons,  
Brush Binding, Hosiery Braid, and Tailors' Trimmings—as Pant But-  
tons, Buckles, Gun Chains, Rubber Tissue, Etc.

Belleville Business College, BELLEVILLE, ONT



Our Commercial or  
Business Course

is exceptionally varied and  
comprehensive, providing not  
only complete familiarity with  
the elements of bookkeeping  
and the ordinary forms of  
books, but it introduces such a variety of  
special features of modern bookkeeping, that  
the student is able to ADAPT HIS KNOW-  
LEDGE TO ANY CONTINGENCY which may  
arise in his experience as a bookkeeper.

This Department prepares for all Accountancy Examinations.

This College is open throughout the year.

Address: J. FRITH JEFFERIS, M.A., Principal.

FURS! FURS!



For Gentlemen, Ladies and Children.

OVERCOATS CAPES  
CLOAKS ROBES

I make a specialty of exporting Furs. The best  
market price will be paid for all kinds of raw  
Furs.

CONSIGNMENTS SOLICITED.  
RETURNS MADE PROMPTLY.

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

HIRAM JOHNSON,

Importer and Exporter. Wholesale Manufacturer.

404 St. Paul Street, - MONTREAL.

REFERENCE—Bank of British North America.



Progressive  
Dealers - HANDLE  
CROMPTON CORSETS

because the bright, active woman of  
to-day grasps eagerly a corset so  
beneficial to her health, comfort and  
beauty and insists upon purchasing  
one of these unapproachable lines,

Victoria, Contour, Queen  
Moo, Magnolia and  
Yvonia Corsets  
.....or the celebrated  
Hygeia Waist,

Manufactured only by....

THE  
CROMPTON CORSET CO.,  
Limited,  
TORONTO, ONT.



THE SHANNON'S  
LETTER FILE.

PRICE COMPLETE - - - \$1.00  
889 CORNER - - - .75  
BOARD and ARCH - - - .50

Best Known. Best Recommended.  
Most Imitated.

Papers filed on the Shannon File cannot  
fall away. You may drop the file on the  
floor but the papers won't spill out. Every  
paper is always just where it should be,  
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Office Specialty Mfg. Co.,

Limited,

77 Bay St., TORONTO.

1744 Notre Dame St., MONTREAL.

James H. Wylie \*

Manufacturer  
of . . . . .

FINE FLANNELS

ALMONTE, ONT.

AGENTS

JOHN GORDON & SON, MONTREAL.  
F. P. MACINTOSH, TORONTO.

**HATS AND CAPS—Continued.**

predict how long a given fashion shall remain. The Prince certainly sets it. He has reduced the tyranny of the tall hat to a very minimum. It is possible even to go to church now in the country in a soft hat. The Prince has a kind of passion for buying hats, and giving them to his friends. He bought nine at Marienbad last Summer, and they are of a new pattern, and some of them of a new color. The color is green, and the material soft felt, and stuck into the back—as if the wearer, in his hurry, had put his hat on wrong—is a little tuft of capercaillie feathers. Most of them are capercaillie, but there is latitude for choice. Perhaps the motive is that the capercaillie should not be blotted out of existence, like the egret. And the hat must always have reference to sport. The head of a woodcock as a sort of centre for its own fine feathers, two teeth of a wolf with a tuft of wolf's bristle—teeth and bristles of a dog will do if the rarer articles are not obtainable—the curled tail feathers of a black cock, these are the chief varieties of ornament up to this.

**The Fate  
Of Old Hats.**

Nothing grows faster and with less notice than a collection of old shoes and hats in the family closet. The only way to treat the cast-offs is to give them away as fast as they are discarded. Many customers of the fashionable hatters have their old derbies sent home for rainy-day wear, but seldom use them. Others, despising the collection, leave them with the dealer. "What becomes of all the old hats?" I asked a leading hatter recently. I knew that most of the best shapes are saved and made over for a season two or three years ahead. The crowns and brims can be soaked, pressed and stiffened into fashionable shapes. But no hatter will admit this. "Our first customer in the morning and our last in the evening is the hat beggar," said the manager of Blank's. "We give away from 20 to 40 a day in a busy season, and I have here under the counter right now about a score that will be gone before to-morrow morning."—New York Press.

**What are  
Panama Hats?**

At one time Panama hats frequently cost \$500, but these are no longer made, and cannot, therefore, be bought. Perhaps the most expensive hat of this sort which has been made for many years was one sold last year to a banker, who paid \$110 for it. Hats as fine as these are commonly worn by the rich men in South America, but ordinary mortals have to be content with specimens which cost at the most only \$10 or \$15. Still, these are very fine, and are practically everlasting, for they can be cleaned again and again.

It is curious that they are called Panama hats, for they do not come from there. They derive their name from the fact that that city was at one time the greatest market for them. The finest are obtained at Payta, Peru and Guayaquil. They are made of the fibre of the pineapple plant, are as soft as silk, and so pliable that they can easily be folded up and carried in the pocket. Excellent specimens are also made by the natives of Cuba.—New York Hat Review.

**United States  
Trade with  
Canada.**

Among the American concerns that have come into Canada with nice goods which have helped to turn some of the trade southward is the Crofut and Knapp Co., of South Norwalk, Conn., United States. This firm manufacture fine ur, stiff and soft, hats for men's wear. In addition they

have a line of coach, police helmet, golf and ladies' hats. By taking great pains to turn out new, smart and bright styles that are good sellers, these manufacturers appeal to the alert, wide awake merchant everywhere. They simply ask the trade to investigate, and Canadian dealers who write the firm will, therefore, be afforded every information regarding either the regular hat trade or the special lines that are made in their factories.

**Canadian Caps  
For Australia.**

The Standard Cap Co., Toronto, whose advertisement appears on page 65 of this issue, have had such success in reaching for Canadian trade that they are now looking to the Australian market for further expansion. They state their willingness to send samples to any first-class house in the sister colony, and would like to open up correspondence with such houses. This firm make all kinds of caps. They make a specialty of novelties for women's and children's wear, while carrying at all times a full stock of men's caps of all descriptions; also the latest novelty in tweed fedoras, which are rapidly becoming popular in Canada.

A Canadian concern with experience and taste in making headgear for special purposes and climates is W. H. Coddington, Hamilton, Canada, who has gone into yachting novelties, uniform caps, etc., with great success. Mr. Coddington will gladly furnish catalogues, etc., to firms at home or abroad desiring to do business with him.

**Trade Notes  
Here and There.**

Reports of the English hat trade are that in December stock-taking was the policy with large concerns. The prospects for 1900 are most encouraging, and at present in fancy makes retailers are experiencing a demand for men's P. and O. caps, these taking the place of golf makes. Exports of English hats during the 10 months ending October, 1899, were 928,860 dozen, value £952,551, as against 911,196 dozen, value £890,174, for the same period in 1898.

A patent for a mourning band has been taken out in the United States. The hat band is provided at its meeting ends with a clamp composed of a single piece of metal bent longitudinally forming two jaws, one wider than the other, the said jaws clamping the respective ends of the band between them, and provided with projections adapted to secure the ends of the band between said jaws, and causing the clamp to lie flat against the band.

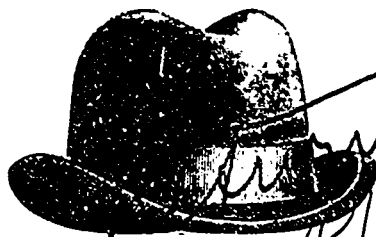
**JAPANESE MATTINGS.**

Japanese mattings are likely to be quite a factor in the Canadian carpet trade this year. These mattings are practically a new thing in this country, for, while ordinary bedroom mattings have been sold here for some time, it is only since the higher grades, for use in parlors, sitting-rooms, dining-rooms; in fact, in any room in a well-furnished house, were introduced by K. Ishikawa & Co., Toronto, that the trade in them extended materially. This firm have leased the large warehouse at 27 Wellington street west, which was occupied last Spring by Gowans, Kent & Co. This entire building, which contains five 30 x 130 ft. floors, will be devoted entirely to Japanese mattings, thus enabling the firm to display 10,000 rolls of these goods. The assortment of patterns and colors will be the largest that has ever been shown in this class of goods in Canada, and is bound to attract much attention from the trade.

# UP-TO-DATE

people wear **up-to-date hats**. We have 'em, all styles—English and American manufacture. **Prices right.** Our lines are distinct, and we handle all the advance styles in the new shades, making a specialty of lines suitable for **young men's trade**. The correct American spring styles in hats do not come out till January 1st. Our lines in these are now complete. In straw goods we are showing natty shapes and new braids with a full assortment of fancy braids—

Also the new Cable Edge straw. Our travellets are now out.



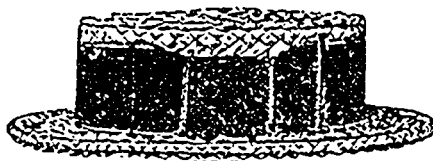
See our twentieth century novelties.

Case lots a specialty.

## The ANDERSON & MACBETH CO.

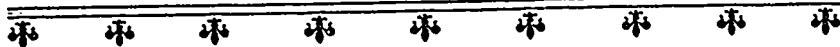
LIMITED.

58 Bay Street



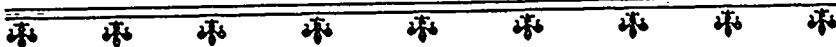
Toronto, Ont.

### To the Hat Trade:



For the coming season we are showing the largest and choicest range of Wool and Fur Felts in stiffs and fedoras ever offered to the trade. We enjoy special facilities for doing the Cloth Cap and Straw business right, our prices and terms being second to none.

### To the Fur Trade:



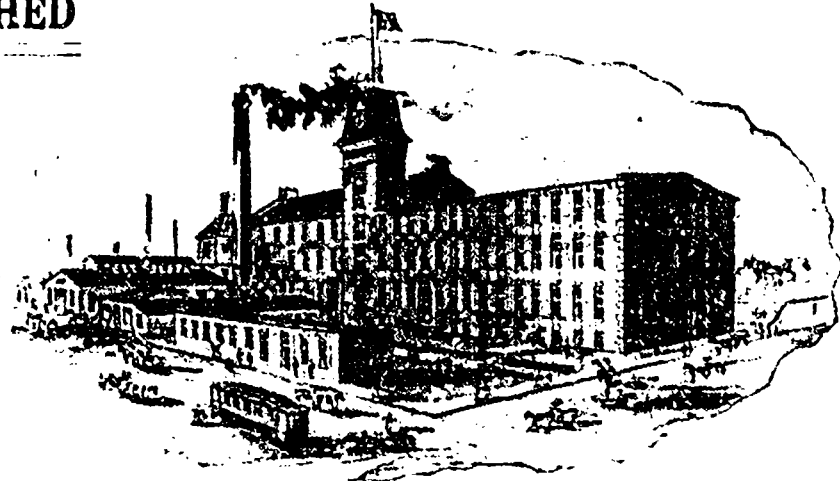
We can insure prompt delivery of repeat orders in Fur Goods. Prompt attention to letter orders.

## James Coristine & Co., Limited.

469 to 475 St. Paul St., MONTREAL.

ESTABLISHED

1859



# A GREAT UNDERWEAR COMBINATION

Not of large mills, but of the best points  
in underwear. : : : : : : : : :

THEY ARE FOUND IN ❁ ❁ ❁

## Turnbull's Full-Fashioned — AND — Perfect-Fitting . . . Ribbed Underwear

Ladies', Men's, Children's and Infants'. New Styles, New Shades, New Stitches. Perfect Comfort, Perfect Fit, and made to sell at popular retail prices, in SILK, CASHMERE, NATURAL WOOL, LAMBS' WOOL and MERINO.

All our Full-Fashioned goods have this tab sewn on



SPECIALTY:

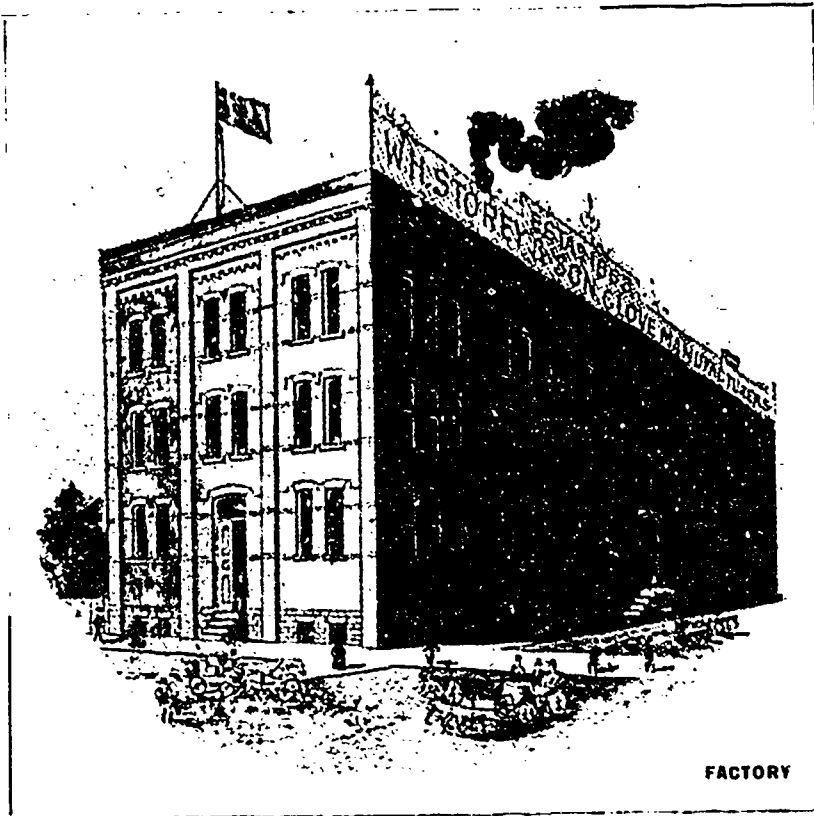
Fancy Striped Sweater Jerseys and Tights.

# The C. TURNBULL CO., OF GALT, Limited

GOULDING & CO.,  
35 Wellington Street East, TORONTO.



JOSEPH H. WEY,  
7 Bastion Square, VICTORIA, B.C.



ESTABLISHED 1868.

# STOREY'S MANUFACTURES

are  
Standard for Excellence of  
Material, Fit, Style, Work-  
manship and Durability.

\*\*\*\*\*

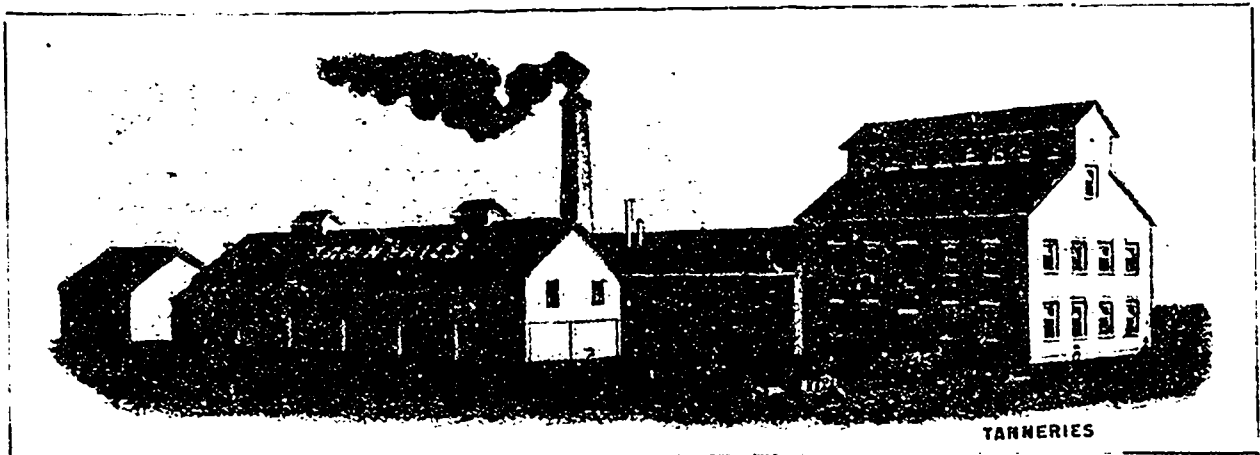
**Gloves** • New and desirable  
lines. . . . .

**Travelling Bags** •  
The latest designs and newest  
leathers. . . . .

**Leather Belts** •  
New patterns and styles of  
excellent value. . . . .

During the 30 years success of our business, we have always been at the front in all that pertained to improvements in the production of Gloves, Mittens and other goods. We have brought out new ideas. We have given the Trade splendid values—goods which have possessed style, given satisfaction and long service.

Our representatives will call on the Trade in due season. Make it a point to see our samples before placing your orders. We guarantee satisfaction, and the maximum in value at the minimum of cost.



# W. H. Storey & Son

THE GLOVERS OF CANADA.

— AGTON, ONT.



## SPRING OUTLOOK IN WESTERN CANADA.

PLACING ORDERS LARGE OWING TO RISING MARKETS—A GLIMPSE OF SPRING STYLES IN MILLINERY, DRESS GOODS, ETC.—THE NEW WHITLA WAREHOUSE.

From THE DRY GOODS REVIEW'S Special Correspondent.

WINNIPEG, December 16.

PERHAPS the hardest thing in the world is to get business men to talk news for a Spring number during the rush and bustle of the holiday season. You call and explain. Oh, yes, they say, that is all right, but it is too early to talk Spring number yet. Copy in Toronto before the end of December! Rubbish, that is far too early; well, if you must have it call so and so and we will have things ready. You call, but, alas, things are no more ready than they were a week before. You call once more and are politely shown around, with the inward conviction that your guide wishes you in Halifax or South Africa. Nor can you blame him. He is only trying to do three days' work in one and finds the effort exhausting.

The wholesale houses are simply crammed with beautiful things for Spring and Summer, and the full lines are by no means all here as yet.

Year by year the retail merchant looks more to his local houses to supply his needs at short notice, and nobly the wholesalers are responding to the appeal. The long distance from manufacturers and from the Coast necessitates very large capital, the most patient and observing attention to detail as well as a considerable amount of prophetic instinct, and, as Mr. Fred. Drewry so well pointed out in his retiring address to The Commercial Travelers' Association, these matters are so well arranged that a man in the remotest parts of the Northwest Territories buying his clothing from the travelers of up-to-date houses may wear the same in London or Paris without occasioning remark and without feeling old-fashioned or conspicuous.

Although, as already stated, it is too early for very definite news with regard to the volume of Spring trade, the orders already pouring in indicate the largest trade in the history of the country. The advance orders for Spring are even now far ahead of any previous year at the same date, and the travelers have not been out for a month. Two reasons are assigned for this—one, the increased demand owing to the prosperous condition of the country, and the other, the rapidly advancing prices in almost all lines—which urges the wisdom of placing orders in time to avoid still further advances. Most of the wholesale houses here bought large stocks sufficiently early to more nearly approximate last year's prices, but have warned all buyers that when these stocks are exhausted it will be impossible to replace them except at greatly increased prices. Never before have travelers received so many advices from their houses as to not selling lines at prices first quoted, because they cannot be repeated.

### MILLINERY.

In regard to things to be worn, it is, perhaps, well to start with millinery, as samples in these lines were first to hand.

SHAPES.—In D. McCall & Co.'s rooms there is nothing startlingly new in shapes, though the general outlines are more graceful and less extreme than those of the last Spring season. Trimmed goods are, of course, not shown yet, but in ready-to-wears and untrimmed goods these lines are full and many

of them very elegant. In ready-to-wears, tan crowns are much in evidence, and some of these shapes are very pretty. They are shown principally in fancy mixed braids with velvet bands. Some show tan crowns of white rice straw with brims green, black, brown, lavender and white. Rough-riders will be popular in fancy straws with the inevitable quill. The Dearborn is a dressy looking hat with large bow at side of front of colored ribbon edged with straw. The Vendome is a popular shape for young married women. The brim is rustic straw, with split straw crown and slight droop back and front. The Newburn is a modification of the tire brim done in rough straw. There is little change in the style and shape of sailors, but split straw seems the first favorite as to material. In shapes for trimming, turban effects are more in evidence than for several seasons.

TRIMMINGS.—Flowers are very strong, particularly large silk panicles and foliage, though all varieties are shown. The straw mounts so popular about 30 years ago, have been revived, and are shown in combinations of tuscan gauze, jewelled and sequined net. Botting silk mounts with rustic edges are also among the novelties. Ribbons—Taffetas, brilliant finish, with drawn work edges and pastel shades, are the latest. In piece trimmings, the most effective are the metallic gauzes, in silver, gold and color shades. Chiffons and brilliants are all good.

The D. McCall Co. will have a fine opening early in the season. Whether any other house intend having a Spring opening, your correspondent could not learn.

### CLOTHING.

W. J. Peck & Co. report Spring advance orders coming in rapidly.

Myron McBride & Co. have already found it necessary to repeat many of their lines in order to keep up with demand. In men's underwear, the line coming to the front just now is the mercerized goods of all kinds. They are quite as handsome and durable as silk, and more sanitary and less likely to be ruined in the washing. These goods are shown not only in woven lines, but in the outer satin shirts also. Linen shirts with silk fronts are popular this season also, and their range of regatta shirts is enormous. Some idea of their trade in this line may be gathered from the fact that in one line alone 125 dozen arrived here, and they had just mailed a repeat order.

Bicycle goods are strong for the coming season. Coats and vests of blue serge, with plaid or striped knickers, will be the popular style. Linen goods, particularly hats, are well to the front.

HOSIERY.—This house makes a specialty of ladies' hose, and the lines shown are very fine. Black and tan predominate, but they show a specially dainty line of lisle hose, in plaids and stripes. They find it a matter of regret that they have to buy knit goods from American markets, as Canadians have failed to supply the demand. Men's bicycle hose show legs in solid black, with colored tops. A heavy trade is done in overalls, which, owing to the scarcity of denim, have advanced 68 to 70c. per dozen. As far as possible, the house handle the union label goods, which give great satisfaction. Myron

# MADE IN CANADA.

The Productions of our Mills include :

**Tweed Suitings—medium and fine.**

**Worsted Suitings—fine.**

**Worsted Suitings—coarse, made from Canadian wools.**

**Trouserings—in both Tweed and Worsted.**

**Overcoatings and Whipcords for Spring and Fall.**

**Meltons—fine.**

**Beavers—fine.**

**Serges—coarse and fine.**

All piece-dyed blues and blacks are indigo—  
Stamped "INDIGO DYED" every three yards.

Everything we make is of wool—we use no cotton whatever.

We take this occasion to state that, although the prices of the better class of wools have advanced during the year fully 70 per cent., we are determined not to lower our standard by the introduction of cotton or adulterated materials in order to keep goods at old prices.

Prices as low as consistent with the increased cost of raw material and of manufacturing generally.

We are constantly designing new patterns and fabrics, and the ranges for the coming Spring will be found very attractive. Ask your wholesale supply house to see them.

We make to order and sell to the wholesale trade only.

---

**ROSAMOND WOOLEN CO.**

ALMONTE, ONTARIO.

McBride & Co. attribute the heavy placing orders this early in the season to the desire to escape the advancing prices.

#### DRESS GOODS.

Every year it seems as if the limit of beauty in color, pattern and texture had been reached, and yet there is always something still more beautiful produced the following season. This is especially true of the black crepon effects which still continue to be so popular. The latest patterns this season show more scattered design in general effect, but with more closely woven threads, so there is not so much danger of pulling. The spaces between the pattern are silky and almost as thin as grenadine. Two of the most popular patterns are basket-weave and true-lover's knot. Black and white in all lines of woollens are very popular, while in coverts, which are finer and lighter in texture, fawns, sage greens, bluettes and steel greys are the best shades. Tweeds in broken plaids are especially good for Spring, while French poplins in pastel shades will be very much worn later in the Summer.

In Summer and blouse silks the colors are all more or less pastel shades. One line of Oriental silks shows a silver crescent and star on backgrounds of the palest mauve, tuscan, green, pink, butter shade, and black.

Mercerized cottons, in all designs and shades, lead, while ginghams, both Scotch and Canadian, the latter as fine as the former, are more silky than ever. Muslins are dreams of beauty, but perhaps the best shown is white organdy with satin stripe, up which run tiny blue morning glories. It made one catch one's breath and think of Summer mornings.

White piques, bedford cords, lappet and madras muslins, knotted piques are just a few of the designs in white goods that will be popular. These lines were all shown your correspondent by Mr. Wilson, of Hobart, Sons & Co.

#### THE NEW WHITLA WAREHOUSE.

Your correspondent had the pleasure, the other evening, of being shown through the magnificent new warehouse just erected by R. I. Whitla & Co., and it is certainly, both for capacity and convenience in doing business, one of the finest to be found in Canada. It is situated on the corner of McDermott avenue and Arthur street, and commands a full view of Main street. Its dimensions are 60 x 122 feet, and it contains six flats. The materials used are Indiana stone and brick, and this, with the handsome plate-glass windows, gives it a fine appearance. Metallic ceiling has been used throughout, and, this being painted in light colors, gives the whole warehouse a bright and cheerful appearance. The shipping facilities have had very special attention, and there is a covered platform running the entire width of the building, which is large enough to receive several carloads of goods at once. The entrance is on McDermott avenue, and is very massive, with finely designed solid oak doors. On the first flat, to which it leads, is situated the offices, and on this floor are to be found fancy colored cotton goods and domestic woollens of all kinds. The second floor is used for dress goods, silks, housefurnishings, carpets, linoleums, etc., and the third floor has a beautiful display of smallwares of every description, gloves, hosiery, laces, and also men's furnishing goods. The entry and packing-room is situated on the fourth floor, and is a fine room, 62 feet square, with splendid light and ventilation, and every facility for handling goods quickly. The basement, which is one of the best flats in the building, is filled with heavy staple goods, and looks as if large preparations had been made for the coming season.

† The fifth flat has been left unfinished, as far as ceiling is concerned, for the present, and makes a good reserve room,

to be used as soon as the increasing trade demands it. The large amount of space enables R. J. Whitla & Co. to create new departments and carry a larger line of goods, so that every requirement of the mercantile community can be supplied. The building is heated throughout by the single pipe steam system, and has been found already to be very warm and comfortable. It is protected against fire by being provided with stand-pipe, and sufficient hose on each floor to throw a stream of water at a moment's notice into any part of the building. No greater evidence of the prosperity and advancement of this firm can be given than in the erection of so fine a building for their rapidly increasing trade, and their enterprise in providing such accommodation for their business will, doubtless, lead to further success. Owing to their moving confusion, dress goods could not be seen, but Mr. Campbell very kindly took me over the smallwares and fancy goods, and their name is legion. This is a season of neck decoration for womankind. It would be difficult to imagine anything in neckwear that would be considered *outré* or extreme. Ties, fringed, with honiton ends, chiffon ends, chiffon ties, gauze ties, silk scarves a foot wide and  $1\frac{1}{2}$  yards long; lace scarves, which may be worn for sashes around the waist, across on shoulders like a fichu; bow ties, with long ends of white or colored satin; four-in-hands, etc. The display made one's head spin. Then came the long list of fichu effects and yolk collars in wrought lace, honiton, satin ribbon, and what not. The effects are beautiful in the extreme. It would be difficult to imagine a more stylish costume for a pretty woman than a gown of French grey, with no decorations but a Priscilla fichu in butter lace and dead white satin ribbon.

#### LACE.

All-over laces for yolks and insertions are shown in great variety, while the newest style is a wavy guipure effect with colored spaces between. The laces are all pretty much along the Renaissance style, and are very greatly in demand.

The house carry an immense line in hosiery, and the French fancy for white hose for women has been taken note of here, but is not likely to be popular.

READY-MADE SKIRTS AND BLOUSES.—The blouse is as popular as ever, and the increased demand for ready-made skirts seems to warrant its continuance. In mercerized cottons and crashes these skirts are very good sellers.

I will close by wishing all the readers of THE DRY GOODS REVIEW a Happy New Year.

E. C. H.

#### DRYGOODSMEN ELECT OFFICERS.

The annual meeting of the Wholesale Dry Goods Association, of Montreal, was held December 13. The president submitted a report of the business transacted during 1899, and the following officers were elected for 1900: President, Mr. James Rodger; vice-president, Mr. James Slessor; treasurer, Mr. George Sumner; directors, Messrs. Thomas Brophy, A. Racine, R. N. Smyth and Ben. Tooke.

Mr. R. W. McDougall, who has represented the association on the Council of the Board of Trade for the past year, was chosen for re-election. On the motion of Mr. E. B. Greenshields, seconded by Mr. James Slessor, a cordial vote of thanks was passed to the retiring president, who had occupied the chair for two years, and had taken great interest in the association.

Fancy striped and spotted chiffons and crepe de chenes, in evening shades, are much in demand, and are used both as trimmings, insertions, and dress fronts, with very beautiful effect.

One of Canada's leading merchants writes: "I am compelled to admit that the Northway Garment is equal in style and more perfectly tailored than any foreign-made garment I can buy."

# THE NORTHWAY GARMENT

We recognize the fact that if Canada is to take her proper place in the manufacturing world, it must be done by placing on the market goods that are not only the equal of, but just a little better than, those made in any other country. In placing the

## NORTHWAY GARMENT

in the hands of Canadian merchants, we do it believing that we are giving them an article which they can sell with every confidence of satisfaction to their customers, and have a better margin of profit.

**THIS MONTH** we would call particular attention to our

**All-Wool, Basket-Weave Homespun Costume, Fancy Mercerized Lining coat sleeve, box-pleated skirt, one of the most perfect garments of the kind ever placed on the Canadian market.**

Our travelers are on the road, but they may not reach you soon enough. Write us and we will send full particulars.

## JOHN NORTHWAY & SON

32 Wellington St. - TORONTO.

The Northway Garment is always perfect in style, fit and finish.



**YOUR...**

Printing for 1900 will be done neatly, accurately, expeditiously, and in the very best style if placed in our hands.

**WE DO...**

all kinds of color printing, and give special attention to this particular class of work.

# Job Printing

of every description.

Our reputation for doing first-class work is widely known throughout the Dominion. We do our best to please every customer and that is why our business has grown so rapidly.

**THE MacLEAN PUB. CO., Limited**

26 Front St. West  
TORONTO

Board of Trade Building,  
MONTREAL

WE PRINT

Catalogues  
Circulars  
Folders  
Pamphlets  
Business Cards  
Tickets  
Statements  
Letter Heads  
and  
Commercial  
Work  
of all kinds.

Estimates Cheerfully  
Furnished.



# HANDSOME BLOUSE WAISTS

CUT from the latest FRENCH PATTERNS.

THE  
**Sailor Collar**

is in great demand.  
Made in large assortment.  
A call when in city will repay you.



THE  
**White Yoke**

is another popular seller.  
Made in fifty designs.  
Remember our address for the Openings.



**ALL OUR WAISTS**  
Have the New Pique Collar.  
New One-Piece Back.  
Made in all Popular Cloths.

Prices, \$6.75 to \$36.00.  
Silk Waists, \$2.50 to \$10.00 each.

**Newest in Homespun Skirts** { To Retail \$4.00 to \$7.50.  
Made in all the latest cuts.

**Plaids the Rage—We have all kinds.**

**Wash Skirts in 100 designs.**

**Novelty Crashes, Fancy Trimmed and Piques with Insertion.**



# FAULTLESS

In Cut  
and Finish.

TO RETAIL, \$7.50 TO \$25.00

PLACE THESE ON YOUR LIST  
FOR OPENINGS.



STYLE 830.



STYLE 812.

MADE IN THE POPULAR  
**Canadian Homespuns,**  
**English** “  
**Irish** “

Plain, Fancy and Plaids.

ALSO  
**Ladies' Cloths and Serges.**

*All returned  
orders  
returned  
16/1907*

# EXCLUSIVE

In Design  
and Patterns.

EQUAL TO BEST ORDERED  
WORK.

ALL THE LATEST CAN BE SEEN AT  
OUR WAREROOMS.



STYLE 808.

50 Designs, in our Costumes, TO RETAIL,

\$12.00 to \$15.00

50 Designs, TO RETAIL,

\$16.50 to \$20.00

COATS—Cut in six different styles.

SKIRTS—In single seam, box pleat, double box pleat, one-piece and new French  
backs.



**WE MANUFACTURE**

METAL CEILINGS,  
METAL SIDE WALLS,  
"SAFE LOCK" SHINGLES,  
STANDING SEAM ROOFING,  
LARGE AND SMALL SIDING  
O. K. STOVE PIPE THIMBLES,  
CORNICES, FINIALS.

All kinds of metal goods for all kinds of buildings.  
Ask for catalogue and estimates.

**THE METAL SHINGLE & SIDING CO.**  
PRESTON, ONT. ... LIMITED.

A. H. CAMPBELL, President.

R. H. TOMLINSON, Manager.

ESTABLISHED 1877.

## THE BRITISH CANADIAN LOAN AND INVESTMENT COMPANY

LIMITED

Head Office: 25 Adelaide St. E., Toronto

Capital Subscribed : \$3,000,000  
Assets : 2,063,000

**MAKES LOANS** on all classes of Real Estate Securities.

**PURCHASES MORTGAGES, Municipal Debentures, etc.**

**ISSUES DEBENTURES.** The Company also receives money on Deposit, for which Debentures are issued for three to five years with interest coupons attached, payable at its bankers, free of expense. Clergymen, trustees, and others having money to invest will find these Debentures a handy investment. Apply to the Manager.

## DYEING DRY GOODS and MILLINERY

Dress Goods, Cloths, Tweeds, Drills, Ducks,  
Cottons, and Velveteens,

Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP.

Also FEATHERS, SILKS, VELVETS, RIBBONS, LACES, Etc.  
And Garment Work of all kinds.

### BRITISH AMERICAN DYEING CO.

Technical, Chemical Dyers and Finishers.

JOSEPH ALLEN, Managing Partner.

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

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## Newspaper Information.

We can supply you with the comments of the newspapers on any subjects that interest you. Personal items, political articles; in fact, anything that appears in any Canadian publication can be procured from us. We read the newspapers for you better and cheaper than you could do it yourself. Send a post card for particulars.

### CANADIAN PRESS CLIPPING BUREAU

Telephone Main 1255.  
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505 Board of Trade Bldg., MONTREAL, QUE.  
26 Front Street West, Toronto.

## THE FOLLOWING

is a partial list of the  
Goods we Manufacture:

The Sun Lighting Machine.

(sprinkling system.)

The Beacon Acetylene Machine.

(immersion system.)

The Simplex Acetylene Generator.

(the best and cheapest  
machine made for supplying a moderate number of lights.)

The Duplex Acetylene Machine.

(the only machine that will supply  
both light and heat from one and the same machine.)

Acetylene Gas Stoves and Ranges.

(for use with the above machine.)

Special Photographic Apparatus.

(beats sunlight for photograph.)

The "Crescent" Acetylene Burner,  
Acetylene Gas Meters, etc.

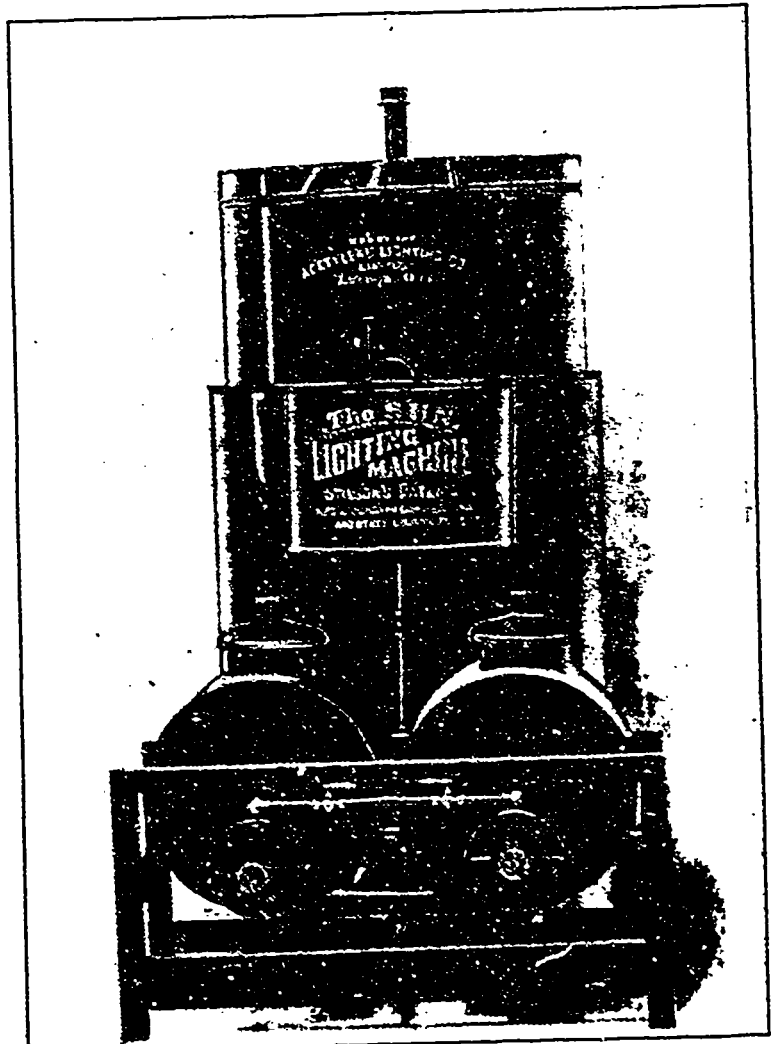
We also make a specialty of lighting Towns and Villages, for which we design special apparatus. Our goods are all guaranteed. Send for catalogue.

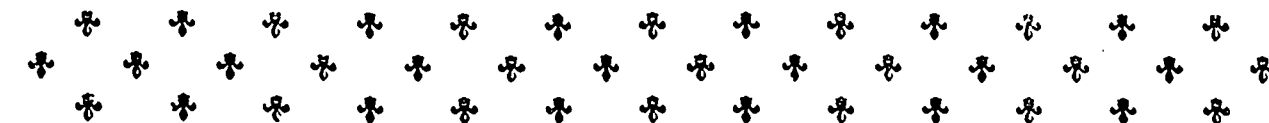
**The Acetylene Manufacturing Co.**

Head Office, LONDON, ONT.

LIMITED

Capital, \$300,000.





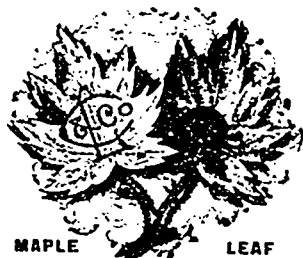
# COOKSON, LOUSON & CO.,

Neckwear Manufacturers

Importers of Men's Furnishings

## MONTREAL

1897



MAPLE LEAF NECKWEAR

1900

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|-----------------|----------------------------|
| ARMLETS         | COLLARS, all kinds         |
| BRACES          | CUFFS                      |
| BELTS           | CUFF BUTTONS               |
| BATHING SUITS   | COLLAR BUTTONS             |
| CAPS            | GOLF HOSE                  |
| CUFF HOLDERS    | GLOVES, all kinds          |
|                 | HALF-HOSE, all kinds       |
|                 | HOSE SUPPORTERS            |
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|                 | MUFFLERS, all kinds        |
|                 | NECKWEAR, Our Specialty    |
|                 | SWEATERS                   |
|                 | RUBBER COATS, best makes   |
|                 | SHIRTS, Endless Variety in |
| WHITE SHIRTS    | BLACK SHIRTS               |
| REGATTA " "     | OUTING " "                 |
| SOFT FINISH " " | TOP " "                    |
|                 | UNLAUNDERED SHIRTS         |
|                 | SHIRTS and DRAWERS         |
|                 | all kinds, for all seasons |
|                 | SCARF PINS                 |
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|                 | TIES, (We Shine in these)  |
|                 | UMBRELLAS, All Prices      |
|                 | Etc., Etc., Etc.           |



MAPLE LEAF NECKWEAR



ARTISTIC NECKWEAR.

TRAVELLERS NOW ON THE ROAD.

## Letter Orders

PROMPTLY ATTENDED TO.

Kindly give us a trial order.  
(Glad to see you when in Montreal.)

# COOKSON, LOUSON & CO.

14 St. Helen Street,

MONTREAL.



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**UNDERWEAR**  
 AND  
**HALF-HOSE . .**

Our travellers are now out with a very complete range of

**PLAIN, STRIPED and FANCY SHADES in**  
**Balbriggan Underwear**

ALL PRICES. EXTRA SPECIAL VALUES.

**HALF-HOSE . . .**

In this department we are particularly strong. **Hermsdorf Dye,**  
 Black Cottons, seamless heels. Black Cashmeres include our  
 well-known numbers,

**3758, 3759, 3760, 3765, 3809.**

**BICYCLE HOSE . . .** Again a Drawing Card with us.

**AWAIT OUR SPECIALTIES**

**MATTHEWS, TOWERS & CO.**

73 St. Peter St.

**MONTREAL.**

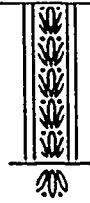
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# Men's Furnishings

Matthews, Towers  
& Co.



73 St. Peter Street  
Montreal

## WHITE SHIRTS

Our own make. All prices.

## NEGLIGEE SHIRTS

Every price and style.

## WOLFF & GLASERFELD'S GERMAN SHIRTS and COLLARS

Always in stock.

## ENGLISH COLLARS

All styles and prices.

~~~~~

# Matthews, Towers & Co.

73 St. Peter St., MONTREAL.



## Men's Furnishings

Practical wisdom and keen perception are necessary elements to success in any line of trade, and nowhere, perhaps, more especially than in the department of men's furnishings. In our larger cities particularly, there are several distinct classes of buyers, and each must be treated, not according to any definite rule of politeness and tact that can

be laid down in black and white, but as the exigencies of the case demand. THE DRY GOODS REVIEW has always avoided, as far as possible, curtain lectures on the behaviour of clerks, and for two good reasons. Firstly, THE REVIEW'S experience, with few exceptions, has been of a pleasant nature in this regard; and, secondly, when ordinary good breeding is not inculcated before entering service in the store, the clerk is not apt to benefit much by the perusal of short homilies upon good conduct.

There are, however, certain points which a master in the selling art never allows to escape him, and one of these is to study as much as possible the character of the customer, or probable customer, with whom he has to deal. Mistakes are always liable to occur, but it is surprising how accurately an old hand can gauge the prospects, almost before the article has been asked for.

The natural division which at first sight suggests itself is that between the well-to-do and those of more slender means; but this is no criterion by which to determine the attitude of the prospective buyer. It requires no "second sight" to distinguish the well-dressed man from the poorly clad, and, as a matter of fact, these two classes don't usually frequent the same dealer's store. As to the latter class, the question of what they really want is an easy one to decide. They are seeking the very cheapest goods you can offer, and can only afford to purchase such. The difficulty is more with the first mentioned people. They may be subdivided roughly into three kinds: (1) There are those who wish to make the

best possible show on the least possible outlay. (2) There are those who wish to dress well, but modestly and moderately; and (3) there are those who invariably demand the most costly article, apparently having no other guide to their judgment than the price.

Now, when a man enters the store and asks to be shown the best shirt you have, what are you going to do? Are you going to trot out the most expensive goods you have in stock, and state the price, assured of making a straight sale? In nine cases out of ten, no! Just consider. He may belong to any one of the above named classes; and the chances are that he does not belong to the last. It is by far the smallest class of the three. Here is where discretion and good judgment come into play. Why, then, does he ask for what he does not want? Well, it is a curious way some people have, and yet not so curious after all. His meaning in most cases simply is that he wants you to furnish him with a good reliable article. He is imbued with the idea, in some way or other, that unless he makes such a demand, you will not be properly seized of the necessity of producing this; and very often nothing is further from his thoughts than paying a fancy price.

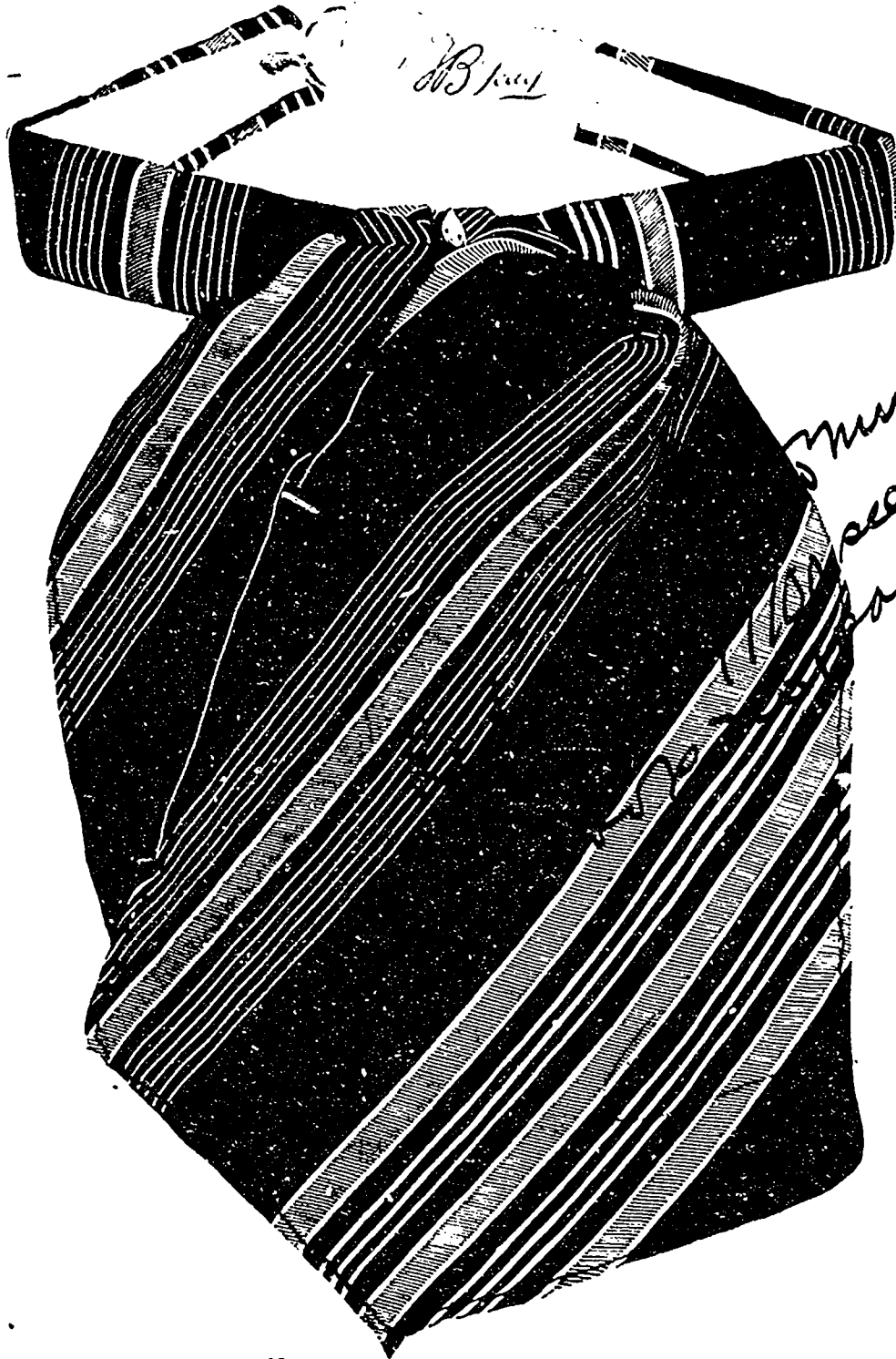
Your object is to make sales, and to make them satisfactory to the buyer as well as to the house. Consequently, your aim must be to ascertain exactly what the inquirer really will be satisfied with, both as regards price and style. Some clerks have a way, when asked if they have not a higher line of goods than the one shown, of saying: "Yes, but it is very expensive." That would strike terror into the heart of the most daring spendthrift. If a good article has been inspected, there is little need for such warning. The customer who maintains a good moderate style, and is willing to pay a good price for the same, is the most satisfactory in the long run. He is the steadiest, and the least subject to whims and fads of one kind and another. He does not try to beat you down, neither is he continually asking for something you haven't got.

It must be added that among all ranks and conditions of men are to be found those who are entirely unreasonable; and with some of these it is truly hard to deal. A party will buy a shirt with cuffs and bosom for \$1, and expect that shirt to give him as good wear as the shirt without either cuffs or bosom, when he pays perhaps 50c. for cuffs alone. Such foibles as these are common, and a little intelligent explanation on the part of the clerk would obviate difficulties. Most people would be convinced on a point like this if the matter were explained. Here is the advantage in a salesman being something more than a mere machine to measure out the amount of goods bought. An intimate knowledge of the subject is of particular importance.

A merchant the other day spoke of an instance of unreasonable demands. One of those people who are always looking for something they know they can't get asked for genuine French cambric nightshirts. It is safe to say there are not

# Tooke's "Methuen" Puff..

FOR SORTING.



*must  
see cut  
page 62*

The "METHUEN," \$4.50.

Tooke Bros., Limited  
MONTREAL.

Manufacturers of  
Neckwear.

**MEN'S FURNISHINGS Continued.**

two dealers that carry such a line, but, as luck would have it, this particular dealer is one who thinks during his leisure moments, and one day while he had his thinking cap on it occurred to him to have a few nightshirts made of this stuff. He was ready, and produced the article required. "Oh, all right, thank you. I don't want any just now, I merely wished to ascertain whether you kept them." This is an example of the putting on of airs, which is, happily, limited to a very few. Most people have not time for that sort of thing.

There is an evil which I have seen under the sun. Some clerks, when anxious to recommend the very nicest thing in ties, or the like, are accustomed to add, "In fact, I wear it myself." This, no doubt, seems to them the best guarantee of good taste and good quality; but it is a dangerous statement, and a touchy customer may easily take umbrage.

**Overdoing  
New Ideas.**

The Americans are great people, great business people, that is to say; and they are never satisfied unless they have something newer and better than anyone else. The quality of newness, however, seems to attract them rather than that of reliability. They are apt to run to fads. Anything at all to engage public interest and attention. There are always some novelties being brought to notice, which will be of untold and extraordinary benefit in every way. American dry goods and men's furnishing papers have been speaking of some novelties in the shirt line that were likely to have tremendous sales. Among these are the "Ventilated" shirt and the "Suspender" shirt. Both these ideas have been experimented upon before, and found wanting in practicability. The "Ventilated" shirt was tried some years ago, and did not take. The idea is that the circulation of air will prevent the catching of cold. The shirt is made of lightweight material, with plaited bosom, and underneath each plait is a netting which permits the air to circulate. As to the "Suspender" shirt, certainly there would be a convenience in the doing away of suspenders; but a great many dealers are sceptical as to its utility. Speaking of these goods, a leading trade journal across the line, says: "The features are so new and so practical that there is no doubt but that all the buyers of men's furnishing goods who are anxious to introduce a quick-selling novelty will place orders on these shirts for the coming Spring." Whether the proposed articles can lay claim to either of these qualifications is a question. For all the talk of our taking our fashions from New York, it is a noteworthy fact that a large part of our city trade is done with American customers, which goes to show that we are not so very far behind as some would like to make out, and there is no reason why we should fail to be as far ahead as anyone.

**Hints in Easter  
Neckwear.**

General opinion seems to indicate that the fashion of loud stripes in neckwear, which has obtained to such a large extent recently, is on the wane, and that in its place will succeed that of set figures. Surah, repe, grenadine, and basket-weave grounds are gaining steadily in popularity, black, purple, national blue, and jack red being the principal ground colors. Tooke Bros., Limited, Montreal, are showing a large range of these new goods for Easter trade. While flowing ends are still in favor, there is considerable demand as the cold weather comes on for puff ties. They serve the purpose, to some extent, of a cold weather scarf. Tooke Bros.' "Methuen" has the effect of the "Imperial," and is something new for sorting. Lately,

for Summer goods, cotton has been the material in preference to others. There is now a feeling that cotton goods in this department are dead. Those who have returned from New York state that such is the case in that city. Cotton goods are being replaced in the United States and Canada by silk flowing end ties, or handkerchief scarves.

Styles in neckties change very rapidly, and some dealers have felt in the past that, in order to be strictly up-to-date, it was necessary to import from the New York market. This was very true, but it is now pretty much a thing of the past, and Canada is able to hold her own. It is said that those who imported during the past season gained practically nothing, and many merchants claim that they can keep equally as close with the times by making their selection from wideawake Canadian manufacturers, and get better value for their money. Tooke Bros., Limited, are giving this branch of their business special attention, and there is always to be found in their extensive range the latest styles. They claim that no dealer will be behindhand, who selects his shapes from the handiwork of their designer.

The "Tandem," or double end tie, introduced by Young & Rochester, London, Eng., is of the flowing end handkerchief style, but, coming in neater designs of stripes in various shades and widths, the "Tandem" can be tied with plain knot and stripe ends or stripe knot with plain ends. It has been a great success in England, and is selling well here. Best shades are black with white stripe and black with red stripe.

**Trade Items in  
Men's Wear.**

Toronto wholesalers express satisfaction with the outlook for Spring. Buyers are placing their orders early on account of the advancing market, and the better feeling is responsible for the turning of the demand towards goods of higher quality. The Wyld, Grasett & Darling Co., Limited, state that in underwear for Spring fancy striped goods are taking hold of the market well. In half-hose, black cotton hose with natural wool feet are gaining favor because of their hygienic qualities, though fancy stripes, checks, and spots are also in much favor. In shirts, moderate colors in stripes and checks are the prevailing styles. Negliges are being made this season with cuffs attached or detached, the latter being called for considerably of late. The collar to be worn with this shirt is the high stand-up, turn-down, lock-front, with round corners. This house is showing some very fine sweaters in heather mixtures, fancy stripes and checks, both for men and boys. They are also showing a big line of umbrellas for Spring in Congo, boxwood, and horn handles. Some of the lines shown have fine sterling mounts.

**Who is to  
Blame!**

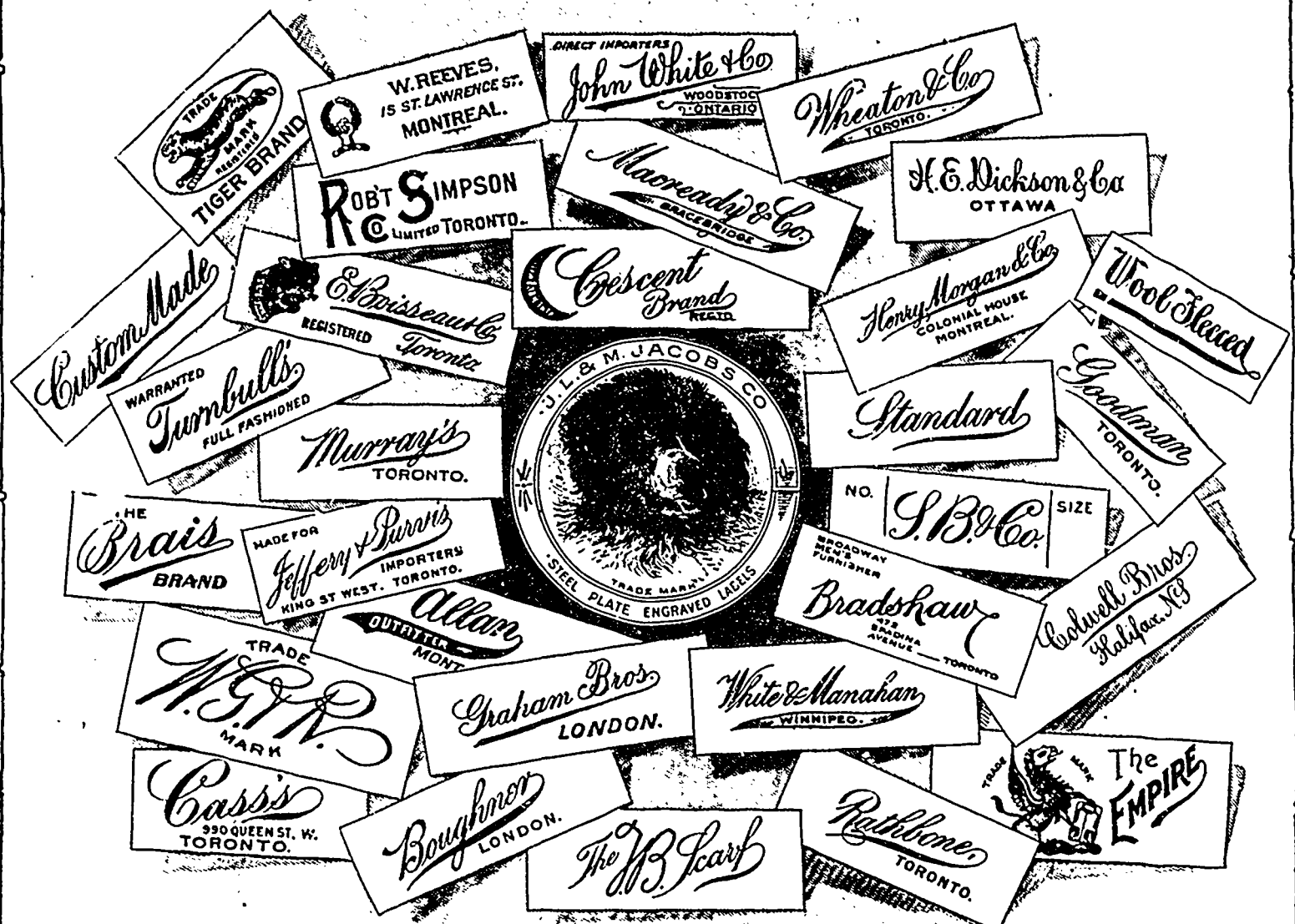
I am going to give a personal experience as a basis for some remarks. I went into a really first-class furnishing store, and ordered a pair of trousers which I wanted for the evening. Before choosing I asked if they could be delivered before 7 o'clock, and was assured they could. After choosing and arranging for them being cut to suit me, I again inquired if they would be delivered in time, sure, and was promised that there would be no difficulty, that the trousers would be in my house in good time. I went away content, for the house is fully reliable. I had an engagement at 8 o'clock, but when the clock was within 10 minutes of that hour the trousers that I depended on were not there. I hadn't another pair that were entirely suitable for the occasion, but the engagement had to be filled, and I had to use the most suitable ones I

STRICTLY FAST COLOR

THE VOGUE LABEL

# STEEL PLATE ENGRAVED LABELS

## FOR NECKWEAR, SHIRTS, UNDERWEAR, SHOES, WAISTS, WRAPPERS, SUMMER CLOTHING ETC.



A FEW OF THE MANY MAKERS AND RETAILERS NOW USING THESE LABELS.

# J. L. & M. JACOBS CO.,

(INCORPORATED)

ELM SQUARE BUILDING,  
ELM ST. NEAR BLEECKER, NEW YORK.

WRITE FOR SAMPLES AND PRICES.

ORIGINAL DESIGNS

PROMPT DELIVERY



Having made arrangements early for Woollen Yarns for next Autumn Season : : : :

# S. LENNARD & SONS

DUNDAS, ONT.

will be prepared to offer you even

**BETTER VALUES THAN EVER BEFORE.**

The Richard L. Baker Company  
Toronto,

SOLE SELLING AGENTS.



## FLEECE LINED UNDERWEAR

as the demand for this class of goods is annually increasing, and Fleece-Lined Underwear is here to stay

... THE ...

# PETERBOROUGH UNDERWEAR CO.

OF PETERBOROUGH, LIMITED,

are preparing for **AUTUMN 1900** by doubling their capacity, and will be offering the best values and variety of production in the market. Make a point of seeing our range before placing.

The Richard L. Baker Company,  
Toronto,

SOLE SELLING AGENTS.

# THE MAPLE LEAF BRAND

of Woollen and Worsted Hosiery  
as manufactured by



Maple Leaf Brand.

...THE...  
**Goderich Knitting Co'y**

LIMITED

GODERICH, ONT.,



Maple Leaf Brand.

is admitted by all those who have tried it, to be the most perfectly made goods and best values in the trade.  
The only way to feel sure that you are getting Maple Leaf Hosiery, and the best values produced by The Goderich Knitting Company, is to

**BUY THEM DIRECT  
FROM THE MILL**

through their agents,

**The Richard L. Baker Company,  
Toronto.**

*"The true course of business to-day is direct from  
Manufacturer to Retailer."*

## THE RICHARD L. BAKER COMPANY

Manufacturers' Agents

Commission Merchants

**24 Wellington Street West, = Toronto.**

REPRESENTING MANUFACTURERS OF...

### HOSIERY AND UNDERWEAR

DIRECT TO THE RETAIL TRADE  
THROUGHOUT CANADA.



**MEN'S FURNISHINGS—Continued.**

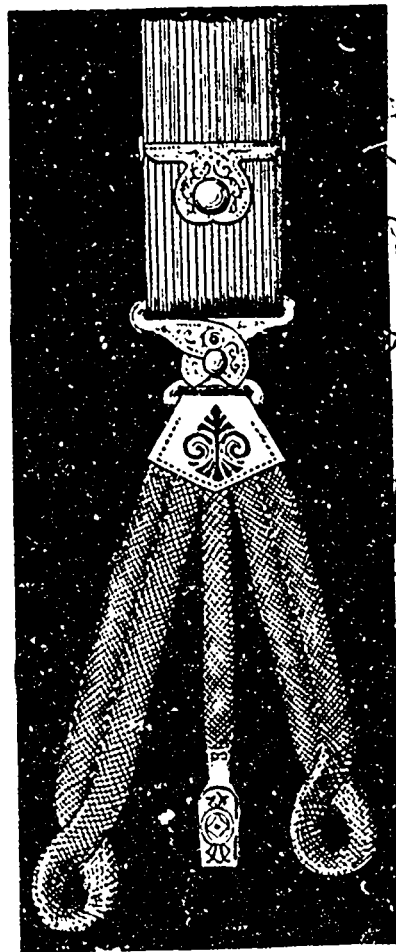
could get. Next morning I went to the furnishing house, and asked the clerk where my trousers were. He opened wide his eyes, and exclaimed, "Why!—Where!—Didn't you get them?" A short hunt discovered the trousers by the cutting-room door. Pinned to them was a card: "By 6 o'clock to-day, sure." The explanation was that the clerk had left them in the regular place for the tailor to fix them, and trusted to this card to make their delivery certain.

That there is something wrong in such a system is self-evident. The clerk, I feel sure, meant that his promise should be kept. The tailor, I suppose, never saw the card marked "sure." But the mistake could easily have been avoided. In a business where it is possible, a clerk who sells any article under a promise should personally see that the promise is fulfilled. Justice to his own reputation as well as that of the house demands it. Where it is not possible for him to personally follow up the sale, the house should have some arrangement by which special requests should be looked after. At any rate, a clerk should never make a promise unless he is certain it can be kept.

**Ingenuity in Suspenders.**

I believe that more ingenuity and time have been spent on the construction of suspenders than on any other article of a man's outfit. New ideas have been worked out by cunning inventors, and the modern suspender is a combination of skill, craft and untiring industry.

Take the case of the Manhattan "quick cast-off" buckle, the working of which is pretty well indicated by the accompanying illustrations. This device is a good example of the ingenuity to which I have referred in suspender-making. The inventor wanted to combine simplicity with strength and neat appearance, so he fashioned an article which would operate with a touch of the finger, be easily recoupled, while the harder the pull the closer the catch. The device is now being shown in Canada by the Dominion Suspenders Co., on the suspenders with the trade mark "D," and every pair is guaranteed. This company have the sole right to use the patent in this country.



The Dominion Suspenders Co.

**The Outlook for Spring.**

Messrs. Cookson, Louson & Co., Montreal, report that they have had an exceptionally good year in all their lines, but more particularly in neckwear. The fact that they have created, to a large extent, their own designs, and that these have proved taking ones, has led to a tremendous run. They claim that for Spring the same stripe effects that they have been showing will again rule, and the trade will be pleased to learn that



The Dominion Suspenders Co.

returned to J. P. A. L. Co.

returned to J. P. A. L. Co.

they have reordered these stripe designs in various combinations for Spring trade. These new goods will be shown shortly after the new year.

The shapes most in demand are flowing ends, puffs, graduates and handkerchief scarves. There is no doubt, however, that in the Spring months the bow and string ties will come more into prominence, as these shapes show to advantage the regatta shirts which are always worn very generally. The next season will be a great one for ladies' neckwear, it is expected, in the different combinations and styles. Messrs. Cookson & Louson are showing novelties in this department for Spring.

Mr. Hutchins, who travels for Messrs. Cookson & Louson through Manitoba, the Northwest and British Columbia, was in Montreal for a few days about Christmas, before starting out again on his rounds. He expressed himself as well satisfied with the business done. By far the largest and best sales are those in British Columbia. It is well known that the people of that Province are well off and will have only the best goods. Even the miners, who wear rough enough clothes while at work, are most particular when "on parade." Those who have returned from the Klondyke tell us that there on a Sunday the miners are to be seen arrayed in most stylish and approved costumes. The price of an article never bothers them. In fact, they won't buy cheap.

**The Source of Style.**

Apropos of the men's furnishing trade in the Northwest, it may be noted that Chicago has hitherto borne, and does still bear, somewhat the same relation to Winnipeg as New York does to the eastern cities. A great many Chicago travelers come every season to Winnipeg, and, of course, there is closer connection between the Prairie City and Chicago than between east

January 11 1900  
es. p. a.  
Dominion Suspender Co  
Niagara Falls

Makers of Trade D Mark Suspenders  
Guaranteed

January 11 1900  
by es. p. a.  
Niagara Neckwear Co Limited  
Niagara Falls

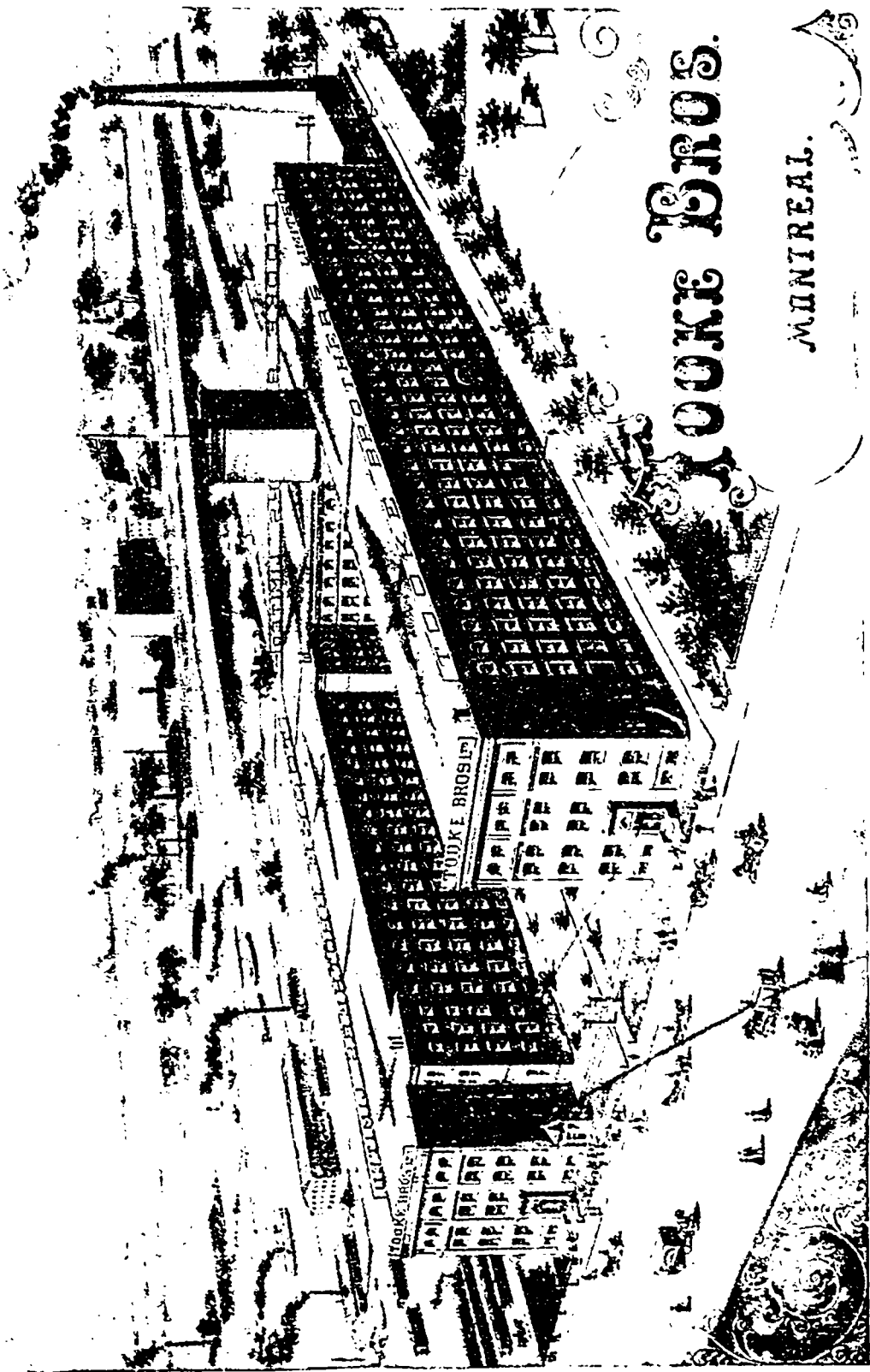
Makers of American Styles  
Of Neckwear



Renew Your Youth by Wearing

**TOOKE'S**

SHIRTS, COLLARS and NECKWEAR.



J. OAKE BROS.

MONTREAL.

"WE HAVE A LARGER FACTORY THAN HAS BEEN."

**MEN'S FURNISHINGS—Continued.**

and west. Notwithstanding that such is the case, circumstances show that Canadian houses are more than able to compete with their American neighbors. The large share of business falls to houses on this side. This may be partly accounted for by the fact that Chicago fashions are apt to be rather more daring than Canadian, as a rule, care to adopt; more so than New York fashions. Besides, as is pointed out elsewhere, it is quite possible that our own firms can ascertain and suit the taste of Canadians with their own ideas and designs fully as well, if not better, than by following strictly in the wake of American and English styles. Both of these sometimes need a little adaptation, and that is where there is opportunity for Canadian enterprise.

**What Have Been Selling.**

Very little of novelty during the past month was to be seen in merchants' displays. That is to say, really new things. Of course, the Christmastide brought an extremely gay appearance to windows and stores, and the usual methods for attracting public attention have been followed. A noticeable feature has been the wide use made of price tickets, and the display of goods specially suited for Christmas presents. There is, perhaps, no article in the stock of a haberdasher that sells so well during the holidays as the umbrella, and merchants report tremendous demand for both ladies' and gentlemen's goods in this line. Everything in the windows has had a tendency to brightness. The neckwear exhibited has been particularly showy. Fancy vests, smoking jackets, all manner of toilet utensils, gloves, walking sticks, and (needless to say) neckwear have been prominent. Owing to the mild weather the sale of scarves has not been what it might have been had the temperature been lower. Indeed, the holiday trade has suffered considerably. For, although there have been a good many fine days, rain and cloudy weather has intermitted so constantly that a bad effect has been produced. Apart from the difficulty of coming in from suburban or country districts when roads are not in good condition, there seems to be a great deal simply in the "feel" of sharp, frosty air which urges the public to go shopping and spend money. The continued mild weather has also had an effect on under flannels, etc. When the cold weather starts in early there is always a heavy demand for these goods; but, when the season becomes far advanced before there is actual need for a change to heavier clothing, many prefer to patch up their last year's garments and make them last the remainder of the Winter. Wool men report a noticeable tendency in this direction. Some displays of underwear have been somewhat conspicuous by their absence. Dealers have gone in extensively for decorating their windows with Christmas specialties in the way of toys. Whether this is advisable or not is open to question. There is no doubt that the window attracts attention, but men's furnishing-ware is quite as popular about Christmas time as any other line, and it seems a needless step to take up entirely divergent lines. No display can be more taking than the haberdasher's, and the range of novelty, variety and attractiveness. Among some things noticed were:

Mocha silk-lined gloves, \$2.  
Oxford mufflers for ladies' wear.  
Silk suspenders, leather ends, \$1.25.  
Real Guyot's braces, 50c.  
Rash muffs, 25c. to \$1.  
Handkerchiefs—10c. to \$1.  
initial silk.  
Seamless lined kid gloves, \$1.40, also lined doeklin, \$1.20.  
Dent's fine Scotch knit gloves, 75c.; also fur-lined mitts, \$1.25.

Styles and colors for the coming two months in men's neckties are no longer in doubt. The shape is the long bias-pointed end, flowing end cut on the bias. The color beyond all doubt is purple in its different shades and different combinations with black and white.

The patterns of silk are bold stripes and checks. For the popular demand, all other shades, patterns, and shapes are, for the moment, swept aside, and everything is focussed in the one direction, as above mentioned. While one may speak with almost absolute certainty regarding styles and colors up to April 1, from that on it is a blank, and all prophecy is purely guesswork.

It is generally thought that the kerchief ties and lightweight bordered goods will sell when the hot weather comes again. No doubt, this is right, but the styles, colors, etc., will undoubtedly be very different to what sold last season, and the retail furnisher would be well advised who waited to find out what was wanted before he bought, as buying on guesswork, in a fancy business like neckties, often ends disastrously for the retailer who has been overpersuaded.

**Notes.**

The initial handkerchiefs have had a large sale. They are, of course, specially adapted for Christmas trade.

Men's furnishing houses are now taking stock, and preparing for reception of Spring goods.

The Berlin Suspender and Button Co., of Berlin, Ont., owing to increase of business, are putting up a new factory which will give them over 10,000 square feet of floor space more than they had before in their old premises.

Thomas Norman, representing the firm of Caulfield, Henderson & Burns, wholesale men's furnishings, left Toronto the last of December for New York, and sailed by the Oceanic for the European markets, where he will buy for next Fall's trade.

The names of people and places that are becoming famous through the war are being inevitably employed for the uses of advertisement. The other day a London shop window contained "Methuen" hats, and a set of ties were displayed which, presumably, not content with being a la mode, took the comparative title of a la Modder.

A leading manufacturer and wholesaler, the other day, who wished to ascertain whether his advertising in THE DRY GOODS REVIEW was making the proper returns, inquired of his traveler: "Do you find THE DRY GOODS REVIEW of any aid to you in your work?" "Well, rather!" was the answer, "I find it in nearly every store I enter, and our ads. are always noticed." This was with reference particularly to the western country.

The Cloak Manufacturing Co., call the attention of the trade to the fact that they have registered a trade mark for their garments, as will be seen by their announcement elsewhere, and that they propose to advertise this brand, thus causing a demand for it among the customers of the retailers who handle it. Every individual garment is branded, so that there can be no mistake about it. The brand is "The Victoria, Tailor-Made."

There is every indication of a continued and increased demand for insertions in guipure, valenciennes, and guipure and val combinations. Black mercerised all-over lace, with insertions to match, are also a striking feature in lace novelties and are very attractive trimmings.



17 Front St. W., TORONTO.

+ + 1900

OUR SPRING STOCK OF

# Men's Furnishings

is the realization of an ambitious desire to give customers goods of legitimate values, and which are submitted to those who appreciate straightforward representation.

## Exquisite Neckwear

Represented by the latest of Silks and shapes, in Puffs, Four-in-Hands, Club Ties, Bows, and Handkerchief Squares.

## Shirts . . .

20th Century designs, in Summer Negliges, of Madras, Percales, Fine Zephyrs, and Silk Fronts, Shield Bosoms, in the latest design of fine percales.

White Shirts in all staple grades of Full Dress and Unlaundered. Black Sateen and Cotton Shirts are a special line with us. See them!

## Clothing and Overalls

Having paid the most rigid attention to the newest fabrics and correct styles, both in regard to cut and patterns, we are showing for your inspection a complete range in every detail, comprising Fancy Vests, Summer Coats and Vests, White Duck Coats and Trousers, and Tweed Bicycle and Outing Suits.

Neckwear, Clothing and Shirts are all our own manufacture, made on the premises.

The increase in every department having necessitated the acquisition of two adjoining flats, we will be in a better position than ever to execute orders promptly.

Our stock is replete in all lines pertaining to Men's Furnishings, and we wish particularly to call your attention to our

## Hosiery and Underwear Department

a branch in which we excel, and have a name for.

Men's Balbriggan, domestic and foreign, Lisle, Merino, Natural Wool and Cotton Underwear, in selfs, stripes and fancy weave.

Hosiery, domestic and foreign, in Men's Cashmere, Cotton, Lisle, and Natural Wool, in Black, Tan, Vertical and Horizontal Stripes and Embroidered Effects.

Our travellers are now on the road and solicit your careful inspection.

LETTER ORDERS CAREFULLY AND PROMPTLY FILLED.

# CAULFEILD, HENDERSON & BURNS

TORONTO.

# LOOKING OVER YOUR STOCKS.



This is one of the first things to engage your attention, the holidays once over. It is good work for the new year. Let us know how you stand and you will not likely get into trouble.

Don't be worried if you had more lengths of dress goods on your shelves that are unsalable because of color than you would like.

We are saving thousands of dollars to the dry goods and general merchants of Canada every year, by dyeing their goods to the most fashionable shades or some good staple shade.

Our methods of finishing the work are such that the goods go back into your shelves as though they were new from the cases. Write us for any further particulars.

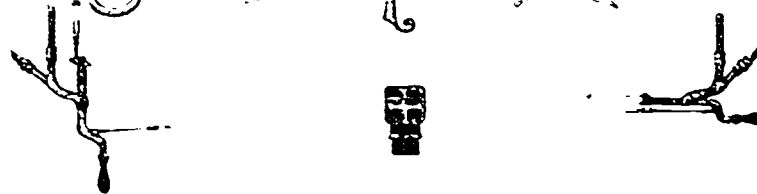
**R. PARKER & CO.,** DYERS and FINISHERS.

**TORONTO.**

787 791 Yonge St

# Cash and Package Carriers.

*The Cash & Package Carrier*



## STORE SERVICE METHODS.

Package and Cash Carriers, Pneumatic Tubes, Cable Carriers.

NO CONTRACT TOO SMALL NONE TOO LARGE.

Send for Estimates, Circulars, Testimonials, etc. to

**THE HAMILTON BRASS MANUFACTURING CO., Limited**

HAMILTON, ONT

DEC 19 '09

**ALL THE ADVANTAGES OF  
BUYING EITHER IN**

**TORONTO**

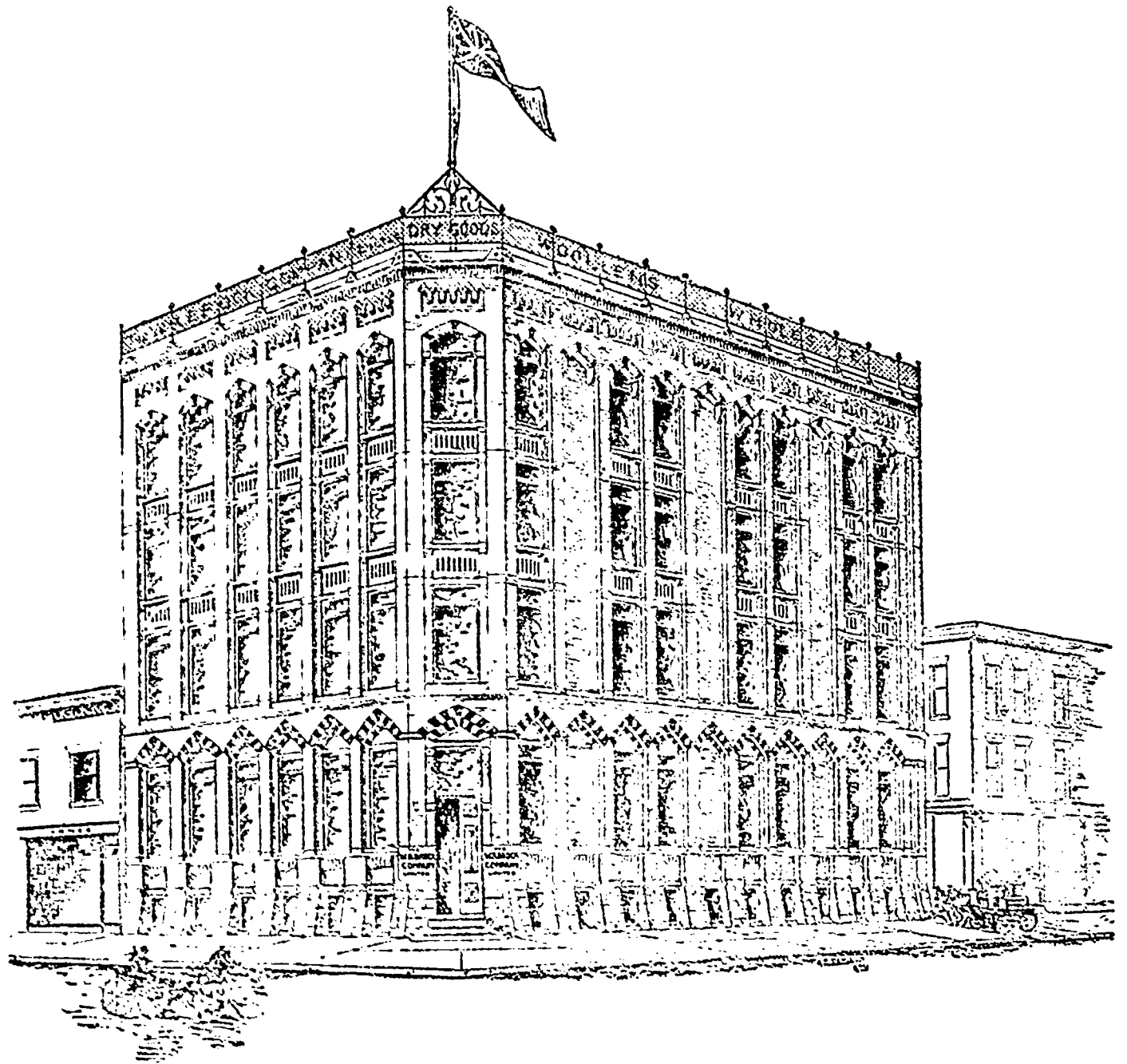
**OR**

**MONTREAL**

**EXTENDED TO THE  
TRADE.**



# The **B**rock Company, (Limited)



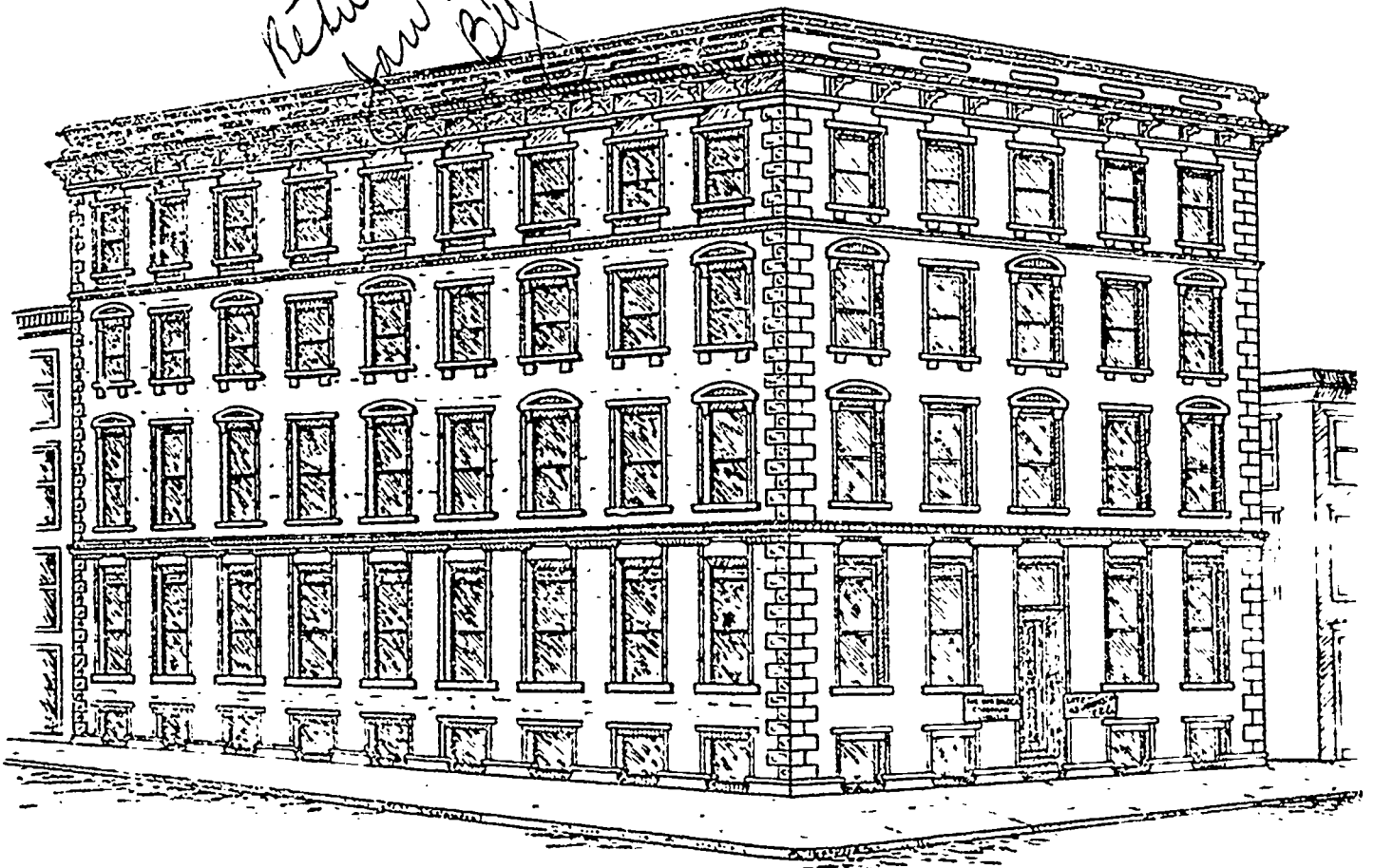
Toronto Warehouse and  
Head Office:

Cor. Bay and Wellington Streets.

# The **Brock** Company, (Limited)

(LATE JAMES JOHNSTON & CO.)

*Returned  
Jan 17 1908  
By Geo. J. [unclear]*



## Montreal Warehouse

JAMES SLESSOR,  
Resident Director.

Cor. St. Helen and Recollet Sts.

ALL THE ADVANTAGES OF  
BUYING EITHER IN

**MONTREAL**

OR

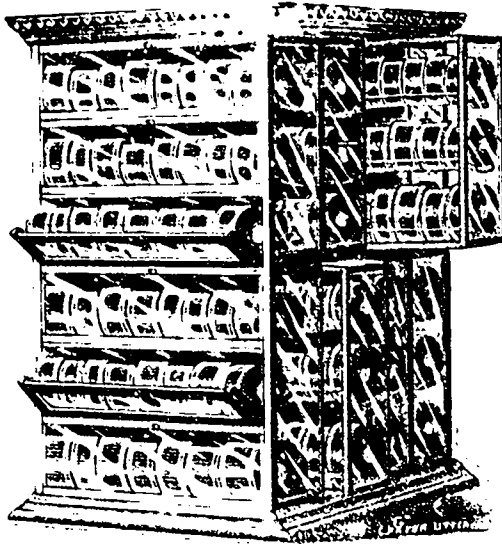
**TORONTO**

EXTENDED TO THE  
TRADE.

# PRACTICAL STORE FIXTURES

## PRACTICAL RIBBON CABINETS.

MADE IN EIGHT SIZES



NO. 4 CABINET

### Price List of Ribbon Cabinets

No.	Size	Capacity	Price
No. 0	28 1/2 x 15 1/2	100 boxes	\$11.00
No. 1	28 1/2 x 15 1/2	100 boxes	15.00
No. 2	28 1/2 x 15 1/2	100 boxes	19.00
No. 3	28 1/2 x 15 1/2	100 boxes	23.00
No. 4	28 1/2 x 15 1/2	100 boxes	27.00
No. 5	28 1/2 x 15 1/2	100 boxes	31.00
No. 6	28 1/2 x 15 1/2	100 boxes	35.00
No. 7	28 1/2 x 15 1/2	100 boxes	39.00
No. 8	28 1/2 x 15 1/2	100 boxes	43.00

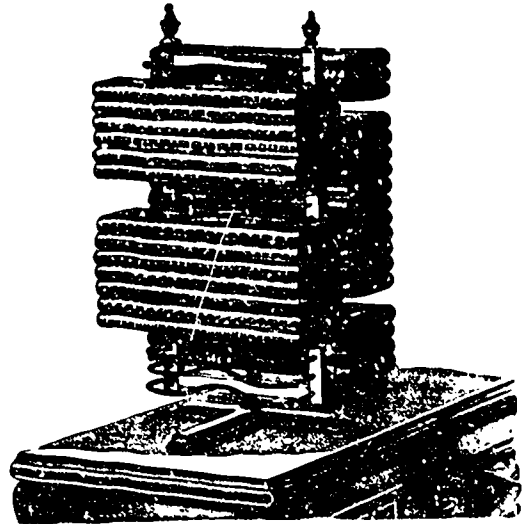
## PRACTICAL REVOLVING COUNTER AND FLOOR FIXTURE.

"Show me that hot piece!"



KEEPS NEAT & UP

NO LIFTING OR TIPPING OVER



counter fixture revolving height 4 feet 6 inches \$11.50  
counter fixture revolving height 6 feet \$15.00  
counter fixture revolving height 8 feet \$19.00

**SOLD BY JOBBERS ONLY.**

Write for Catalogue of Practical Store Fixtures

## A. N. RUSSELL & SONS,

Manufacturers, ILION, N.Y.

## BOBBINET RUFFLED CURTAINS.



*Returned for inspection  
Buy for \$100 & 1/2*

# LINENS

For Dry Goods and Tailoring Trade, direct from the manufacturers at lowest prices.

## BUY NOW

Prices are steadily advancing.

Orders taken for import, or filled from stock carried in Toronto, by our Canadian representatives.

## PRIME & RANKIN

22 Front St. West.

Up-to-date Window Drapery

Manufactured by

### Prime & Rankin, Toronto

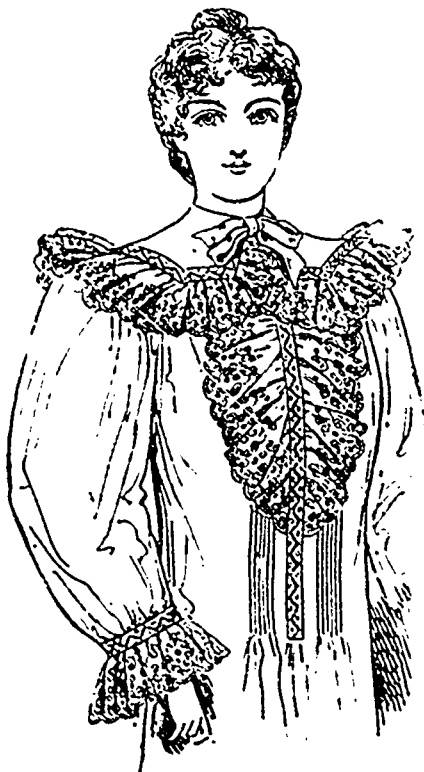
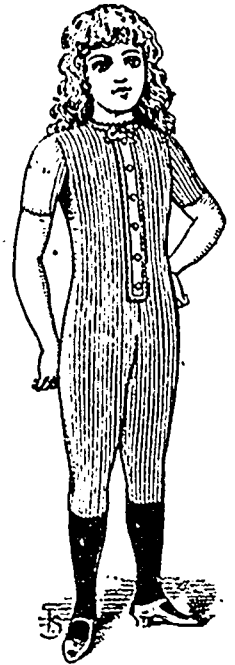
Samples sent to the Trade

22 FRONT ST. WEST.

Brookfield Linen Co., Limited

BELFAST, IRELAND.

# Sharp, Perrin & Co.



Manufacturers of

Ladies' and Children's  
**Underclothing**  
Baby Linen,  
Children's  
Dresses,  
Skirts, etc.

Write for our illustrated price list (230 pages). Mailed free on receipt of trade reference.



## 31 OLD CHANGE, LONDON, ENG.

Factories: London and Londonderry.

## WHY BRITISH MANUFACTURERS HOLD ALOOF.

THE question of duties chargeable on commissions is only a phase, and a comparatively unimportant one of the larger question of the tariff. This is a question which most vitally affects our whole trade relations. The DRY GOODS REVIEW has always taken a strictly non-party stand on Governmental issues, its aim being to advance the best interests of the business men irrespective of personal or political considerations. This, indeed, calls for no boast, as where no benefits are expected no clamps are put upon independence of speech. As a matter of fact, we do not seem to have in Canada two policies, especially with regard to commercial affairs. It is just one continuous hail of abuse, from whichever side happens to be in Opposition, rained upon the party in power—for what? forsooth; because they have stolen the others platform. What an exhibition of ignorant ill-temper! Imitation is the sincerest flattery, and it would be well if this were recognized. If nothing worse can be said of a Government than that they are doing what you proposed, better join with them in bringing matters to a successful conclusion than stand by and gibe.

Unfortunately, the one policy which has been pursued by one Parliament after another has been one of fickleness and uncertainty. Now, if there is anything which is detrimental to Canadian commercial interests it is such a policy. True, Canada has not gained quite such a reputation as the United States in this regard; but the British manufacturer is very doubtful, and has only too good reason to be, about the stability of our trading system. Conversation with representatives of large mercantile and manufacturing houses in Britain elicits the fact that it is not high tariff, low tariff or middle-sized tariff that forms the chief consideration, but an assurance of some basis upon which might be built up a satisfactory trade. "For goodness sake," it is said, "fix your tariff and then stick to it." The question asked in relation to the present favorable conditions is: "Do they represent the feeling of the country, or are they simply the result of a party move? In other words, have they a commercial basis or have they a political one? If the former, the opportunities for advancement are incalculable. If the latter, next year may see an entirely different state of things. The Britisher's complaint against the United States has always been that immediately he established some particular line of trade there, somebody is ready with a bill which is calculated to limit and destroy its interests. And the worst of it is that his opinion of Canada has been similarly affected. The proprietor of one of the largest advertising firms in England recently stated in this connection that in money outlay, even Egypt ranked higher than Canada. The cause of this was nothing else but fear lest some radical change in tariff arrangements might at any moment put a new face upon the situation.

Surely it is time that all excuse for such circumstances should cease, and it is to be hoped that we have arrived at a point where confidence may be placed in Canadian trade. We are, of course, a young country, and in a young and ever-changing and developing Dominion such as ours, one must not expect to find the same cut and dried and steadfast modes which obtain in older lands. The rapidly changing conditions do necessitate modifications; but let it be our aim to place ourselves in a position where British trade will not need to be invited, but will seek us of its own accord.

X.

# 35 per cent. off a job lot of "Puritas" Comforters

Regular price, \$23.00.

Sale Price, \$15.00 per doz.

We have sufficient cloth to make only 200 dozen of these comforters. Five hundred dry goods merchants in Canada sell the "Puritas" Comforters. If each one of these only took five dozen, we could not supply one-tenth of the demand. Early application is, therefore, necessary. This is a bona fide offer, subject to goods being unsold on receipt of order. First come first served.

For particulars and sample, address the secretary, mentioning "January Bargain."

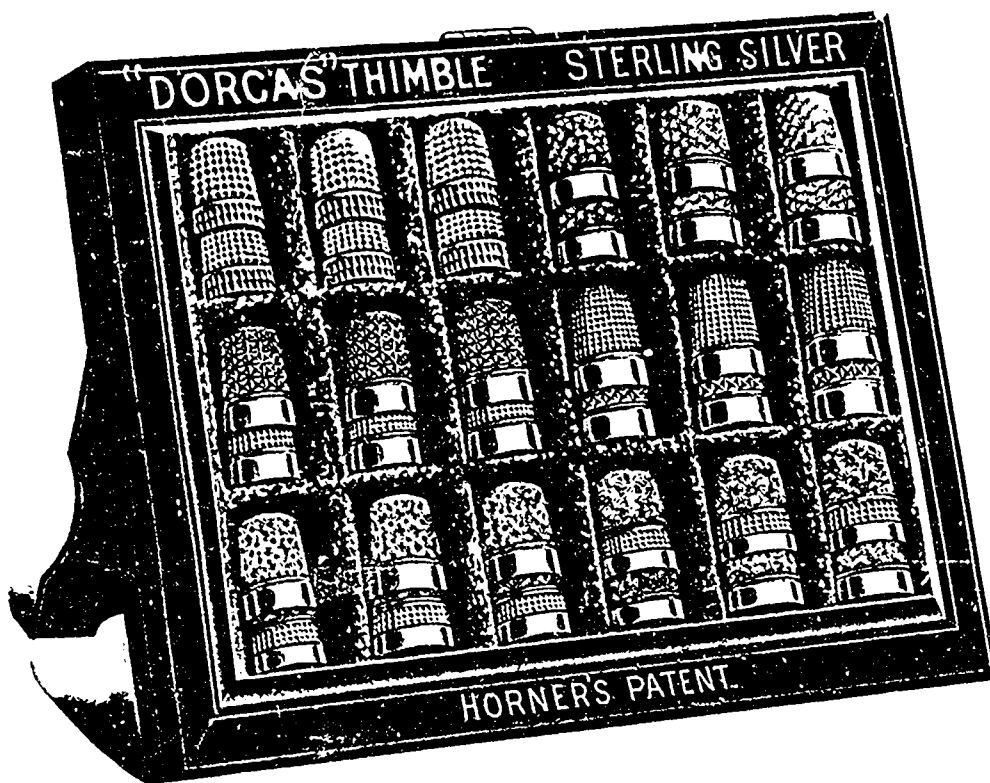
## The Alaska Feather & Down Co.

Limited

297 GUY STREET

**MONTREAL.**

# Hundreds of Thousands of "DORCAS" THIMBLES are now in daily use.



They are  
undoubtedly  
the most  
popular  
thimble  
of the day.

~~~~~  
HORNER'S  
PATENT.  
~~~~~

Made in three parts, the inner and outer being of silver, and the intermediate, steel.

## DO YOU STOCK THEM ?

FOR SAMPLES, QUOTATIONS, etc., write

**H. PEARCE,** CANADIAN AGENT, TEMPLE BUILDINGS, **MONTREAL**

Manufactory, Northgate, Halifax, Eng.

# RYLANDS & SONS

LIMITED.

MANCHESTER, Eng.

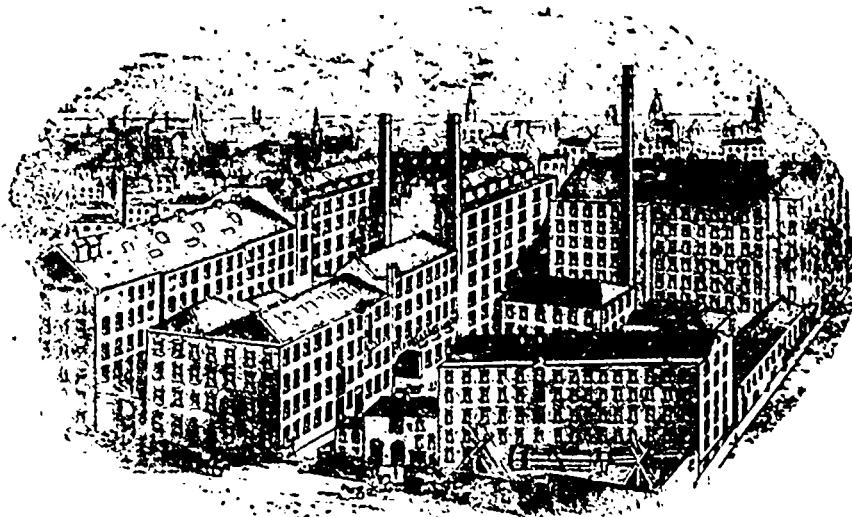
Cotton  
Spinners

♦ ♦ ♦ ♦

Merchants

♦ ♦ ♦ ♦

Manufacturers



LONGFORD BUILDINGS, MANCHESTER. (NORTH EAST VIEW)

Bleachers

♦ ♦ ♦

Dyers

♦ ♦ ♦

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS

Heapey,  
Longford Works,

Gorton,  
Swinton,

Wigan,  
Crewe.

Chorley,  
Bolton.

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

LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign  
 Fancy Dress Goods, British and Foreign  
 Silks and Velvets  
 Velveteens  
 Irish and Scotch Linens  
 Table Damasks,  
 Towels and Tray Linens  
 Muslins, Curtains and Handkerchiefs  
 Flannelettes, Hosiery  
 Flannels and Blankets, Quilts  
 Smallwares, Haberdashery and Trimmings.

Bleached Calicoes, Sheetings  
 Oxfords, Harvards, Galateas  
 Dyed Linings  
 Floor Oilcloths  
 Laces  
 Prints and Cretonnes  
 Shirts, Underclothing  
 Ladies' Blouses  
 Boys' Blouses and Sailor Suits  
 Umbrellas, Gloves



# Save Claims for Damages

by insisting on all Spring  
Dress Fabrics being

## "PIRLE" Finished

Then they will not cockle or  
spot with rain.

Particulars from

### E. RIPLEY & SON

Bowling Dye  
Works

Bradford, England.



### "THE QUEEN,"

Oct. 21, 1899, says.

"Cartwright and Warner's new 'Monodye' stockings will not, after washing, assume the nondescript greenish hue which often makes cashmere . . . stockings look shabby long before they show symptoms of wearing out."

The Latest  
Discovery!

## "MONODYE"

(Reg.)

**Hose and  
Half-Hose**

All-Wool,  
Fast and Clean Black.

## Will Not Shrink

Although pure wool, will not change  
colour in wear or washing.

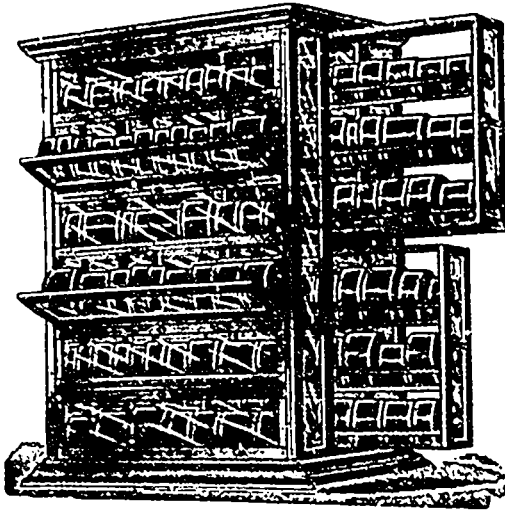
Canadian Agents:

### R. Flaws & Son

Manchester Building,  
Melinda Street,

TORONTO

# DISPLAY FIXTURES OF EVERY KIND



## RIBBON CABINETS

20% OFF  
during Jan.  
FOR CASH

Made in Oak,  
highly finished.  
Sizes, 2 to 6.  
Order at once  
to secure discount.

- No. 2, regular price \$13.50,  
**NOW \$10.80**
- No. 3, regular price \$18.50,  
**NOW \$14.80**
- No. 4, regular price \$23.00,  
**NOW \$18.40**
- No. 5, regular price \$26.00,  
**NOW \$20.80**
- No. 6, regular price \$30.00,  
**NOW \$24.00**



## MANTLE RACKS

- Revolving, \$8.50.
- Straight, Single, \$6.00
- Straight, Double, \$8.50.

*all cuts  
Jan 3/17*

## MIRRORS

TRIPPLICATE, DUPLEX, and SINGLE.

## BEST FRENCH PLATE

BEVELLED or PLAIN.

Quarter Cut Oak or Metal Frames.  
Latest Designs at Close Figures.



## Wax Figures

in every variety.

Attitude  
Figures.

FIRST QUALITY  
HUMAN HAIR.

- Papier Mache Forms
- Men's Figures
- Boys' Forms
- Children's Forms



"SILENT SALESMAN."

MILLINERY AND HAT STANDS, SHOW CASES, WINDOW FIXTURES,  
NICKEL-PLATED STANDS, Etc.

**CLATWORTHY & CO., TORONTO, ONT.**

**ADVANCING POPULAR-PRICED LINES.**

ONE hears much of the higher prices from manufacturers and wholesalers, but what is the retailer doing about them? Is he taking the natural advantage that the state of the market should afford him?

Roughly speaking, wools have advanced from 25 to 75 per cent. since January, 1899, cotton has advanced, wages have gone up, and, in fact, everything has advanced. Now, the consumer knows perfectly well that he must pay more for his goods sooner or later, but he will naturally stave it off as long as he can find a merchant weak enough to stick to old prices.

In the case of such goods as hosiery, gloves, etc., the lines retailing at what are called popular prices can no longer be offered in the same values at the old prices. That is clear. What has been sold for 25c. must be 30 or 35c., 50c. lines must advance to 60c. or more; 75c. lines must be \$1, and \$1 lines must fetch \$1.20. If you offer old lines at old prices, it is doubtful if the customer will believe you. He or she—especially she—knows all about the advances, and, if she is any judge of materials and values, must also know that it is sheer impossibility to offer as good goods at as low figures.

There are, no doubt, difficulties in the way. Competition, for instance, which makes it difficult for one merchant in a town to raise prices when others don't. Or, there is the fact that 25, 50, 75c., etc., are convenient sums to pay out, while 30, 60 and 90c. are not. It may be necessary for some trade and in some lines to keep goods which can be offered at these figures. But they are necessarily inferior in quality, and the customer may as well know it at once.

**JAPANESE SILKS IN DEMAND.**

Like almost everything else in the dry goods trade, silks are away up this year. The raw material, which was \$3.95 per lb. a year ago, has advanced steadily, until now it is \$5.75 per lb. Silks are proportionately high. Yet, there is no diminution in the demand. K. Ishikawa & Co. state that corded Japanese and plain habutai silks are being heavily ordered for Spring.

On account of opinions gathered from travelers, and of the general state of trade, this firm are looking for a very big trade, and have made extensive preparations for March business.

Their goods are already commencing to come into their warehouse, so they will be ready in good time for the season's deliveries.

**HAND AND POWER KNITTING MACHINES.**

On page 92 of this issue of THE DRY GOODS REVIEW will be found the advertisement of an old and reliable firm, Creelman Bros., of Georgetown, Ont., Canada, who have enjoyed a long and successful career in the manufacture of power and family knitting machinery. Success means more than money-making. This firm have been hard at it for over a quarter of a century, with highly satisfactory results. Their 27 years of experience must be very valuable to themselves as well as to their customers, who can rely on receiving first-class goods at reasonable prices. Long experience and first-class facilities make this practicable. The equipment of their factory with the most improved machinery, special tools, etc., enables them to make prices that draw trade from all parts of the world.

Seamless-hosiery power machines and family or general-purpose machines are their specialties. They, however, make

many lines of special machines, such as shirt and drawer rib machines, rib-vest, jersey, sweaters, fancy-pattern machines, bicycle-hose machines, plain and fancy mitt and glove machines, etc.

The prices of their family machines range from \$10, \$15, \$20, \$25, \$30 and upwards, according to style of machines. A good family machine will cost from \$20 to \$30. At this very reasonable price, no one need be without one. They are invaluable as a family machine, as the whole family can be clothed from head to foot with the very best lamb's wool underwear, seamless hosiery, etc. This should be a valuable agency to anyone taking up unrepresented territory, such as Australia, New Zealand and other foreign countries, for these valuable and reliable machines. Catalogues and full information can be obtained from the above firm on application.

**NEW LACE EFFECTS FOR COMING TRADE.**

Messrs. Kyle, Cheesbrough & Co. are introducing some exquisite lace effects in robes and all overs. They promise to be a leading feature in the coming season's trade. These robes comprise the full quantity of material for the skirt, waist and sleeves, and are made in the latest shape and style. They are worn over a costume of plain material, in colors or black, and make a rich and handsome garment.

Lace fichus are also much in vogue in the leading Paris and London centres of fashion.

This firm also state that scarves made of chiffon, crepe de chene and silk with fringed ends will be much worn.

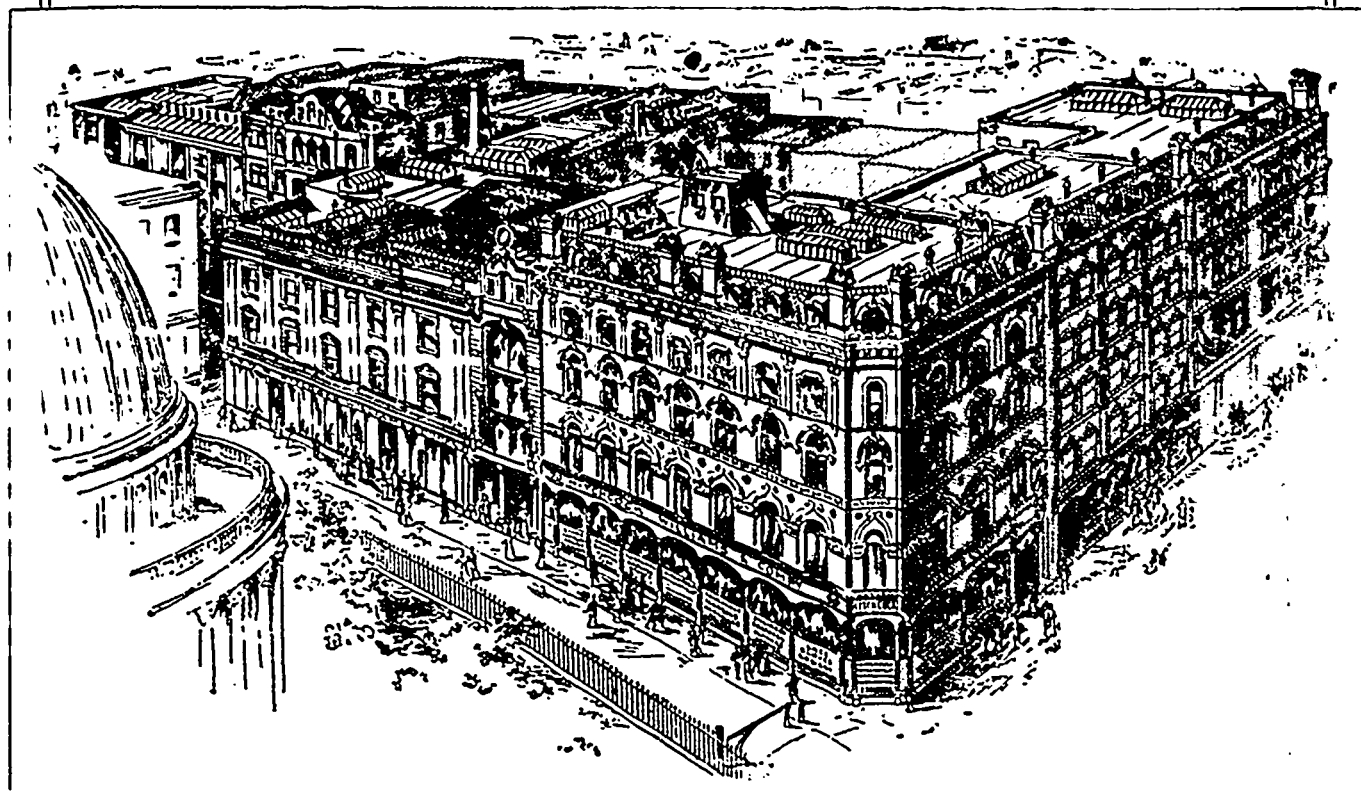


One of the newest and most effective trimmings for the Spring season will be a lace and fringe combination made in wave or Vandyke pattern. This makes a very suitable trimming for light fabrics, but can also be used on heavier materials as well, and produce a rich and handsome appearance on either.



Mr. J. Sproul Smith, agent for the Parks Cotton Co., has removed his Toronto office from 39½ Yonge street to 71 Front street west, opposite the Queen's Hotel.

# Hitchcock, Williams & Co.



SIR G. WILLIAMS  
F. G. WILLIAMS  
H. WILLIAMS  
A. T. WILLIAMS

WAREHOUSES:

{ 69, 70, 71, 72, 73, 74 St. Paul's Churchyard.  
43, 44, 45, 46, 49, 50 Paternoster Row.  
1, 2, 5, 6, 7, 8 London House Yard.

*Manufactories, Warwick Lane and Paternoster Buildings.*

**Canadian Buyers** should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **FANCY HOUSE** and Our aim is always to show the latest novelty in all departments.

Our Specialties are...

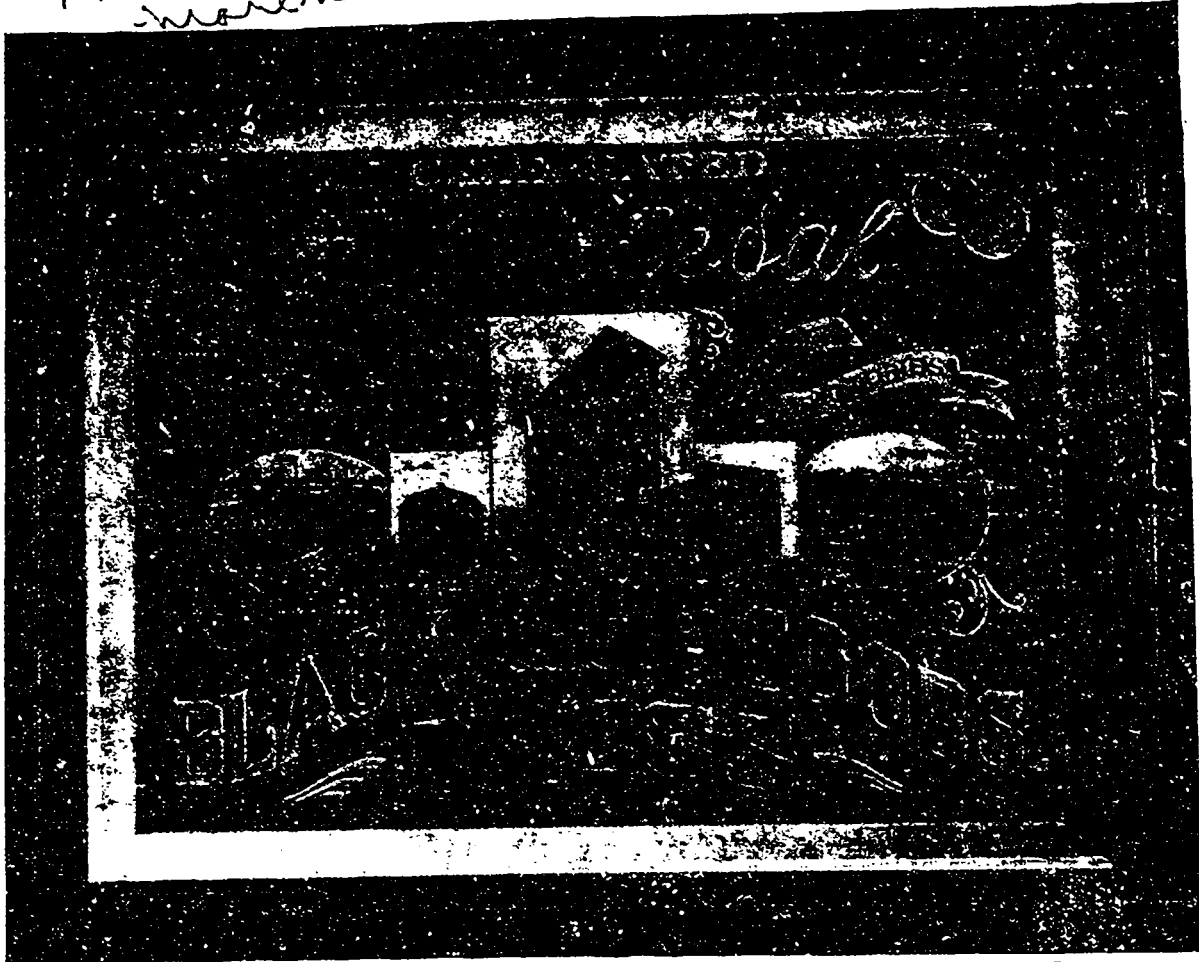
**MILLINERY AND MILLINERY MATERIALS,  
FANCY LACE GOODS, BLOUSES, CHIFFONS,  
FANCY COSTUMES, MANTLES, BRITISH AND  
FOREIGN DRESS MATERIALS, PRINTS, SILKS  
AND VELVETS.**

We shall be glad at any time to show you round our warehouse, and trust you may favor us with a visit.

MOST OF THESE GOODS CAN BE REPRESENTED BY PATTERNS, WHICH WE SHALL BE GLAD TO SEND SETS OF ON APPLICATION.

# Levison Bros. & Co.

MANUFACTURERS  
 OF THE  
*111 Front Street West  
 March 6/98*



THE standard of Black Dress Fabriques are those which are stamped "GOLD MEDAL" on selvedge every five yards. In our range is included all the staple makes; also every new and stylish fancy weave. These goods are manufactured of the very finest wool, and by special dye and careful process of finish have attained a perfection seldom reached by any maker. In Serges, Broadcloths, Poplins and Lustres we dye two shades of navy, and also black. Merchants wishing to control "GOLD MEDAL" Black Dress Goods for their respective cities or towns will kindly address communications to our office,

10 Front Street West

TORONTO.

H. C. FLETCHER,  
 Canadian Manager.

ESTABLISHED 1878



# Richard Roschman & Bro.

WATERLOO, ONT.

Manufacturers of all kinds of



Fine Ivory Buttons,  
Staple Pearl Buttons,  
Fancy Mantle Buttons  
in Ivory, Pearl and Horn.

SELLING AGENT

## FRED. H. CRAGG

11 and 13 Front Street East,

TORONTO

SILK

# FRINGE

The  
Fashionable  
Dress  
Trimming.



Many Beautiful Designs.  
All Widths.  
Black, White, Colors.

ALSO . . .

## NOVELTIES

—IN—

Fringed Ornaments  
for Skirt and  
Waist.

Tubular, Soutache and Fancy Braids.  
Barrel Buttons, Cords, Dress Gimps.

—MANUFACTURED BY—

**MOULTON & CO.,**

12 ST. PETER ST.,  
MONTREAL.

# P. C. CORSETS



Were awarded the **Diplomas** at St. John and Halifax Exhibitions, in competition with other Canadian and American manufacturers.

We fit our corsets with **Belcher's** patent, safety pocket, which positively prevents the steel puncturing or cutting through at top or bottom of the corset.

## Lady Minto Corsets.

The Leading Dry Goods Houses Handle Our Lines.

# Parisian Corset Co.

Quebec, Que.

**BE SURE YOU HAVE THE BEST.**

---



## Knox's Linen Threads

have been in use for over **100 years** by all the **Best Tailors** in the **World**. **Quality** has been **always right**.

---

## Dewhurst's Cotton Threads

**All Cords and Finishes.**  
**Guaranteed Full Length.**

---

## Millward's Sewing Needles

**are the best known for quality.**

---

## Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide.

SEE NAME ON EVERY BOX.

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Sole Agents for Canada \_\_\_\_\_

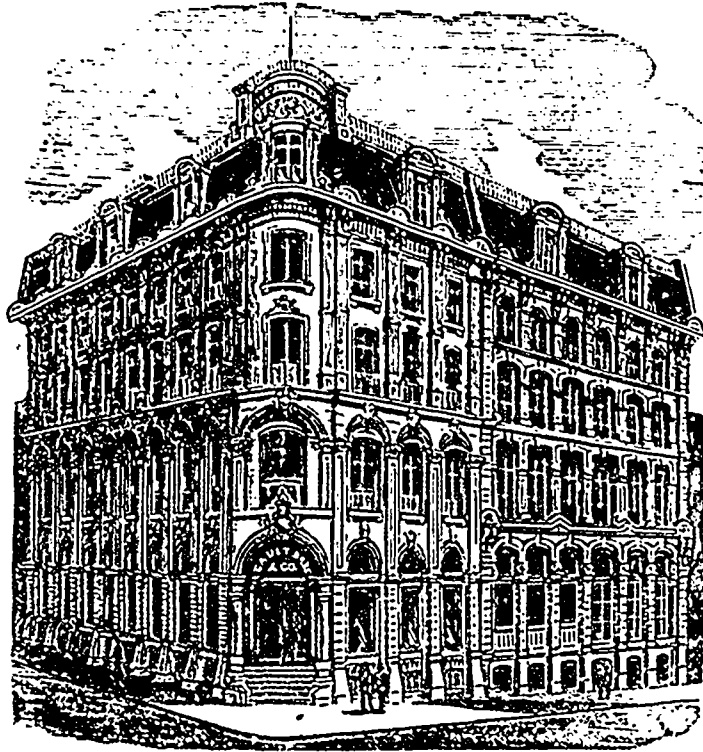
**GEO. D. ROSS & CO.**

24 Wellington St. West, **TORONTO.**

648 Craig St., **MONTREAL.**

# DRESS GOODS DEPT.

SPRING  
1900



SPRING  
1900

The . . .

## GAULT BROS. Co., Limited

### MONTREAL

Now control the celebrated English "Tiger Brand" of Black Dress Goods for Canada, viz:

#### THE NEW ZISKA CLOTH.

Blk. Brilliantines	Blk. Fig'd Brilliantines	Blk. Mercerised Figures
Blk. Sicilians	Blk. Fig'd Repps	Blk. Crepon Repps
Blk. Persian Cords	Blk. Lace Figures	Blk. Frieze
Blk. Grape Cloths	Blk. Fig'd Grenadines	Blk. Soleils

#### SILKS, VELVETS, VELVETEENS.

A complete range of Silks, Velvets, Velveteens at popular prices.

#### PRINTS, MUSLINS, LINENS.

SEE OUTSIDE BACK COVER.

SOLE AGENTS IN CANADA FOR FOWNES' GLOVES.



## Carpets, Curtains and Upholstery.

### THE OUTLOOK IN CARPETS.

THERE are indications of a good business. This is the month when imports come in and reach retailers' hands, while the next two or three months retail dealers will place sorting orders as the state of trade warrants. The long-threatened rise in prices affecting imported goods is taking effect, in tapestry carpets the increase being 25 per cent since October 1. All carpets have advanced about 5 per cent. since December 1, and it is reported that another advance on oilcloth (both Canadian and imported) will take place soon, owing to great advances in linseed oil. It is supposed that the higher freight rates will affect all imported goods, especially such bulky articles as carpets and flooroils.

The carpet designs this year show considerable taste. In colors, the green shades hold their own, and reds are stronger and better property in all qualities. There are some fine brussels carpets this season, and these have been directly copied in tapestries. There is quite a demand for small designs again. It is said, regarding imported goods, that orders will be late filling, as most mills now only promise April delivery, and that at a higher price.

### TRADE REPORTS.

There is an expectation that Spring trade will be good. The W. R. Brock Co., Limited, have made extra preparations for an increased business. The range of carpets shown in their department includes the best known lines in tapestry, brussels, axminsters, velvets, besides an assorted range of union, wool and hems. There is a good demand in all these lines, and this firm are prepared to show their customers exceptional values during March, when so many buyers visit the market. In the same warehouse a complete range of the new things in Nottingham, Scotch and Swiss lace curtains, art muslins, cretonnes, etc., Japanese mattings, are very much in vogue, and the coming season will probably be more used than ever, as people are finding out that they are both a clean covering and are very sightly as well.

John Macdonald & Co. have opened up for Spring their range of curtains, curtainettes, scrims and a large part of their tapestry carpets and tablecovers.

The Dominion Brussels Carpet Co., Limited, have been forging ahead lately. Their new and commodious factory is thoroughly equipped, and work in all departments is being vigorously pushed forward. The company, in addition to weaving carpets, are making their own yarns. Since November 1 they have been working altogether on Spring orders, and these have been constantly on the increase.

A look through the extensive range of carpets and rugs, curtains, etc., which S. Greenshields, Son & Co. have in stock will satisfy the prospective buyer. THE DRY GOODS REVIEW representative was shown through the other day. Importations for Spring are being received every day just now, and the outlook is most promising for a large trade. Among the new arrivals are extra large shipments of Swiss curtains and sash goods for Spring. Exceptionally good value is to be had in Nottingham curtains, to retail from 75c. to \$1 25. In carpets, attention is drawn to good values in velvet effects,

axminsters. The ordinary brisk run is keeping up, and the great trouble is the want of room. They are eagerly looking forward to the time when their new warehouse will be ready for occupation. In answer

to the remark that there would be lots of room for everybody there, the reply was, "Well, we will be able to fill it," and, from all appearances, they will.

The trade should be on guard against a carpet being offered as all wool which contains very little wool. One piece was submitted to an analytical chemist, who reports that it is composed of 5 to 10 per cent. wool, 25 per cent. cotton, and the remainder jute.

### ADVANCE IN UPHOLSTERY GOODS.

In sympathy with the general advance in prices of all fabrics and other goods, manufacturers of upholstery goods have recently been obliged to make several advances to cover additional cost. Messrs. Geo. H. Hees, Son & Co. were fortunate in laying in a big stock of these goods at an early date, and will give the trade the benefit of their foresight. Their new showrooms and warehouse, 43 St. Sacrament street, Montreal, are becoming very popular with the trade of that city and vicinity.

### CARPET TRADE IN THE WEST.

The carpet trade in British Columbia is in good hands. While in the majority of cases carpets form one department in a general dry goods store, there are some nice carpet stores, at some points, which carry stocks of good quality and are very creditable establishments. This was the impression THE REVIEW got after a chat with Mr. John Lindsay, representing John Macdonald & Co., who returned last month from a tour of the West in the interests of the firm's carpet department. Mr. Lindsay visited Victoria, Vancouver, New Westminster, Nelson, Greenwood, Grand Forks and other places, and reports the trade in good condition. The merchants out West, as a rule, ask for good goods and don't want cheap lines at any price. They find it easier to sell a \$1 than a 25c. carpet. The commercial outlook for next Spring is satisfactory, as the Manitoba and Territories' crops proved excellent, while the British Columbian mining industry has been opening up more this year than in previous seasons. The newest district is the Boundary country in which are found such towns as Columbir, Grand Forks and Greenwood. There are mines all through this district. The new railway from Robson Junction to Midway has just been opened. Nelson is a place of great promise.

### CANADA SUPPLYING CARPET DEALERS.

It must be gratifying to the carpet trade of Canada to know that so many of the requirements of their business can be had without having to send out of the country for them, thus saving much time, freight, duty, etc.

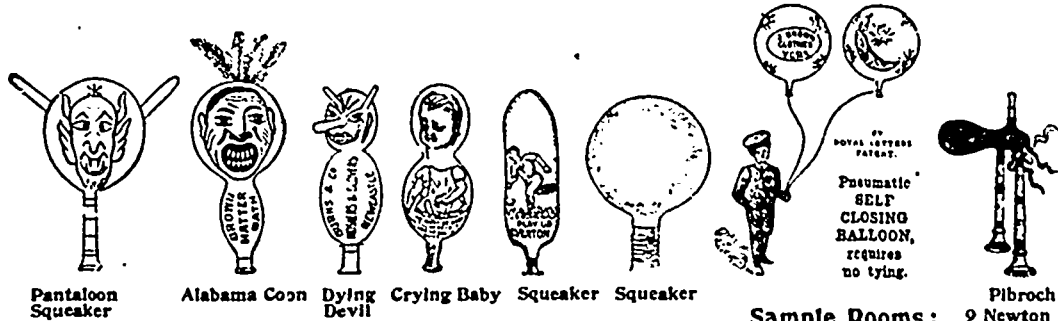
Take plain terries, for instance; being much sought for, The Toronto Carpet Mfg. Co. commenced their manufacture, and it evidently proved a desideratum to the trade, as this firm state that orders have been very numerous.

It might be stated here that many of the smaller carpet dealers should keep pace with the latest ideas and introduce them to their customers, thus showing that they can get in their own towns the latest furnishing ideas. Here is one of the

M. Staunton & Co.'s Wall Paper advertisement appears on page 46 of this number. . . . .

**ADVERTISING BALLOON Co.**

Broadheath Rubber Works, Altrincham, England.  
Largest Advertising Balloon manufacturers in the World.  
Hundreds of various Trade Designs.  
ILLUSTRATED CHROMO CATALOGUE SENT ON APPLICATION.



STRICTLY  
ONLY  
WHOLESALE  
AND  
EXPORT

Samples sent on receipt of 1/- to 5/- crossed P.O. Indents through British merchants only.

Sample Rooms: 9 Newton Street, PICCADILLY MANCHESTER.

**W. TAYLOR BAILEY,**

MILL AGENT,

**Upholstery Supplies, Drapery Fabrics,  
and Brass Goods.**

MANUFACTURERS  
OF . . . .

Lace Curtains  
Frilled Muslin Curtains  
Printed Lappets

Hand-Made, Opaque Shade  
Cloth  
Plain, Dado, Laced and  
Fringed Window Shades

**27-29 Victoria Square, MONTREAL.**

## Canadian Brussels



A most desirable and attractive line of Brussels Carpets in different grades is now being manufactured by us from pure Canadian wool.

Only fast dyes used, and strictest attention given to every detail of the work.

WE GUARANTEE THE BEST  
VALUE IN THE MARKET.

The Dominion Brussels  
Carpet Co., Limited

SHERBROOKE, QUE.

## INSURE YOUR CAPITAL

BY A  
PARTNERSHIP POLICY  
IN THE  
MANUFACTURERS' LIFE.

For terms apply,  
HEAD OFFICE, TORONTO,  
or your local agent

GEO. GOODERHAM, J. P. JUNKIN,  
President. Managing Director.

THE

## CANADIAN COLORED COTTON MILLS COMPANY

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

Only Wholesale  
Trade supplied.

D. MORRICE, SONS & CO., AGENTS  
MONTREAL and TORONTO

**BEST** { MATERIAL  
WORKMANSHIP  
RESULTS

are combined in . . .

# Perfection Brand Comforters Cushions and Tea Cosies



See the goods and  
be convinced.

We have been making this class of goods for 20 years and have a reputation to uphold.

Our Down-filled Quilts are handsome, well filled, and odorless.

Our Cotton filled Quilts are just what the brand suggests—PERFECTION.

Our Wool-filled Quilts are cheap and comfortable.

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

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

## CANADA FIBRE COMPANY, Limited

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

**MONTREAL.**

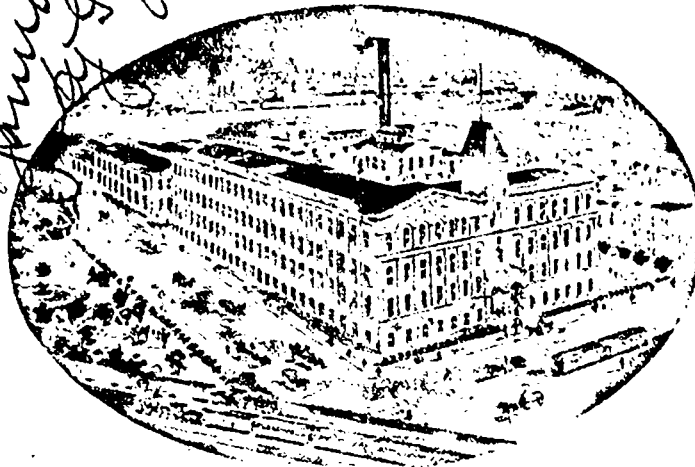
MAKERS OF THE

**"MAPLE LEAF"**

BRAND INGRAIN.

The  
Toronto  
Carpet  
Manufacturing  
Co., Limited.

*Returned January 26 1900  
by G. J. J.*



Corner of  
King Street  
and  
Fraser Avenue,  
Toronto.

THE MODEL MILL OF CANADA.

Manufacturers of

Ingrain-Extra Supers  
Art Squares and Stairs  
Plain Terries

Church  
Specialties

Smyrna Rugs  
Axminster Carpets  
Axminster Rugs

## MARK WELL

Our INGRAIN CARPETS are known for their first-class qualities, full number of warp ends; honesty and cleanliness of yarns, novelty and beauty of design.

Our SMYRNA RUGS have all the merits of the best foreign rugs, are made in two qualities, can be had in all sizes from "single door" to 9 x 12 feet carpet size, are popular sellers.

Our ART SQUARES can be had in four qualities, in 3, 3½ and 4 yards wide, any length. The latest is the Centre or Medallion patterns. We have them in variety.

Our AXMINSTER CARPETS have for their special features attractiveness in design, richness in color, excellent quality of fabric, reasonable price, and are made in three qualities.

Our AXMINSTER RUGS have wool backing, besides all the other merits of our Axminster Carpets.

WRITE FOR PARTICULARS.

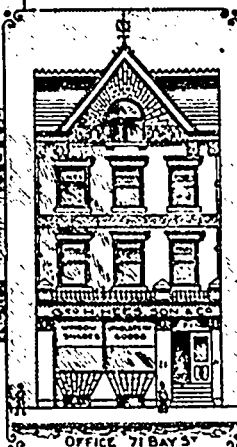
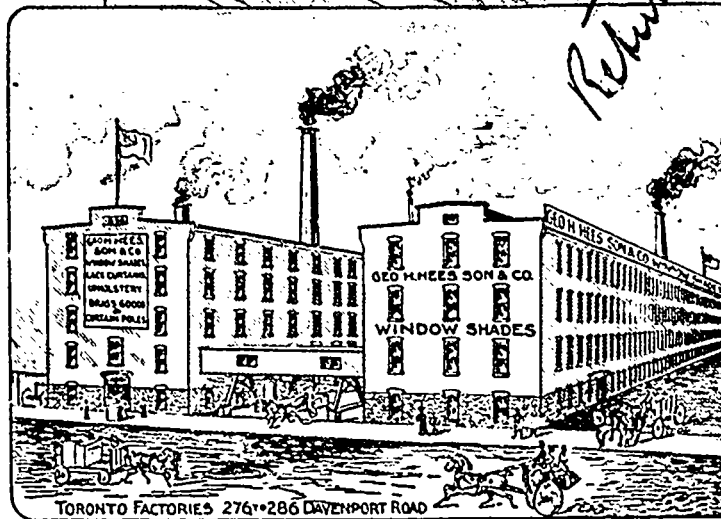
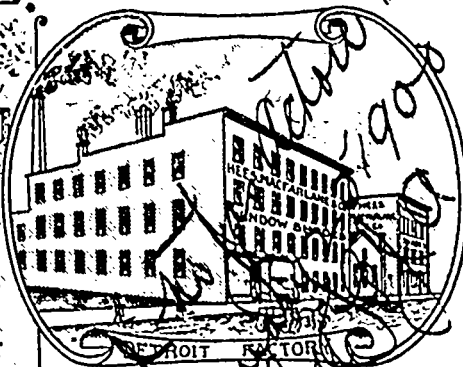
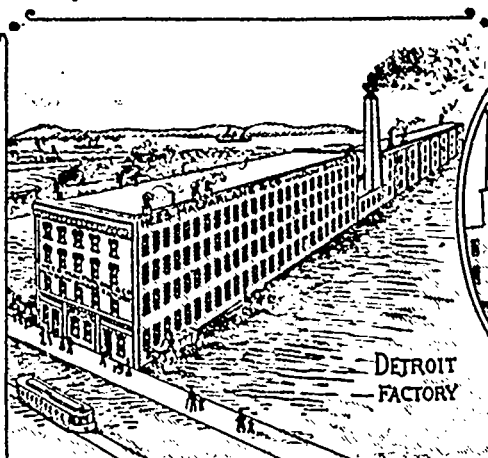
# The Toronto Carpet Mfg. Co.

LIMITED.



# Geo. H. Hees, Son & Co., Toronto

HAVE THE PICK OF THE MARKET.



\*\*\*  
**Important Notice:**

The plant of "The Montreal Weaving Co." has been removed to Valleyfield and added to our new upholstery plant of that place. Mr. Henry Durverger, the former manager of the removed plant, associated with Mr. Ferrier Torrence are our Selling Agents, with Offices and Warehouse No. 43 St. Sacrament St., Montreal.

\*\*\*

**KINDLY** allow our travellers when calling on you to exhibit our New Samples of

- LACE CURTAINS and NETS,
- FURNITURE COVERINGS,
- TAPESTRY CURTAINS and
- " TABLE COVERS,
- CHENILLE CURTAINS and
- " TABLE COVERS,
- UPHOLSTERY and DECORATIVE FABRICS,
- SASH CURTAINS and
- UPHOLSTERY SUPPLIES,
- LINEN VELOUR CURTAINS and
- PIECE GOODS.

Many of the above goods are from our own looms.

SPECIAL ATTENTION GIVEN TO MAIL ORDERS AND INQUIRIES FOR ESTIMATES, ETC.



## WINDOW SHADES.

- SHADE CLOTH, 37 in. to 120 in., in 50 and 60-yard pieces.
- MOUNTED SHADES, Plain, Decorated, Fringed, Laced and Lace and Insertion.
- WOOD and BRASS CURTAIN POLES and TRIMMINGS.
- GRILL WORK, SWINGING POLES, and everything pertaining to Window Drapings.

We manufacture everything in the line of Window Shades, and sell them at a price that affords the retailer a large profit.

See Our New Illustrated Catalogue.

You are cordially invited to visit our Sample Rooms:

**GEO. H. HEES, SON & CO., 71 Bay St., TORONTO.**

**CARPETS AND CURTAINS—Continued.**

advantages of having a trade paper and reading it. You are posted with the latest big store ideas in all branches of your general dry goods trade for 17c. per month.

You may not have space to carry a big stock of the large carpet-size rugs. They are being called for very much just now. The Toronto Carpet Mfg. Co. have several sizes, and you can get them quickly. In values, these heavy Smyrnas surpass the thin, one sided importations

The attractive features of their "Acadia" axminsters are commanding great sales. Novelty and beauty of design, richness and strength of coloring and reasonable price are merits which will always find favor with appreciative buyers

Then, their line of extra super ingrain have but to be seen. No buyer of standard carpets, full warps, clean honest yarns, extra weight, should neglect looking into their values made in two and three ply and in all wool and unions

There is no doubt but that The Toronto Carpet Mfg. Co. have revolutionized carpet manufacturing in Canada, and are thoroughly up to date

A picture of their new premises at the top of their advertisement will give some idea of the extensive premises occupied by this enterprising firm

**A NEW IDEA IN FLOOR COVERING**

Emile Berliner of Washington D. C. the inventor of the telephone transmitter and the gramophone talking-machine, was granted a patent on what he calls tile matting. In experimenting with matting on his floors, Mr. Berliner discovered that dust occasionally filtered through, and that, if a break appeared, it was almost always necessary to recover the entire floor. He then conceived the idea of cutting matting into small squares or other designs and covering his floors with these pieces

By laying the patterns like parquet, he secured some excellent effects, no seams appearing, and the natural streaks of the matting remaining as before. The method of producing the squares was simple. He took ordinary Japanese matting and backed it up with a mastic paste which has a tendency to strengthen the matting and make it water and dust proof. The squares are then pressed on heavy cardboard and the four sides finished with a few nails. The porousness of the fabric is filled with a thin coat of varnish which adds to the brilliancy of appearance and also makes it easy to clean with a mop, cloth and brush remove the dust. As squares at different points wear out they are put out and others substituted. Mr. Berliner claims that his new tile matting is a modification of covering and is designed to be a wide scale carpet business. A complete description of the new matting is given in the new *Carpet and Upholstery Journal*.

**MAKES AND MAKING OF INDIA RUGS.**

In a booklet recently issued by a Calcutta firm of exporters, it is asserted that "Indian carpets may be classified either according to the nature of the materials of which they are made or the manner in which they are woven. They are cotton, woollen, silk, goats hair, yaks hair, and pashm carpets, or mixed carpets of any two or more of these materials. The general conditions of Indian carpet weaving are distinctly more favorable to the production of the serviceable fabric than those which obtain in England. Pile carpets

are made at a limited number of jails in each Presidency, and by private manufacturers. In an Indian carpet the whole fabric sinks together under the foot, and its wearing power is three or four times that of an English or European carpet. Many native gentlemen possess pile carpets 400 years old, which still retain their original brilliancy. The different sorts of cotton carpets are known as Farsh or Jazim, Darries, Satrang, Dosuti and Dalichas; they are seldom exported. Woollen are known by their centre of manufacture, such as Amritsar, Multan, Agra, Mirzapur, Hushiarpur."

**CANADIAN WOOLLENS FOR MARKETS ABROAD.**

The familiar name of the Oxford Manufacturing Co., Limited, of Oxford, Nova Scotia, is again brought before THE DRY GOODS REVIEW readers in their regular full page announcement relating to the famous "Oxford" costume cloths and tweeds of which this firm are making such a success. A week or so ago, a member of a prominent firm of British woollen importers remarked when looking through the new Oxford Spring patterns that they were of such a new character in both coloring and texture as to command a ready sale in the best London trade. His English office is to be furnished at once with samples

The Oxford people have recently sent, at the suggestion of a military commander, samples of their grey homespuns home to England to be laid before the Secretary of the War Office

The mills report an unprecedented increase in sales and find their products going into the very best trade. Australia should use these cloths to advantage.

Stichison, Nisbet & Auld, of Toronto, represent The Oxford Manufacturing Co. in Toronto, and westward to the Pacific Ocean. They carry full ranges and make prompt deliveries.

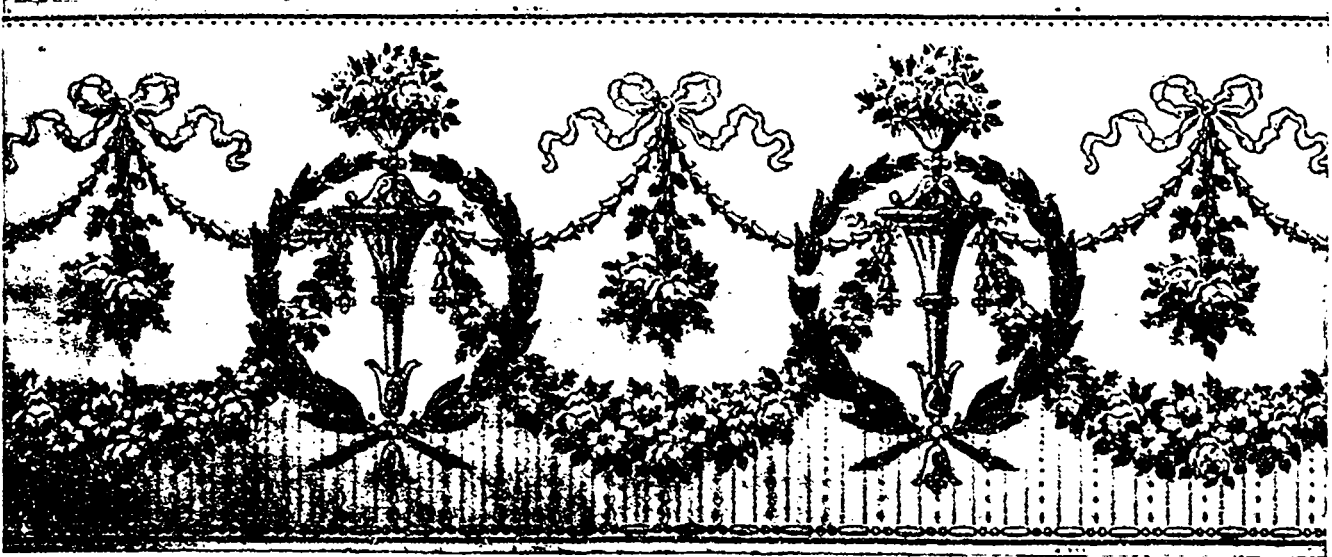


A.R. 406

This design represents the Embroidery on one of the several lines of handsome Robes shown by Brophy, Cairns & Co.

# COLIN McARTHUR & CO.

Manufacturers of  
Fine . . . . . Wall Papers



*Frieze 994, 21 inches wide.*

In Colors to Match Ingrain Shades B., C., G., L., M., O., R., S., T. and W., with Ceiling 543.



*Frieze 993, 21 inches wide.*

In Colors to Match Ingrain Shades A., C., D., E., H., K., S. and W., with Ceiling 823.

*The two Finest Ingrain Friezes  
Made in Canada this season.*

**13 Voltigeur St.**

**Montreal.**



# James W. Woods

OTTAWA, ONT.

Wholesale Manufacturer of Lumbermen's Supplies.



Overalls, Shirts and Drawers, Top Shirts of all kinds, Kersey Shirts and Drawers, Tweed and Etoffe Pants, Mackinaw Goods, Grey Blankets, Hand Knit Sox and Mitts, Choppers' Elk and Cariboo Mitts, and following exclusive lines: "Eiderdown" Sleeping Bags and Robes, "Woods" Waterproof Tents, Sails, etc., Beef Skin Moccasins, Oil Clothing, Long Stockings, Khaki Coats and Pants, lined and unlined. All garments

are proportionate. We do not put a 17 collar on a 15 shirt, but every part is in keeping---no elbow sleeves, which drive trade away---while in buying from us you save the wholesaler's profit, as we make all our own goods at wholesale. Our aim is to give satisfactory rather than cheap goods.

Samples and quotations gladly given.

---

## JAMES W. WOODS

Factory and Warehouse:

75 QUEEN STREET, OTTAWA.



**IMPORTERS**  
**Scottish Clan**  
 and **Family Tartans**

Over one hundred names represented in Killing and Costume Cloths, Shawls, Maudes or Plaids, Travelling Rugs, Hosiery, Ribbons, Handkerchiefs, Scarves, Belts and Ties; also Sporrans, Glengarry Caps, Bonnets, Brooches, Buckles, Buttons.

We draw particular attention to our exclusive novelties—The "Kelvin" Cape and The "Strathconn" Wrap, made of reversible cloakings in all the leading clan and family names.

Mail orders or letters for further information given prompt attention. Any pattern not on hand can be made to order in six or seven weeks.

**JOHN CATTO & SON,** KING STREET,  
 Opposite the Postoffice.

**Rogers' Classified Wholesale**  
**...Millinery Directories**

**COMPLETE, RIGHT UP-TO-DATE**  
**POCKET EDITIONS.**

List No. 1.—The Importing and Manufacturing Trade; 1,600 firm names.  
 List No. 2.—750 Jobbers (outside of New York City).  
 List No. 3.—1,300 Wealthy Department Stores Handling Millinery.

"Most complete Millinery Directories extant."—Western Milliner, Chicago

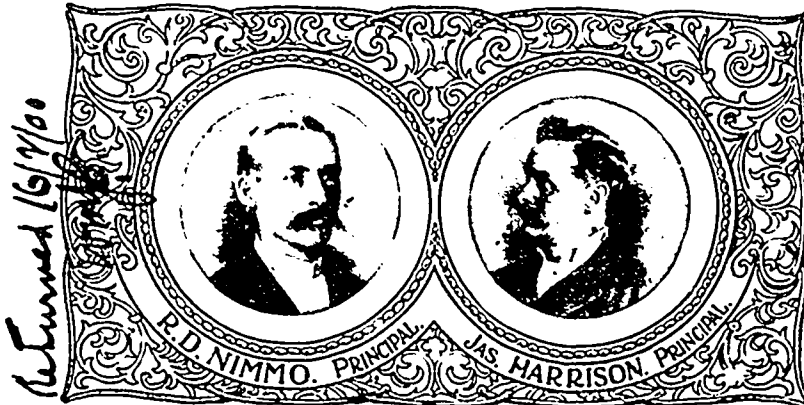
Mailed on approval at 50c. per list.

**EDGAR R. ROGERS,**

"The Salesman,"

Y.M.C.A. Bldg.

SOUTHBRIDGE, MASS.



R. D. NIMMO and JAMES HARRISON, Principals.

**GOOD SITUATIONS**

AWAIT THOSE WHO ARE PREPARED  
 TO FILL THEM.

**THE NIMMO & HARRISON**  
**BUSINESS AND SHORTHAND COLLEGE**

TORONTO

gives the most thorough training and education. Only qualified experienced teachers employed. Individual instruction, equipment complete. Prospectus mailed free. Write for it.

**Our Specialties**  
**Spring, 1900**

MEN'S BLACK AND BLUE

**Worsted Suits**

and.....

**Whipcord Overcoats**

~ SPECIAL VALUES ~

**THE G. A. THORPE MFG. CO.**

Wholesale Clothing Manufacturers,

57-59 Bay Street

**TORONTO**

SYDNEY and MELBOURNE,  
 AUSTRALIA.

**Kaye Fielding & Co.**

Moore Street,

— SYDNEY.

Manufacturers' Agents and Indent Merchants.

Bankers, Commercial Banking Co., of Sydney, Limited.

We are prepared to handle with advantage:

- |                     |               |
|---------------------|---------------|
| Galateas,           | Flannelettes, |
| Denims,             | Flannels,     |
| Shirtings,          | Underwear,    |
| Cottonades,         | Drillings,    |
| Sheetings,          | Linens,       |
| Coatings, Worsteds, | Woolens.      |

CORRESPONDENCE INVITED.

## THE MILLINERY TRADE.

### THE COMING SEASON.

CANADIAN wholesale millinery buyers are now in Europe, and later on retail millinery buyers will come into the markets for the late styles. The openings will take place the end of next month—the last Monday of February is the 26th. What New York thinks of coming materials may be gathered from an Economist writer, who says:

A great many fancy braids will be used, but particularly the plain, unbreakable braids which are imported in the grey and are bleached and dyed in America. Whole hats, capotes, and combinations will be produced from these materials. Large Italian fancy braids, and plain lace braids, as well as the smoother Milans, are going to be much favored. Hats of satin and crepe de chine in folds, hats of tulle, maline and many-draped affairs of lace in which combinations of Italian braid and plain tulle form the foundation, will be seen among the earlier, lighter colored goods.

A variety of shadings hitherto not shown will be exhibited in these goods. It is expected that every one of the brilliant tints will sell easily and quickly. The favorites seem to be a range of colors called scarabeus (beetle shades), or rather of the June bug variety, shading from the soft, shimmering green to the dull, rosy tints.

Flowers will be of the typical pompadour style—that is to say, the old fashioned small roses in clusters and some of the striking large varieties more open in style. Many violets, forget me nots, buttercups and other conventional styles of the Dresden order of decoration will be seen in conjunction with striking large effects as a contrast.

Shades will be natural, as a rule, with very little disposition to abandon nature's harmonies in any particular. Of course, nature has been improved on by art even in the natural flowers, so that imitations can be sufficiently striking without being contradictions to facts.

It is in the lace and embroidery ends that the styles will be most remarkable. All overs of every description, from the real duchesse through the Orientals and Arabians, will be utilized in hat production.

Many large draped hats, many lace scarves with flowing ends, many ties, bows, plain and fringed, of silk, will also be used. Straps on large hats will become much favored as the season advances.

### MILLINERY LISTS.

E. R. Rogers, Southbridge, Massachusetts, has got out two wholesale millinery directories which the Canadian milliner who wishes to know who are the leading wholesalers in the United States may wish to have. They will be mailed to any reader of this journal for 50c. each; one gives the importing and manufacturing trade (1,600 names), the other gives the millinery jobbing trade of the United States and Canada.

### A REVIEW AND A FORECAST.

When THE REVIEW representative called on The John D. Ivey Co., Limited, he found that house busy taking stock and balancing books for the year. One of the directors seen stated that the actual result of the year's business had not

been ascertained, but expressed no doubt that the secretary would have a most gratifying statement to lay before the directors at the annual meeting, as the sales for 1893 were far in excess of previous years. "And," continued he, "I am not aware that the company have been selling goods this year without legitimate profit.

"While a fair part of our increase is due to our paying more attention to Northwestern trade, we are glad to say that the larger portion comes from increased business with our old customers in Ontario.

"We have endeavored to keep our stocks so well-assorted that buyers wanting scarce lines could always depend on getting them from us. It is mainly due to this fact that our business is taking such large proportions. The trade throughout the Dominion know that if goods are right or in great demand they can depend on our having them, and feel that any letter orders they send us will be filled exactly as required.

"We are glad to report having a large number of orders booked for next season. We congratulate all buyers who have had the foresight to place early orders, as prices are materially advanced, and, therefore, goods cannot be duplicated to day for what they were selling at a month ago.

"For Spring we find a very strong feeling for black and white. We think that, while pastel shades may be popular, the leading colors for Spring will be black, white and cream. This is largely because of the fact that, owing to the present war, the popular taste will demand plain colors, the majority favoring black.

"In materials, we are selling a large quantity of chiffons, mousseline de soies, crepe de chine and gauzes. In ribbons, plain taffetas take the lead, while black satin also sell freely. Fancy ribbons are slow and not likely to be much wanted.

"In our hat department, we are selling large quantities of sailors, misses' and tourists' hats.

"Flowers are being sold in abundance, a great variety of colors and designs being shown. The Spring season will undoubtedly be a large flower season. Everything points that way at present."

### COMPLETE PREPARATIONS FOR SPRING.

When the warerooms of The D. McCall Co., Limited, were visited by the representative of THE REVIEW, a remarkable change was manifested in every department since his last visit, when everything pertaining to Fall millinery could be seen in lavish supply. Now, the various floors are almost depleted of stock.

"This is the time of the year," explained Mr. McCall, "when we want our warerooms as empty as possible, so as to have sufficient room for large importations for the Spring season. Our warerooms, as you see, are capacious, but we will need all the room we can get, as, from orders already received, we have reason to expect a record-breaking season. The trade are receiving our selection for Spring even more favorably than in past seasons.

"In view of our increasing business, we have been obliged to secure the services of more travelers. This will enable us to cope with the increasing demands of the trade, as we now

# Wholesale Millinery



## ITS INFLUENCE REACHES ALL POINTS IN CANADA

Kindly Reserve Order.

### The D. McCALL CO., Limited

MONTREAL.

TORONTO.

WINNIPEG.

**MILLINERY—Continued.**

cover every corner of the Dominion from the Atlantic to the Pacific. Covering such a vast extent of ground necessitates early preparations, as, where distances are great, we feel it to our customers' advantage to have their goods in proper time. We make it a point to have these deliveries made sufficiently early to allow us to make complete preparations for the approaching openings, when we anticipate placing before the Canadian trade one of the largest, most varied and carefully selected stocks that will be exhibited anywhere.

"Although we are not yet prepared to state definitely at this early date what the styles for the coming season will be, we can assure our customers that we will leave no stone unturned to place before them every millinery requisite and novelty of Paris, London and New York production.

A CHAT ON STOCK-TAKING, COMING STYLES AND  
CANADIAN TRADE.

When our representative called at the large wholesale and manufacturing establishment of S. F. McKinnon & Co., Limited, with a view to having a short chat, particularly on the millinery situation, he was met by a director of the company, who, after wishing him all the compliments of the season and a prosperous new year for the DRY GOODS REVIEW, said: "We are busy taking stock, which we do at the end of each season, and, although quite an undertaking in a large place like this, we consider it a most important and necessary work. And we dare express a belief that, if semi annual stock-taking were the rule and not the exception throughout the trade, good results would flow therefrom—a thorough stock-taking—I say thorough, because unless done carefully and well, the ends which it is intended to serve are not met. Of course, the principal end in view on such occasions is to see whether you have lost or won, or, in other words, to see whether or not the season's business has been profitable. If it has, you are encouraged for the next season. If, on the other hand, the result is unsatisfactory and nothing has been made, or perhaps a loss sustained, then it is more than important, absolutely necessary, that the discovery should be made at once, so that a second season may not be entered upon with the prospects of the same results. If those interested cannot find a satisfactory reason for the discouraging state of affairs, a strict investigation should be made to discover, if possible, the weak spot before it is too late. One other good end is served in our case: as you can see all our goods are for the present piled up on the tables, every corner having been turned out, every piece of goods or article in the warehouse has been handled, first by the hands in charge of the different departments, then the whole stock comes before two others who are left with an intelligent idea, not only of the stock on hand, but also of its general character. Now, sir, I had no idea of running on the stock-taking line of thought, but it is a very important matter from our standpoint, and those who do not view it as we do cannot be hurt from what I have here said, and there may be some who have never attached the proper importance to it who may be led to give the question consideration.

"The season's millinery trade is over, so far as we are concerned, and even in the retail trade millinery sales are light after the first of January. In saying that our own turnover was the largest in our history, this fact, together with other information which we have been able to gather from time to time, leads us to think that a very satisfactory millinery trade has been done throughout the country. It is true that at no time during the season did it rise to an exciting pitch, but we

believe a good steady trade was maintained throughout the season, both in wholesale and retail.

"One wholesome and noticeable feature of the millinery trade this season, particularly after the middle of October, was the great care and caution exercised in buying, little or no speculation having been indulged in; this knowledge leading us to the conclusion that after a little cleaning up and clearing out of odd lines through the month of January has been done, stocks will be very low, a condition favorable to our further belief that good results will be shown when balance sheets are made up, three or four weeks hence.

"You ask my opinion about the prospect for the first millinery season of 1900. Well, unless something unforeseen comes in the way, our prediction is that business all around will be good in Canada. Not only has there been a good Fall and Winter trade done, but we believe that there is a strong confidence and security existing in business circles throughout the Dominion, born of an increased prosperity. Also, goods of all kinds are advancing rapidly in price; that is just as sure as rent day, and not without its bright side, being often a precursor to better times.

"Speaking of the goods for the coming Spring: It is going to be a milliners' season, in which their ability will be well tested; but, as they are always equal to the occasion, we may expect to see millinery lofty in character and ladylike in style beyond the general expectation.

"I should weary you if I were to tell you all we know about materials, colors and styles. Therefore, suffice it for the present to say that materials light and gauzy in effect will be very prominent. Rich, soft, plain materials, in silk and satin, will be at the front. Plain ribbons, many wide and soft in finish, will be very popular. Flowers, which look as if they had been cut from the bush, so true are they to nature, show great Spring strength, and cannot take any but first place as a millinery garniture, a place which they have held against all rivals for several Summers.

"In days gone by, we always had good millinery seasons when ostrich feathers were in big demand. This ever-becoming and most ladylike of all hat adornments promises to be in greater favor than for some seasons—perhaps another sign of increasing prosperity. It is quite a distance off, and I hope we will meet again before our millinery opening date—somewhere about February 26—but, if you are present on that big occasion, I will promise to show you millinery in character beyond even what I have set forth here.

"Let us run up to the factory. You ask, why is everything so still with such surrounding evidences of a busy place? As we have previously said, stock-taking to us is a very important act, and must be done correctly, and so, we have shut down for the two closing working days of the year for that purpose. Like the other departments of our business, this one has closed a most satisfactory season, and attention is now wholly turned towards Spring. From their past record, McKinnon made garments have found much favor with the trade and established their fame throughout the Dominion.

"In connection with our large and convincing range of millinery and fancy dry goods, our representatives are at present showing an irresistible range of Spring jackets, caps, costumes, and skirts, as evidenced by the large orders being received.

"If ever we had a shadow of a doubt as to domestic-made jackets taking the first place in the trade of the country it is now dispelled, as we are convinced that the domestic made goods are fast driving foreign-made goods out of this market."

## ..Year 1900..



*WE owe, and here express, our thanks to the trade throughout the Dominion for their confidence and loyal support, which enables us to call the season just closed the record breaker in our history of many previous most successful and satisfactory ones.*

*The business man of to-day can profit from the experience of the past, but cannot afford to dwell on or live in it; and, although it holds for us a pleasant business experience, we must say adieu to 1899*

*On stepping into the year 1900 in our recognized position as leaders in all the lines we handle, we assure the trade that our high aim will be to continue to merit that distinction, and believe not only that we have the ability, power and force to maintain our present position in the trade as wholesale importers and manufacturers, but to become, if possible, even greater factors in promoting the business interests of the country.*

*Our field is from ocean to ocean, our sixteen representatives are making their way through the Dominion as quickly as possible with a range of Spring Samples, which, in extent, characters and value, support our position.*

*We are already making extensive preparations for our spring opening; when our friends from far and near can depend upon seeing a display of Millinery, Millinery Novelties, Fancy Dry Goods, Jackets, Capes, Costumes, and Skirts such as has never previously been exhibited under one roof in the Dominion.*

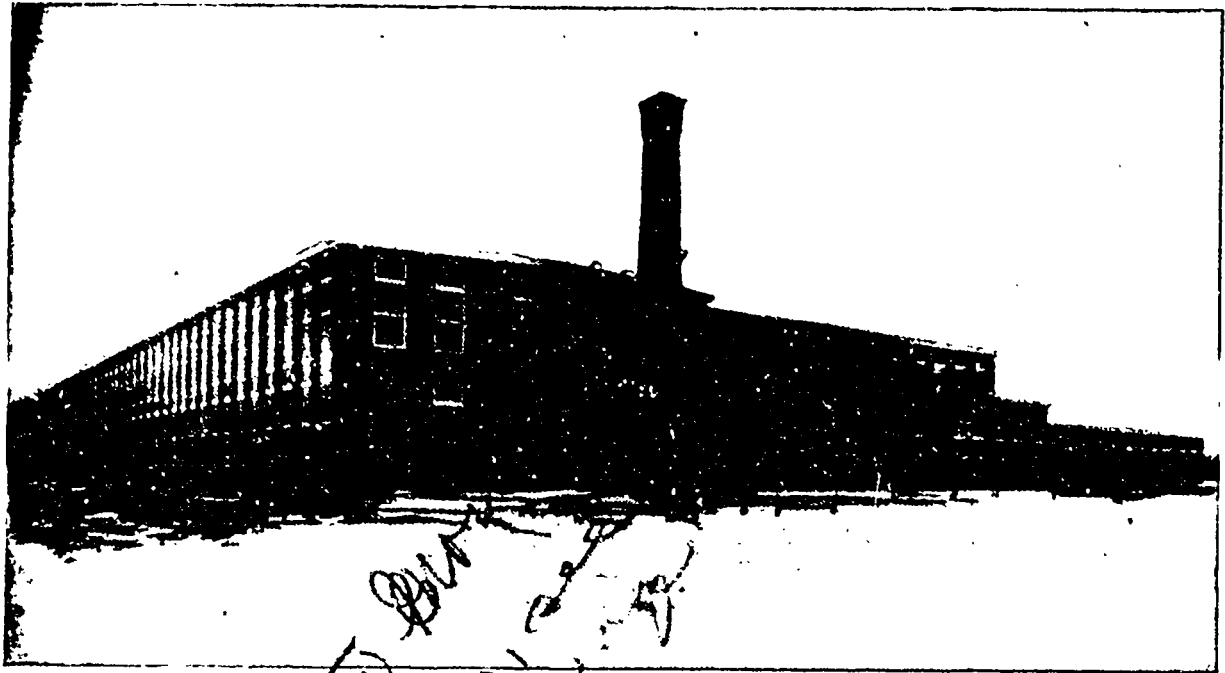
# S. F. MCKINNON & CO., Limited

York and Wellington Streets, TORONTO.

S. F. MCKINNON, President.

J. M. ALEXANDER, Vice-President.

R. MILLICHAIP, Wm. GUTHRIE, J. S. MCKINNON, Directors.



*TO BURN*

# Colonial Bleaching and Printing Co.

MONTREAL.

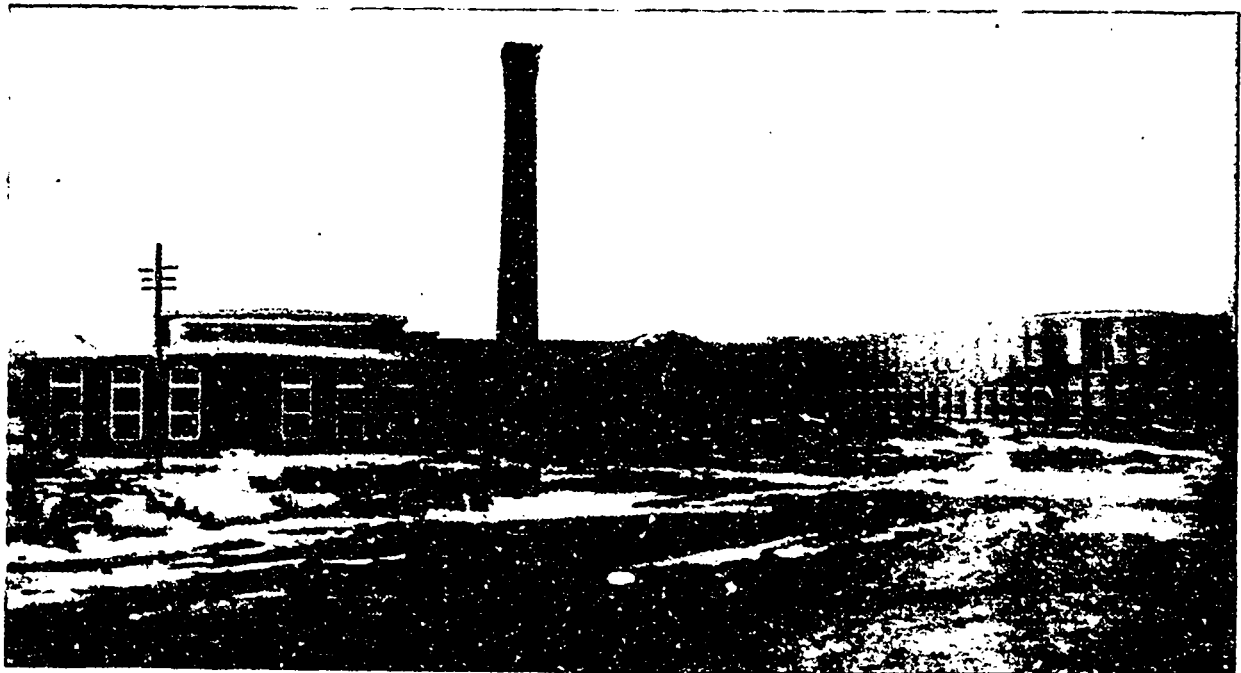
*TO BURN*

CALICO PRINTERS, BLEACHERS

And DYERS OF COTTON FABRICS.

WORKS AT ST. HENRI

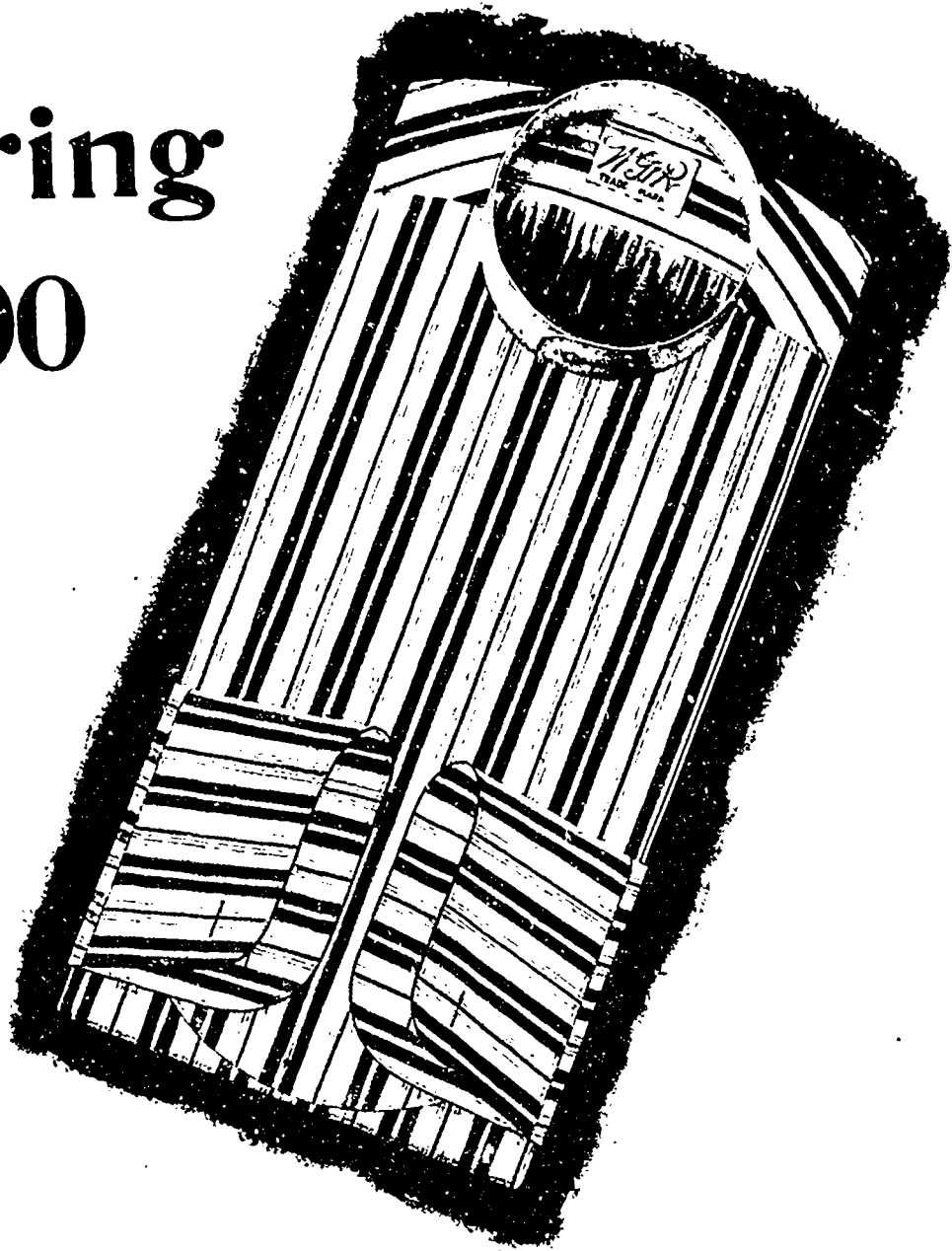
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TRADE MARK.  
*W.G.R.*

**ALWAYS AT  
THE TOP**

**Spring  
1900**



**“OUR SHIRTS HAVE A BOLD FRONT, BUT  
THERE IS NOTHING LOUD ABOUT THEM.”**

**The Williams, Greene & Rome Co.**

**Of Berlin, Ontario, Limited.**



**NEW PRESIDENT OF DRY GOODS ASSOCIATION.**

**M**R. JAMES RODGER, who has been chosen by the Montreal Dry Goods Association as president for the ensuing year, has been for many years connected with the firm of Gault Bros., in that city. As a young man he began business with Thomas May & Co., Montreal, wholesale milliners and fancy goods merchants. He spent about three years there before entering the Gault Bros. house. Twenty-eight years ago he became connected with the latter firm, and has since devoted his energies to the advancement of its interests. Some six or seven years ago he was admitted to membership in the firm, and subsequently became a director. He is now the director of the financial part of the concern, and is well known among bankers and business men as a shrewd as well as a strictly upright financier.

Mr. Rodger is a man who has never courted popularity, and his disposition is decidedly reserved. Politics have never interested him much, and he has never taken part in them. He is a deeply religious man, and, outside of the demands which such a large business naturally makes on anyone, he has occupied himself in forwarding the work of the church to which he belongs, and in which he is an elder. A native of Montreal, but of Scotch parentage, Mr. Rodger represents a type not too frequently met with. His business has not eaten up his soul completely; and he has taken his fair share of duty to others. He has always been fond of sport, and is an enthusiastic curler. He is still under middle age, and shows no tokens of abating strength. The firm with which he is specially connected, and the trade at large, it is to be hoped, can count on the advantage of his business ability for years to come.

**A LETTER FROM LIEUT.-COL. OTTER.**

Lieut.-Col. Otter, commanding the first Canadian contingent, has written in the kindest terms to Mr. Lockhart, of the Lockhart Bedding Co., Montreal, on the subject of a sleeping bag which this patriotic firm donated to him before his departure.

This is the same kind of bag as is used by sportsmen when camping out, and supersedes entirely the use of blankets.

A fac-simile of this sleeping bag is now on exhibition in Mr. Lockhart's bedding store, corner St. Catherine and Victoria streets.

**NEW HAT FIRM.**

A new hat firm, The Anderson & Macbeth Co., Limited, has just been organized for the wholesale hat, cap and straw goods business in Canada, and now occupy the warehouse at 58 Bay street, Toronto. This firm is composed of Mr. George Anderson, who has been for 22 years in the hat business in this

country, and is well known to the trade, and Mr. Macbeth, who has had large experience in the hat business in the United States. The firm will handle English, American and Canadian goods, and believe that when their travelers go out January 1 for the Spring trade they will show the most attractive range of novelties ever shown in hats in this country. The buyer has just returned from New York with the latest Spring styles. A line of hats for young men, natty and attractive, is proving one of their special leaders.

**JUDGMENT IN MR. CORISTINE'S FAVOR.**

Judgment was rendered in the Court of Appeal in Montreal on December 21 in the celebrated case of Hawes vs. Coristine.

Action was taken by Elizabeth Hawes, widow of Thomas J. Coristine, for the recovery of \$68,000 claimed by her as her late husband's share in the firm of James Coristine & Co., of which firm he was a partner up to the date of his death in 1897. The surviving partner, James Coristine, claims that his brother had no interest in the capital of the firm, having withdrawn his small share of the profits from time to time during his lifetime. Expert evidence was secured by both parties to the case, which was tried in the Superior Court in 1898. Judgment was given in favor of Elizabeth Hawes for \$13,988. This judgment was appealed from, and in the Court of Appeal was reversed, the court holding that there was absolutely no grounds for the claim. Mr. James Coristine thus emerges victorious, with his honor and integrity completely vindicated.

It is interesting to note that the attorney of Elizabeth Hawes, who had absolute con-

trol of her estate, is now under arrest, being accused by her of having defrauded her of a very large amount. The case is now before the courts.

Mr. James Coristine is president of the well-known firm of James Coristine & Co., Limited, Montreal.

**NEW SHIRT AND COLLAR MANUFACTORY.**

Montreal has a new shirt and collar manufacturing firm. The Empire Manufacturing Co., Limited, have lately started operations on Craig street. The company's offices are commodious, and the prospects are that a very successful business will be carried on. They are manufacturers of shirts, collars, cuffs and boys' blouses, and make a specialty of high-grade lines. They invite the trade to inspect their samples before placing orders.

Mr. George A. Thorpe, of The G. A. Thorpe Manufacturing Co., is at present in New York selecting goods for Fall, 1900.



MR. JAMES RODGER.

The following superb

## NOVELTIES

will be presented by the GILBERT  
MFG Co. for the

---

# SPRING

OF

# 1900

---

No buyer will be able to satisfy  
his house who does not personally  
and thoroughly investigate this  
line of

## DRESS LININGS



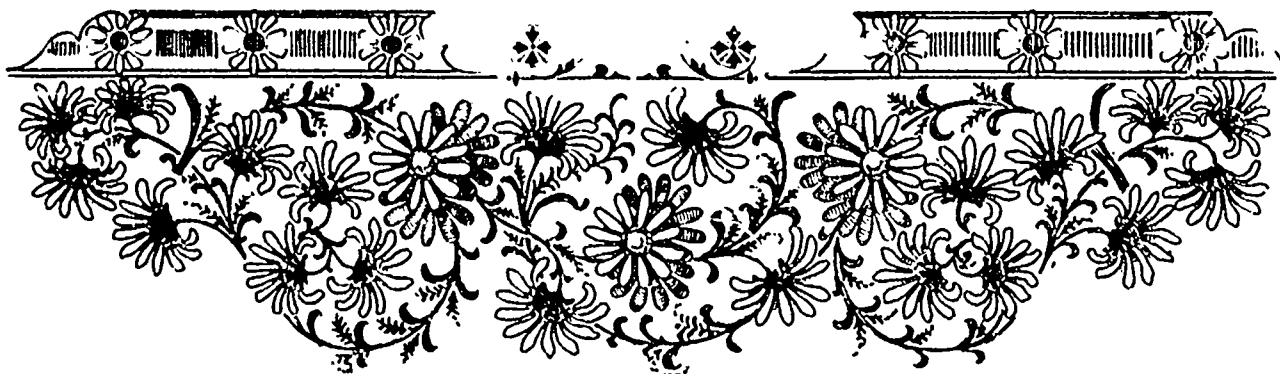
SILVER SHEEN; a great success.  
SATIN ANTIQUE; a novelty.  
XXX SUBLIME SILK PREMIER; superb goods.  
COMMODORE FABRIC; a great novelty for waist linings.  
No. 10 SEA ISLAND SILK; no further use for real silk.  
SULTANA SILK; too beautiful for a lining.  
FREDERICA RIBBON MOIRE; just elegant.  
BELLE FORT SILK; which needs no praise.  
BROCADE ARMUIR; nothing like it in America.  
XXX SUBLIME ANTIQUE; we cannot make them fast enough.

Also a line of our justly celebrated GILBERT FAST BLACK goods.  
Also a full range of colors in our 3-leaf Twills.

O. P. DORMAN, President.

# GILBERT MFG. COMPANY

380 AND 382 BROADWAY. NEW YORK.



## Glothing and Woollen Trade.

### THE MARKET AT HOME AND ABROAD.

THOSE who have analyzed the wool situation in England declare that the higher prices now being paid for colonial wools show no signs of easing off. They assert that, but for the shortage in merinos and the large consumption, the prices for finer wools would subside. But, both these factors being in force, the outlook for lower prices is by no means assured. An English exchange gives the following table of the advances in wool since the movement began :

During 1898.....	7½	10	10 per cent.
January series, 1899.....	5	"	7½ "
March " ".....	7½	"	10 "
May " ".....	20	"	25 "
July " ".....	5	"	7½ "
September " ".....	10	"	15 "
November " ".....	10	"	15 "
Total rise.....	65	to	90 per cent.

As a heavy shortage in merinos is again predicted for Australia, and Cape wools will be affected by the war, the outlook is not believed to be in the direction of lower prices.

In Canada, the higher prices paid for all imported woollen materials, especially worsteds, is generally acquiesced in. As to domestic goods, which are always slower to advance, the past month has put some backbone into the manufacturers. The selling agents of a large woollen concern issued a circular in December to this effect :

"In view of the recent very marked advance in the price of our raw material (wool, supplies, etc.) and the possibility of a still further advance in the future, we find it necessary to advise our customers as follows: All goods made by us are subject to an advance in price at any time, without notice. Orders not actually in our possession the day an advance may be made, will be filled only at the new price. Orders held by any house, waiting for one of our salesmen to call, or for any other reason, cannot be considered. Only such orders will be recognized as have been duly received and acknowledged by our firm. The above particulars are given not only for our own protection, but that our customers may not oversell any line of goods purchased from us, with the surety of being able to record repeats at the same price as their original orders."

Some of the mills, in showing samples for next Fall, have been embarrassed by the uncertainty as to prices, and some have not yet ventured to show fancies at all.

A. S. Campbell & Co., the semi ready clothing manufacturers, of Montreal, are at present holding an extensive sale of overcoats, etc., at manufacturing prices. They had a contract with the Kennedy Co., semi ready clothiers, and have termin-

ated it, and Mr. Campbell intends to devote himself solely to the retail trade in future, in which department he has had 25 years' experience. He intends to pay particular attention to the making of the finer grades of clothing.

Among the many novelties in the juvenile clothing, says an English authority, which are being put on the market for the Spring trade, those having any connection with the war in South Africa are sure to attract a large amount of attention. By far the best I have seen as yet is a juvenile suit, an exceedingly natty suit, made up in khaki, the material so prominently brought before the eye of the public by the military off to the war. The coat is of the Norfolk style, with four pockets, each with a broad box pleat and a flap buttoned with brass buttons. Two brass buttons are on each sleeve and on the belt, and the buttons down the front are of the same metal. The jacket has a wonderfully smart appearance, and is capitally made up and finished. Quite apart from sentiment, the cloth is almost an ideal material for juvenile Summer wear. It is waterproof and light, healthy to wear, and washes well. The manufacturers of khaki claim for it, that washing the material not only is not detrimental to the cloth, but actually improves it. However this may be, it certainly will stand hard wear, and should, during the coming Summer, prove a most popular wear amongst all classes.

The range of woollens shown this season by importers for the tailoring trade contains some attractive goods. The buyer for The W. R. Brock Co. declares that in trouserings the patterns comprise small checks, narrow stripes and overchecks, and materials range from moderate-priced goods to the finest French worsteds. In suitings, there are some nice fancy worsteds, both domestic and imported goods, principally in small grey checks and overchecks, both in pure botany and crossbreds. For Spring overcoats, the latest novelties in coverts and whipcords are both plain and herringbone pattern, while cheviots in greys and blacks are also in favor. What fashion may decree between now and the incoming of actual Spring weather is doubtful. Black and blue serges will again be popular for young men's suits.

Thornton & Douglas, of Stratford, Ont., are not only enlarging their making-up department, but are opening a new branch in Chatham, Ont. It will be the corner store in the new Victoria block, and is being fitted up as one of the handsomest and best equipped clothing stores in Western Ontario. Its size is 27 x 95 feet, and it is being fitted up inside with hardwood finish and all modern conveniences, including the

THE . . . .

**CALVERT &  
DWYER CO.**

**Wool Merchants**

and.....

**Wool Staplers**

**Toronto, = Canada**

Telegraph, telephone or write for our  
quotations. It will pay you.

TELEPHONE No. 2922.

**CLOTHING AND WOOLLEN TRADE.—Continued.**

latest designs of windows and vestibule doors. This will make the second branch store this firm have opened since they started in business in Stratford, in 1888. In 1893, they opened the Guelph store, and so successful has been their experience there that they have been encouraged to extend to Chatham.

The Sanford Manufacturing Co., of Hamilton, secured the contract for supplying 20,000 garments for the second Canadian contingent to South Africa.

The Rosamond Woollen Co., of Almonte, has received its new 460 horse power water wheel. There is also a large consignment of new worsted manufacturing machinery on the way from England. "Number one mill" is up-to-date in every respect.

The Stratford Clothing Co., will remove to Toronto this week, going out of the retail business and confining themselves to the manufacturing on a wholesale basis.

As handsome a circular as we have seen lately has been got out by Hutchison, Nisbet & Auld, Toronto. It is intended to direct attention to their stock of material for the ladies' tailoring trade. The cover is a fine fac simile, printed, of a fashionable design in cloth.

A woollen factory is to be erected at Fredericton, N.B. Arrangements are about completed for the formation of a company of local men, of whom, it is understood, F. B. Edgecombe will be the chief stockholder, to establish and operate the factory, which will employ between 30 and 40 hands.

**TO EXTEND THEIR BUSINESS.**

JUST as certain chemicals fused together produce light or heat, so the fusion of ripe experience and fresh energy and enterprise is bound to produce increased power, and to extend even a large business.

The Crompton Corset Co., Limited, Toronto, have taken this method of extending their already great business. Mr. F. Crompton started this business about 25 years ago, and, by catering only to high-class trade, earned an excellent reputation for his goods. By the use of the most modern machinery, the employment of skilled workmen and keeping up the standard of their goods, this reputation has been maintained and the business has steadily grown until now the firm's factories cover more than an acre of floor space, and have a capacity of 12,000 pairs per week.

To keep pace with the "growing time" in this country, however, the executive force of the company has been increased by the admission of Messrs. George Reedy and John Gilchrist. Mr. Reedy has for years conducted an excellent dry goods business in Barrie, Ont., which he sold out to enter the Crompton company. Mr. Gilchrist has been for several years with the company as traveler. Both these gentlemen are comparatively young, and have been successful business men, so their entrance into this firm will add much to their capacity for business.

It is intended by the company to enlarge their staff and add to their machinery, so that the business may be extended in proportion to the growth in the demand for corsets in the Dominion, which their 14 travelers cover thoroughly every season.

**DISPLAY FIXTURES IN DEMAND.**

The past year has been an excellent one for the manufacturers of display fixtures in Canada. Clatworthy & Co., Toronto (see their advertisement on another page of this issue), have had a specially good year, an expansion of nearly 50 per cent. being shown over the previous year, from which it would appear that the efforts of this firm to suit the Canadian trade are being widely appreciated.

Anticipating a still greater expansion of their business during the coming season, this firm found it necessary to largely increase their facilities for manufacture, which will enable them to extend all lines of their business.

They will carry a full stock of their staple goods, such as revolving mantle racks, wax figures and papier-mache forms, and they are introducing their "Silent Salesman" and other showcases, which are offered at close figures. During the month of January only, they intend offering a reduction of 20 per cent. in the price of their ribbon and umbrella cabinets.

Many novelties will also be introduced this season, including millinery and hat stands, nickel-plated fixtures, etc.; also triplicate, duplex and other mirrors. Another novelty this firm are putting on the market is a double-rail, straight mantle rack, for which a big demand is looked, judging from inquiries.

It is evident that Clatworthy & Co. are determined not to neglect any means of securing a large share of the display-fixture business of Canada during the coming year.

**AMONG THE NOVELTIES.**

The white pique collar with bow to match the blouse waists is among the latest pretty ideas out this season. As usual, Messrs. Boulter & Stewart placed these on the market as soon as shown in New York. Keep the up-to-date goods, they always sell. Go one better than your competitors. You can see 100 designs of these popular goods at Messrs. Boulter & Stewart's, 13 Front street west.

Wreyford & Co., wholesale men's furnishers and manufacturers' agents, have removed from McKinnon Building, to more commodious salesrooms at Romain Building, over 85 King St. W., Toronto. They now carry a stock of several of Young & Rochester's leading lines in shirts, collars, and neckwear.

Owing to the popularity of shirt waists and blouses, it is evident that the Spring and Summer of 1900 will be a great belt season. Belts will therefore be shown in great variety. A leader in this line will be an elastic web, with ornamentations of marabout.

Among perhaps the most delicate and elegant materials that have ever been created to tempt the eye of the fair sex, are to be found the rich embroidered chiffon all-overs and sequin nets, which promise to be a leading attraction this season.

Mr. R. W. MacDougall, director of Gault Bros., Limited, Montreal, has been nominated again, by the Dry Goods Association as its representative on the council of the board of trade. This is, however, merely a nomination, and does not necessarily insure appointment. The place is one that is somewhat keenly contested, and the authorities no longer recognize any association in the selection for office. No action can be taken until the annual meeting. Of course, the support of members of the Dry Goods Association carries with it that amount of value, and the hardwaremen and they generally work together. But the election takes place, every man on his own footing, so far as the board of trade is concerned.

# Beaver Woollen Mills

ALTON, ONT.

(WILLIAM ALGIE)

MANUFACTURER OF THE  
FINEST QUALITY . . .

## Knit Goods

The Famous "DUPLEX" and "ALASKA" Brands  
of Underwear are guaranteed to be the best.

It will pay you to handle these goods.

We would like to tell you all about our goods and quote  
prices. Write to us.

# Beaver Woollen Mills

# PEWNY'S KID GLOVES

This Brand in a Glove  
Insures



GOOD FIT      GOOD STYLE  
GOOD WEAR

All orders will receive prompt and careful attention.

## S. Greenshields, Son & Co.

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



# The BROWN BROS., LIMITED

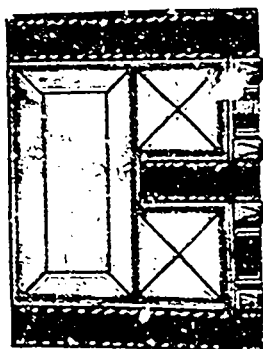
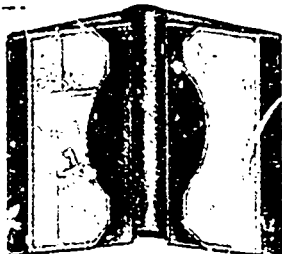
64-68 KING ST. EAST, TORONTO.

## STATIONERS, BOOKBINDERS

MANUFACTURERS  
OF ♦♦♦♦♦♦♦♦♦♦

## ACCOUNT BOOKS

## LEATHER GOODS, ETC.



We make and keep in stock the finest goods that can be purchased.

**Pocket Books, Purses, Card Cases, Diaries, etc.**

**Blank Books** of every description and all sizes.

**Stationery**—Envelopes, Pens, Pencils, Inkstands, Ink, Office Supplies, Stationery  
Novelties.

**Paper**—Printing, Writing, Letter, Note, Fancy, etc.

**Printers' and Bookbinders' Supplies.**

Stocks in every department new, up-to-date; prices very close.

We aim to have the most complete stationery house in the Dominion.

We expect to occupy our new premises, 51-53 Wellington St. West, about 1st February, 1900.

We invite all to call.

Letter orders receive prompt attention.

ESTABLISHED NEARLY HALF A CENTURY.

**THE BROWN BROS., Limited, Manufacturing Stationers, Toronto.**

## A GOOD AGENCY OPEN.

A large firm in Great Britain which manufactures a splendid line of Waterproof Jackets, Mantles, Costumes, etc., is open to receive applications from responsible houses for their Canadian Agency. Communications addressed to "Waterproof," care "The Dry Goods Review," Toronto, will reach them.

1899... WINTER SAILINGS... 1900.

## BEAVER LINE ROYAL MAIL STEAMERS.

Sailing weekly between St. John, N.B., and Liverpool. Calling at Halifax, N.S., and Moville, Ireland, each way.

From Liverpool.	STEAMERS.	From St. John.
Sat. Dec. 23	LAKE SUPERIOR	Wed. Jan 10
" " 30	MONTEREY	" " 17
" Jan. 6	MONTEAGLE	" " 24
" " 13	LAKE ONTARIO	" " 31
" " 20	MONTEREY	" Feb. 7
" " 27	LAKE SUPERIOR	" " 14
" Feb. 3	MONTEREY	" " 21
" " 10	MONTEAGLE	" " 28

And weekly thereafter throughout the Winter Season.  
 • Carry a limited number of First Cabin passengers only.

### Rates of Passage.

First Cabin—Lake Ontario and Lake Superior, single, \$15 to \$50; return, \$35 to \$90; prepaid, \$15 to \$50. Montreal, Monterey and Montevideo single, \$10; return, \$20; prepaid, \$10. Second Cabin—To or from Liverpool or London, \$25; round trip, \$50. Steerage—Outward from St. John or Halifax, \$22 (Liverpool, London or Londonderry); prepaid to Halifax or St. John, \$21. For further particulars as to passage or freight, apply to any Agent of the Company, or to

ELDER, DEMERSTER & CO., MONTREAL.

## HOTELS FOR COMMERCIAL MEN.

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

## THOBURN'S Woolen Mill

ALMONTE.

Grey Flannels,  
 Navy Blue Flannels,  
 Military Flannels.

Our "ALL-WOOL" Flannels are Warranted Free

From Cotton.

EXCELLENT VALUE.



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

TELEGRAMS "PRINCES DUDEE"

ESTABLISHED 1849

## Andrew Mitchell & Co.

Limited

Jute and Linen Manufacturers,  
 Dyers and Finishers,



DUNDEE

Town Office, 30 Cowgate, also at Glasgow, London, Liverpool, Manchester, Paris.

All kinds of Fine Hosiery and Lisle Yarns and Tissues, Dressing Cottons and Fine Hessian's backings, Bagging and Packings, Canvas, Tarpaullings, Wool Sheets, sacks etc etc

HOME and EXPORT.

Registered Office, 12 Princes Square, Glasgow.

Canadian Agents—

## R. FLAWS & SON

DRY GOODS AGENTS

Manchester Buildings,

Melinda St., TORONTO.



(Trade Mark)

## M. MARKUS

50 Hospital Street,

MONTREAL.



Carries a full stock of all

## TRIMMINGS

required by Clothing, Mantle, Shirt, Neckwear, Fur, Corset and Suspender Manufacturers.

We make a specialty of

## FELT

for Clothing, Mantle, Cap and Shoe manufacturers.

German Astrachan and Curls for the Hat and Cap Trade.

Silk Woven Name Labels and Hangers for every line.

ORDERS FILLED PROMPTLY. NO DELAY.

MANUFACTURERS OF  
*All Wool and  
Union Flannels.*



*Tweeds, Serges &c*

A.H. BAIRD,  
SECTY TREAS

H. STROUD,  
MANG

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

**The Review's Directory of Agents.**

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

**W. A. BAKER** 43 St. Sacrament Street \_\_\_\_\_  
Manufacturers' Agent, **MONTREAL**

Representing—KRAMBISCH, WERTHIMER & Co., Bradford, England, Italians and woollens. FRIEDRICH & FULDA Plauen, Germany, lace. HENSHAL, COLLADAY & Co., Philadelphia, U.S.A., manufacturers of dress trimmings, fringes and upholstery goods. STANSFELD BROWN & Co., Bradford, Eng., carriage cloths, teltons, etc.

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

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

**A. ROLAND WILLIAMS** Manufacturers' Agent, Room 500 McMillan Bldg 19 Melinda St., Toronto  
Woolens, Silks, Ribbons, Gloves, Fancy and Staple Linens, Felt Hats, Dress Trimmings, Canvas, etc.

**SITUATION WANTED.**

AS TRAVELLER BY SUCCESSFUL YOUNG BUSINESS MAN, with thorough knowledge of Dry Goods, Clothing and Gents' Furnishings. Will travel for expenses and commission, Northwest and British Columbia preferred, highest references. Apply A. B., care DRY GOODS REVIEW, Toronto. (1)

**If you Want to Learn Anything About Advertising.**  
If you are a business man and get or want to get business by any kind of advertising, and want to know how to advertise and make money for it if you are an employer and expect to go into business for yourself; or if you want to get into a new and profitable profession—we furnish the foundation—the accumulated knowledge on the subject—investigation costs you nothing—valuable information will be sent free.  
Address Advertising World, Publicity Club, Columbus, O.

**THE SIEGE OF LADYSMITH.**

SHREWD TACTICS ILLUSTRATED.  
UNRIVALED.

Sold every where or direct prepaid for 25 cents. Special rates to the Trade. Copyrighted.

Address LADYSMITH, P. O. Box 1045, MONTREAL.

**COUNTER CHECK BOOKS**  
The BEST Is None Too Good

—AND—  
CASH SALE SLIPS

Send for Samples and Prices

**THE Merchants Counter Check Book Co. LIMITED**  
40 Wellington St. East  
**TORONTO - - ONT.**

**F. ROBERTSON & CO**  
29 FRONT ST. WEST  
TORONTO

**ILLUSTRATED LACE LISTS ON APPLICATION**



**NEW FEATURES IN WHOLESALE  
TRADE.**

**MCINTYRE, SON & CO.**

**T**HE above firm draw the attention of the trade to their large assortment of imported wash fabrics and white goods. The assortment in this department is unusually large, and must be seen to be appreciated. The latest novelties in French printing are included in styles now being shown.

The dress goods department are showing the usual large range of plain and fancy styles for Spring delivery. On January 2 will be opened a special range of low priced plaids for immediate shipment. Samples are in the hands of travelers.

The silk department is kept well assorted with good selling lines, many of which, being contracted for before recent advances, are now especially good value. French printed foulard silks in novel designs are shown.

Kirby, Beard & Co.'s smallwares are too well known to require recommendation. Their needles, pins, etc., are among the best made. A full assortment kept in stock in Montreal.

In the kid glove department there is nothing but new, fresh stock. There are leading lines to sell at popular prices that will give a fair profit to the retailer.

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

P. Garneau, Fils & Cie., Quebec, report a great success with their line of silkalette. It is sold in all popular shades and can be retailed at 17 to 20c. Ask their travelers, or write for samples.

The same firm have full ranges in black and colored cashmere and a large line of black crepons in latest designs selling at 35, 40, 55, 60, 75, 95c. and \$1.50. P. Garneau, Fils & Cie. are also showing large lines in tweeds, coatings, serges and other woollens at rock bottom prices.

A large consignment of black silks in peau de soie, nubienne, athos, figured damas, nicoise, taffetas, etc., is just being opened. They have now in stock very special values in Swiss point curtains, net curtains, vitrages, lace blinds and lace nets.

P. Garneau, Fils & Cie., are also receiving remarkable values in reversible cretonnes to retail with big profit at 15 and 20c.

**S. GREENSHIELDS, SON & CO.**

S. Greenshields, Son & Co. have just received a full consignment of their new laces and all-over lace nets. These include the new heavy gupure insertions and all-overs in the Renaissance and other new styles. They anticipate a large trade in prints, and have already sold a large quantity of them. Prints, no doubt, will be trimmed with laces and all-over nets. Merchants should buy these early, as they are already getting scarce, both in this country and in Europe, and it will be very hard later on to get orders filled.

S. Greenshields, Son & Co. are showing a range of very fine muslins for Spring trade, including the organdies and new Silmus muslins. They have also now on hand a large stock of white Victoria lawns and India linens, which they are offering at old prices, and which can be delivered immediately for January retail white goods sales. In Victoria lawns, they have special makes in both light and heavy at popular prices.

S. Greenshields, Son & Co. and other merchants have found it very hard to get orders filled in Switzerland for white embroideries and insertions. These goods, in most cases, will be delivered very late this season. Their buyer had fortunately placed his order very early for the coming season's trade, and they have already received a large quantity of all their lines, including insertions, which are complete. They had bought before the heavy advance, and are offering these lines at old prices.

**THE W. R. BROCK CO., LIMITED.**

As predicted last month, The W. R. Brock Co., Limited, have found that *leur imperials* suitings (large plaids) for ladies' skirts have become a decided feature. Their range is acknowledged to be an exceptionally fine one, and orders are coming in freely. As these goods are wanted for immediate use, and they are getting deliveries of them every day, they have kept their customers well supplied. They have made arrangements with the manufacturer to keep these goods fully assorted during the season.

They also report that many customers have taken advantage of their special offerings of stock lines in black and colored cashmeres, velours, whipcords, poplins, serges, and all staple plain dress goods that are in demand. Of course, it is understood that these prices only exist for stock on hand, and, after it is exhausted, the line will have to be dropped altogether, the advances being so great it would be impossible to keep them up. Some had predicted a falling off in the fancy black business, but The W. R. Brock Co., Limited, have not experienced this. In fact, they predict a larger season than ever for Spring in these goods, and, judging by orders already received, have good reasons to think so. There is, however, a tendency to go after smaller effects, although the large blisters are still selling freely.

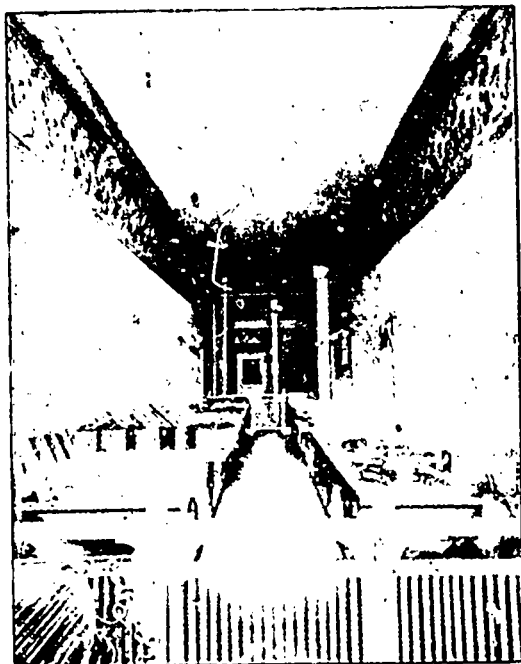
Their Spring trade in fancies has been a surprise, although they felt with the general opinion that very few fancies would be wanted. In order to make their assortment as complete and attractive as possible, they placed orders for a nice range of the latest novelties, and have already been obliged to cable a number of repeats, which proves that fancy dress goods in Canada are not a dead letter to-day. The manager of this department, in conclusion, reports the dress goods business in the most healthy condition that he has ever remembered, orders having come in for future delivery much more freely, and customers generally inquiring for much better grades of goods.

The W. R. Brock Co., Limited, are in a good position to supply their customers with staple lines of black and colored silks, but strongly advise early placing of orders, as they will not be able to execute orders when present contracts have expired. As to fancy silks, they have a large range of costumes and skirts, the stock comprising the latest novelties of New York and London.

In cashmere hosiery, this house claims to attract the keenest buyers with their various lines, as they were fortunate in placing large orders for plain and ribbed goods when the market was more favorable than it has been for months past. They offer to send samples and quote interesting prices. The same is true of fabric gloves. As to cotton hosiery, in spite of the great advances, the department are maintaining their reputation for keeping the right goods at the right prices in stock, and offer for Spring such sought-after lines at the same prices as in the Spring 1898. These goods cannot be repeated except at a great advance.

In men's furnishings, business has greatly increased with

# THE MODERN STORE



Luxfer Prisms successfully lighting a store 100 feet long.

## Luxfer Prisms

represent  
.. a ..

## Yearly Saving



This is the best that ordinary glass could do before.

**If you want more daylight, you want Luxfer Prisms.**

**We make Visitors Welcome, and Solicit Letters of Enquiry.**

The phenomenal development of our Dominion is best evidenced by the greater demand for better store buildings, and, while solidity is required, the artistic is not forgotten. The Sales Department of the Luxfer Prism Co., Limited, has arranged to supply, on advantageous terms, the finest productions of the best and most reliable concerns engaged in manufacturing shop building materials.

### SAMPLES OF ALL LINES AT SHOWROOMS.

- LUXFER PRISMS.** Scientifically correct, in practice successful.  
Light any part of building with daylight.
- ELECTRO-GLAZED ART GLASS.** Original designs, artistic effects in glass.  
Electro-copper bar—requires no unsightly iron rods.
- ELECTRO-GLAZED FIREPROOF WINDOWS.** Transparent as ordinary plate glass, and decorative.  
Better fire protection than iron shutters, reduced insurance.
- MARBLE MOSAIC FLOORS.** Best Italian marbles, skilled Italian labor.  
Mosaic Marble & Enamel Co., Buffalo, N.Y.
- ARCHITECTURAL TERRA-COTTA.** Artistic effects obtained much cheaper than in stone.  
Perth Amboy Terra-Cotta Co., Perth Amboy, N.J.
- ORNAMENTAL IRON.** Grills, Wickets, Elevator Enclosures, Screens, Etc.  
The Winslow Bros. Co., Chicago, Ill.
- HARDWOOD FITTINGS.** Best Selected Woods, special finish, best workmanship.  
Store fittings of every description.
- EXPANDED METAL.** Fireproof Construction. Floors, Partitions, Roofs, etc., etc.

SKETCHES AND ESTIMATES ON APPLICATION.

**Luxfer Prism Co., Limited** 98-100 King St. West, **Toronto**

A FEW SAMPLES FROM OUR STOCK OF CUTS FOR DRY GOODS AND DEPARTMENT STORES

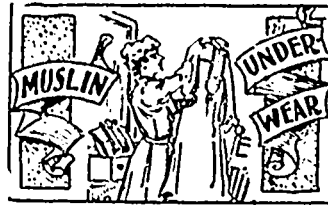
SEND FOR CATALOGUES.



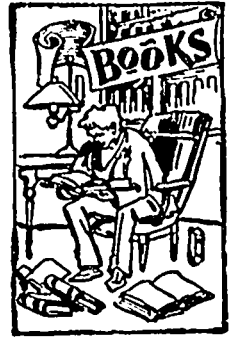
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STANDARD ELECTROTYPE CO.

WILMINGTON, DEL., U.S.A.

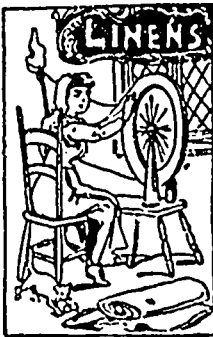
PRICES FOR CUTS ON THIS PAGE.

Order by Number and Letter.

Less than 10	-	-	20 cents each.	From 25 to 49	-	-	18 cents each.
From 10 to 24	-	-	19 cents each.	From 50 to 99	-	-	17 cents each.
			From 100 or over				16 cents each.

If ordered sent by mail add 1/4c. per cut to remittance Always remit when ordering.

If you see the print of a cut anywhere that you would like to have an electrotype of, clip it out and write us. We can make a cut of yourself from photo, or of the interior or exterior of your store or building, or of any article of merchandise.



G 143



B 3



P 357



J 67



P 369



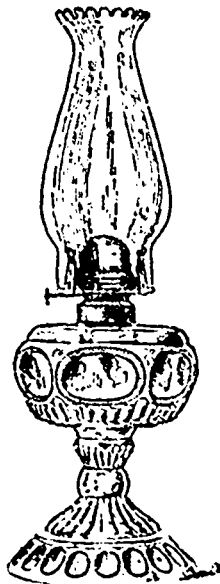
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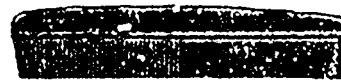
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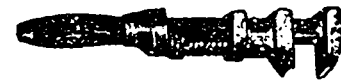
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J 108



J 88



J 90



J 73



B



G 151



P 362



E 7



H 167



J 346

# The R. J. Smith Co., of Ottawa

LIMITED

268 Sparks Street, OTTAWA, ONT.

WHOLESALE MANUFACTURERS

: : : OF : : :

**Men's and Boys' Clothing,  
Smocks and Overalls,  
Top Shirts and Drawers.**

Cutting, Making, and Trimming merchants' own cloth a speciality.

SEND FOR PRICE LIST.

## ROYAL CARPET CO.

GUELPH.



Manufacturers of

# Ingrain Carpets

TWO AND THREE PLY

**Art Squares,  
Rug Fringes,**

**Carpet Bindings,  
Rugs, Mats, Hassocks, Etc.**

Our Special  
.... Line

## “THE CANADIAN BRAND”

The Best Wool  
Carpet in the World.

BEWARE OF IMITATION.

**CARPETS AND CURTAINS—Continued.**

advantages of having a trade paper and reading it. You are posted with the latest big store ideas in all branches of your general dry goods trade for 17c. per month.

You may not have space to carry a big stock of the large carpet-size rugs. They are being called for very much just now. The Toronto Carpet Mfg. Co. have several sizes, and you can get them quickly. In values, these heavy Smyrnas surpass the thin, one-sided importations.

The attractive features of their "Acadia" axminsters are commanding great sales. Novelty and beauty of design, richness and strength of coloring and reasonable price are merits which will always find favor with appreciative buyers.

Then, their line of extra super ingrains have but to be seen. No buyer of standard carpets, full warps, clean honest yarns, extra weight, should neglect looking into their values—made in two and three-ply and in all-wool and unions.

There is no doubt but that The Toronto Carpet Mfg. Co. have revolutionized carpet manufacturing in Canada, and are thoroughly up to date.

A picture of their new premises at the top of their advertisement will give some idea of the extensive premises occupied by this enterprising firm.

**A NEW IDEA IN FLOOR COVERING.**

Emile Berliner, of Washington, D.C., the inventor of the telephonic transmitter and the gramophone talking-machine, was granted a patent on what he calls tile matting. In experimenting with matting on his floors, Mr. Berliner discovered that dust occasionally filtered through, and that, if a break appeared, it was almost always necessary to recover the entire floor. He then conceived the idea of cutting matting into small squares or other designs, and covering his floors with these patterns.

By laying the patterns like parquet, he secured some excellent effects, no seams appearing and the natural streaks of the matting neutralizing each other. His method of producing the squares was simple. He took ordinary Chinese or Japanese matting and backed it up with linoleum paste, which has a tendency to strengthen the fibre and make it water and dust-proof. The squares are then pressed on heavy cardboard, laid on the floor and fastened down with a few tacks. The picturesqueness of the fabric is enhanced by a coat or two of varnish, which adds to the brilliancy of appearance, and also makes it easy to rub over them with a damp cloth and thus remove the dust. As squares at different points wear out, they are cut out and others substituted. Mr. Berliner claims that his new tile matting is a model floor covering, and it is designed to cut a wide swath in the carpet business. A company is now in process of formation to go into the manufacture of the new goods and to place them on the market.—American Carpet and Upholstery Journal.

**MAKES AND MAKING OF INDIA RUGS.**

In a booklet recently issued by a Calcutta firm of exporters, it is asserted that "Indian carpets may be classified either according to the nature of the materials of which they are made or the manner in which they are woven. They are cotton, woollen, silk, goats' hair, yaks' hair, and pashm carpets, or mixed carpets of any two or more of these materials. The general conditions of Indian carpet weaving are distinctly more favorable to the production of the serviceable fabric than those which obtain in England. Pile carpets

are made at a limited number of jails in each Presidency, and by private manufacturers. In an Indian carpet the whole fabric sinks together under the foot, and its wearing power is three or four times that of an English or European carpet. Many native gentlemen possess pile carpets 400 years old, which still retain their original brilliancy. The different sorts of cotton carpets are known as Farsh or Jazim, Darries, Satrang, Dosuti and Dalichas; they are seldom exported. Woollen are known by their centre of manufacture, such as Amritsar, Multan, Agra, Mirzapur, Hushiarpur."

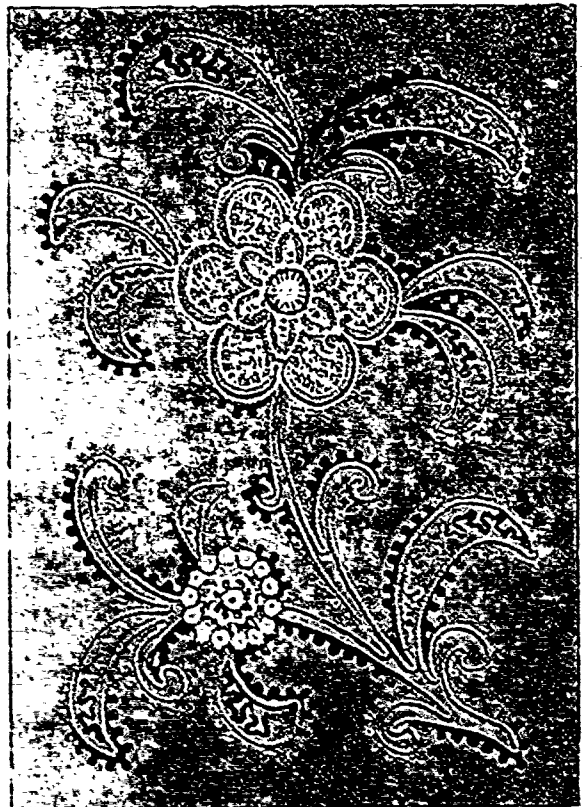
**CANADIAN WOOLLENS FOR MARKETS ABROAD.**

The familiar name of the Oxford Manufacturing Co., Limited, of Oxford, Nova Scotia, is again brought before THE DRY GOODS REVIEW readers in their regular full page announcement relating to the famous "Oxford" costume cloths and tweeds, of which this firm are making such a success. A week or so ago, a member of a prominent firm of British woollen importers remarked, when looking through the new "Oxford" Spring patterns, that they were of such a swell character in both coloring and texture as to command a ready sale in the best London trade. His English office is to be furnished at once with samples.

The Oxford people have recently sent, at the suggestion of a military commander, samples of their grey homespuns home to England to be laid before the Secretary of the War Office.

The mills report an unprecedented increase in sales and find their products going into the very best trade. Australia should use these cloths to advantage.

Hutchison, Nisbet & Auld, of Toronto, represent The Oxford Manufacturing Co. in Toronto, and westward to the Pacific Ocean. They carry full ranges and make prompt deliveries.

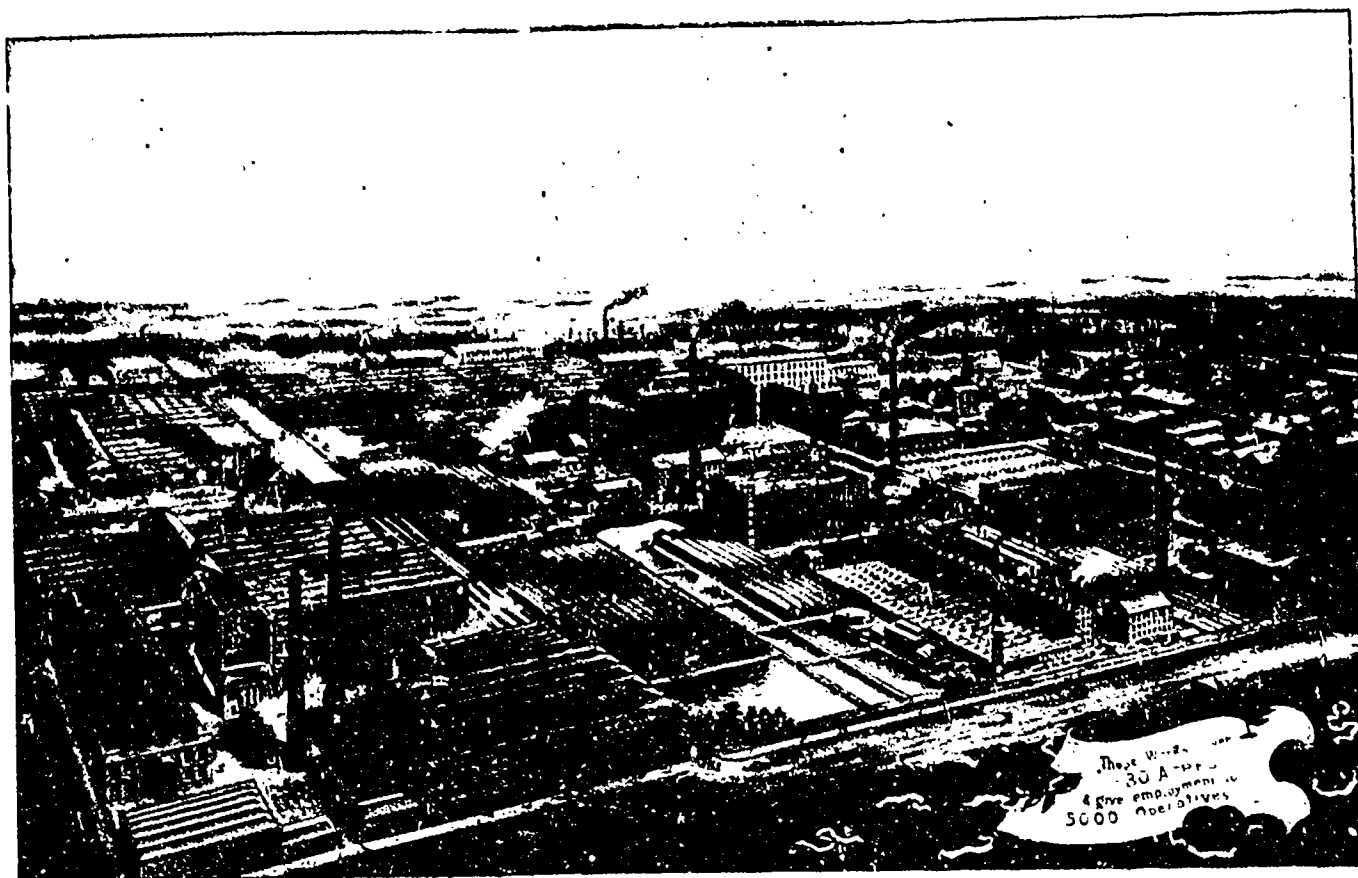


A.R. 406.

This design represents the Embroidery on one of the several lines of handsome Robes shown by Brophy, Calus & Co.

# HORROCKSES, CREWDSON & CO. LIMITED

## COTTON SPINNERS AND MANUFACTURERS.



**WORKS, PRESTON AND FARNWORTH, LANCASHIRE.**

**WAREHOUSES, PICCADILLY, MANCHESTER**

**5 LOVE LANE, LONDON, E.C.**

**7 MITCHELL LANE, GLASGOW.**

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

**Specially Finished for the Sewing Machine**

And Suitable for all Parts of the World.

**HIGHEST AWARDS AT ALL EXHIBITIONS.**

PRIZE MEDALS, LONDON	1851, 1862
GOLD MEDALS, PARIS	1867, 1878
DIPLOMA OF HONOUR, VIENNA	1873
GOLD MEDAL, CAPE TOWN	1877
DIPLOMA OF HONOUR, LONDON	1884

GOLD MEDAL, CALCUTTA	1884
GOLD MEDAL, LIVERPOOL	1886
GOLD MEDAL, EDINBURGH	1886
FIRST AWARD, ADELAIDE	1887
FIRST AWARD, MELBOURNE	1888

Every garment we sell is made on the premises and  
this label is your guarantee.



WHAT  
TO BUY.

# "Tiger Brand" Clothing

The warerooms are well sorted  
with most everything the trade  
could need in Ready-Made Cloth-  
ing—for man or boy—and we are  
ready to give orders—large or  
small—for present delivery quick  
and careful attention. Will you  
write?—see our traveller?—or  
come to the house?

HOW  
TO  
BUY.

WHERE  
TO BUY.

## E. Boisseau & Co., Toronto

TEMPERANCE AND YONGE STS.

The trade is waking up to the fact that it pays to  
have the high-quality Clothing to Sell.

# **THE CENTURY SAMPLER AND PRICER.** The Greatest Invention of the Century

In the interest of the Retail Dress Goods Department.

## **ADVANTAGES**

1. It is inexpensive.
2. It is practically indestructible.
3. It is both a Sample Holder and a Price Marker.
4. As a price ticket it is cheaper and more convenient than any on the market. Tickets can be removed and replaced without handling the goods.
5. Instead of being an expense it proves a source of revenue in the saving of both time and goods.
6. The sampler is always at hand without having to look through a box of samples, which requires time, and it advertises to customer that the store has samples to give on request.
7. The sample comes forth in good condition without having been crushed or stretched as when inserted with yard-stick.
8. Sample is always out of sight and no notch in the end of goods to suggest to customer that she might get out by asking for a sample to "show to her blind sister," or some equally poor excuse.
9. For "slow-moving" goods, a ticket differing in color from the regular ticket is a constant reminder to salesmen that "this piece" is to have special attention, and the change in ticket is quickly and conveniently made without removing the goods. Any plain paper can be used for ticket, or, if desired, we furnish tickets at about the cost of paper.

## **DIRECTIONS**

Cut a strip an inch or an inch and a quarter wide the full width of the goods.

Fold one end of this sample into loops about 4 or 5 inches long (just short enough to fit into the box part of holder) leaving the other end free and long enough to pass forward and up through the first hole and down through the other; then forward, leaving just enough of the sample exposed to catch and pull forth when needed.

In placing the sample in holder, the long loose end should lie under, allowing the ends of loops to rest against the shoulder in box part, thus assuring its retention in box until the last end is used.

In clipping sample, pull forth the length needed and clip close to the holder.

In filling mail sample orders, you can go through the stock and clip samples without taking goods from the shelf.

Price ticket can be placed and removed without removing goods from the shelf.

Exclusive Sale for all Canada.

# **JOHN MACDONALD & CO.**

**Toronto.**



**TIME SAVING FIXTURES.**

It is not now a question of do display fixtures pay or do they not pay; that question has been settled beyond doubt. A glance at the successful stores of to-day is a standing evidence that they do pay. It now remains with the purchaser to buy the best. The Toronto Brass Manufacturing Co. are devoting special attention to time and labor-saving devices. To prove this a few new ideas may be mentioned.

All standards are marked off into inches corresponding with each other.

All brackets are fitted to one templet, thereby guaranteeing perfect alignment of rods without the old time taking trouble of measuring.

The cross rods while much lighter will stand double the weight of the old style without sagging in the centre. Small clamps are supplied with each fixture for preventing rods from turning on brackets when used as hat stand or shoe fixtures.

Adjustable supports are attached to the top of each single stand to prevent its leaning forward when loaded up with goods. This support is so arranged as not to interfere with the moving of the standards.

These are only a few of the points showing the superior quality of the goods but suffice to show they are experts at their business, and can give you lower prices and better satisfaction than any house in the business. Always a large stock on hand for immediate shipment. Send for catalogue and discounts.

**ENGRAVED LABELS FOR CLOTHING, ETC.**

The use of labels on all classes of garments has now practically become universal. Nearly every leading manufacturer and retailer has his distinctive mark in the form of a label attached to every article he puts upon the market. A firm that devotes its whole attention to the making of steel plate engraved labels for neckwear, shirts, waists and other garments is the J. L. & M. Jacobs Co. This house originated its own specialty, and is the only one in its line making white labels exclusively. The busy preparations now going forward on Spring goods call attention to what has come to be regarded as an essential feature of every line—the affixing of the firm label on each garment turned out. In this connection, the card of the J. L. & M. Jacobs in this issue is of added interest. This firm devotes the whole of its big plant in the Elm Square Building, New York, exclusively to the production of steel plate engraved labels, and the prestige it has won in its chosen field is testified to by the fact that nearly all the leading manufacturers and retailers throughout the country are numbered among its patrons. It is largely due to the J. L. & M. Jacobs Co. that the old crude method of producing labels has been brought to the present state of perfection. Many of the designs are in the highest degree artistic, and the firm is thoroughly equipped to fill orders in from two to five days. Correspondence is invited by the house, and samples, designs and prices are cheerfully forwarded on request.

**AN ATTRACTIVE CORSET STAND.**

A new corset stand, which has commanded a large amount of attention in London, Eng., has been exhibited in one of the show windows at Peter Robinson's establishment, in Oxford street west. The work of a French inventor, it is an exquisitely modelled wax figure, and, by means of electricity, the movements of the head, eyes and chest are imitated in the most lifelike manner. The model is wearing the "Prinsa" corset, the latest edition to the well-known range of "I C Persephone" corsets, which is made in satin and choice brocades, as well as in a variety of materials for ordinary

wear. The model was loaned to Peter Robinson, Limited, by Sharp, Perrin & Co., of 31 Old Change, E.C., who are the sole wholesale agents for Great Britain and the colonies for the "I C" corsets, and it should prove a most attractive advertisement for these well-known corsets.

The W. R. Brock Co., Limited, Montreal, are clearing out a number of odd lots to make room for improvements in the building and for new goods coming in. They have just opened out a variety of draperies and art trauilins in new effects.

Mr. George Reedy, who recently joined the management of the Crompton Corset Co., Toronto, was presented, at Christmas, with a handsome marble clock by the trustees and official board of Collier street Methodist Church, Barrie, of which he was an efficient member for several years.

Mr. Greeff, of Greeff, Bredt & Co., who have lately established an agency of their German business in Canada, was speaking the other day to THE REVIEW about the present state of trade in Canada, which was favorable to their trade as well as to most others. The headquarters of this firm are in Barmen, Germany, and they are, therefore, in good shape to get the closest prices from that centre of such lines as braids, trimmings, covered buttons, etc. In fact, they have the additional advantage of being able to study the requirements of the Canadian market, send to Germany with samples of some specialty which is wanted here, and the manufacturers will turn out a line in accordance with these suggestions. The firm of Greeff, Bredt & Co. sell exclusively to the manufacturing and wholesale trade. Their office is in the McKinnon Building, Toronto, and they will carry stock.

Ed. McFaul, dry goods merchant, Seaforth, has just completed the enlargement of his premises by the addition of the adjoining store, which was found necessary by the large increase in business. This he has carried out in the most attractive manner. The windows in both stores, which were of plate glass, are merged in one elegant front, making a fine display window. The counters of both sides are of natural wood with drop plate glass tops. The centre counter, of same class but oblong in shape, runs around the centre of the store, giving a fine display. But still more attractive are the large plate mirrors, 72 in. each, at the right and the left of the main entrance, with others of less size at the rear of the store, giving the impression in either direction you look that the store extends a much greater distance. The whole being of light finish, and, with the fine stock of goods, makes one of the most attractive stores we have seen.

Mr. Geo. Joseph who has returned from the Maritime Provinces as a representative of The Cloak Manufacturing Co. has some interesting things to say with reference to the state of trade in the Provinces generally, but particularly the great expansion now taking place in Cape Breton. The iron works which are being carried on by Whitney & Co. are three miles away from Sydney and already they employ about 1,300 men. There is also talk of a new industry being established at Sydney Mines, but this is not yet known to be on a practical basis. Mr. Joseph said that all the indications pointed to the rapid development of the district. There are solid buildings going up and it is hard to get accommodation for either merchants or householders. It is said that 56 new firms will commence business in the place this Spring. Seven banks are in operation and a strong indication that Mr. Whitney and his fellow capitalists consider the future assured is to be found in the fact that \$5,000 have been given to found a library, and a music hall is also being built.

Genuine . .  
**Celluloid**

**Collars, Cuffs and  
Shirt Bosoms**

All Fine, Fresh Stock.

GENUINE GOODS are stamped with our TRADE MARK  
Trade Mark.



The Miller Bros. Co., Limited  
30 DOWD STREET, MONTREAL  
Toronto Agent:  
G. B. FRASER, 3 Wellington St. East.

**Gents' Umbrellas**



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

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

**The Irving Umbrella Co.**  
Manufacturers Limited  
20 Front St. W. . . TORONTO

**SYSTEMATIC  
SAVING** \* \* \*

Can be accomplished by taking out an

**Unconditional Accumulative  
Endowment Policy**

IN THE

**Confederation Life  
Association**

HEAD OFFICE - - TORONTO

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

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

**W. C. MACDONALD,**  
Actuary

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

**M. Markus**

30 Hospital Sq.  
MONTREAL.

**IMPORTER**

**AND FOREIGN MANUFACTURERS' AGENT**

**Specialties:**



Silks, Velvets and Velveteens,  
French, German and Swiss Silks,  
German Dress Goods,  
German Mantlings,  
Embroidery, Laces, Braids, Buttons and Dress Trimmings,  
English and German Hosiery and Gloves,  
The celebrated W.&G. Shirts and Collars,  
German Fancy Linens.  
A full line of Tailors' Trimmings always in Stock.

CORRESPONDENCE SOLICITED.

**UP-TO-DATE WINDOW DRAPERIES.**

In the November issue of this paper, an interesting description of the "strictly proper thing for a window drapery," written by a New York fashion critic, was published. The writer, in eloquent language, described the ruffled bobbinet curtain as the most graceful and artistic as well as a practical finish for a window.

While thus described as the newest thing in New York, it was not known that the same curtain was being made by a Canadian house. It seems, however, that almost simultaneously with its introduction in New York, these goods have been made in Toronto, by Prime & Rankin. This house make the goods in the same styles and patterns as those made in New York, but, as the raw materials are imported into both countries from Great Britain, and as the United States houses have to pay a much higher duty than is charged in Canada, the goods are produced at lower prices here than is the case in the United States. Prime & Rankin have issued a small booklet describing in detail and showing illustrations of many of the designs. This can be had upon application.

**THE NEW SHANNON BINDER.**

The accompanying illustration shows excellently the features of the new Shannon binder made by the Office Specialty Co., Toronto, for use with their binding cases. Of late a big improvement has been made in the quality of these binders. They are now made entirely of steel, with heavy

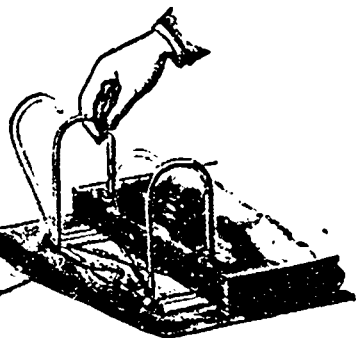


plate steel base and steel tubing. This gives them strength, which is made all the more enduring from the fact that no solder is used in their construction, as solder necessarily caused them to rust and corrode. As, furthermore, they are hand-somely oxidized, the qualities of strength and beauty in these binders are bound to increase the sale of the transfer cases manufactured by the Office Specialty Co.

**OUTS FOR JANUARY BUSINESS.**

Merchants who make efforts to do a good January business will naturally call in the aid of cuts for their advertising. The Standard Electrotpe Co., Wilmington, Delaware, U.S.A., have gone largely into the supplying of cuts for merchants' ads., and suitable cuts are now among the easiest and cheapest things to obtain. The first small cost of the cuts is further reduced when you take into consideration the fact that they can be used in newspapers, circulars, dodgers, and all sorts of printed matter for years to come. They invite readers of THE REVIEW to send photo. views of stores, etc., for reproduction, and will quote prices on inquiry.

**TO REPRESENT P. GARNEAU, FILS & CIE.**

Mr. Percy Ross left Quebec on December 26 for Winnipeg, where he will take charge of the above firm's Western business. Mr. Ross' experience and well known ability is an assurance of his success, and his appointment will, no doubt, be appre-

ciated by the numerous friends this enterprising firm have in the west. Mr. Ross has been on Messrs. P. Garneau, Fils & Cie.'s staff for a number of years, and we predict for him a prosperous career.

Toth & Gunther, general merchants, Milverton, have found it necessary, on account of increase of business, to knock the rear wall out of their large store and build a large addition, which they will use as a millinery department and also for their stock of furnishings and clothing.

I. V. St. George Williams, superintendent at John Piercy & Co.'s, Victoria, B.C., has accepted a similar position with McKay, Smith & Co., of Vancouver. Mr. Williams, who is an old Toronto boy, was presented by his fellow members of the staff with a handsome gold-headed walking stick and an address.

Almonte flannels have a high reputation, and have done much to secure a good name for Canadian goods of this class. Mr. James H. Wylie, of Almonte, an experienced manufacturer of flannels, is now making a specialty of military and all-wool flannels, a fact which the trade will do well to note in view of present demand.

Messrs. J. & J. Baldwin, the yarn manufacturers, of Halifax, England, have issued to their friends a very fine calendar and blotter combined. The blotter contains about a dozen pages, each with the "Bee Hive" trade mark, and the stamp of the different wheeling, fingering and knitting works which are so well known.

Major Weeks, who commands the Maritime Province company of the first Canadian contingent, is of good Prince Edward Island stock and connected with the dry goods trade. He is a son-in-law of Mr. Wm. A. Weeks, formerly head of the firm of W. A. Weeks & Co., Charlottetown, now Weeks & Co. (consisting of Messrs. C. D. Weeks, C. Leigh, jr., and L. G. Whear).

Manufacturers are always glad to know just where they can purchase the numerous trimmings, etc., which they require. M. Markus, Montreal, carries a full stock of all the trimmings required by clothing, mantle, shirt, neckwear, fur, corset, and suspender manufacturers, and makes a specialty of felt for clothing, mantles, caps and shoes. M. Markus also furnishes other requisites for hat and fur trade, as well as labels and hangers of all kinds. He has had considerable experience, and knows the wants of the trade. Merchants can count on having their orders filled promptly and without delay.

The manufacturers of the "Silent Salesman" show cases, John Phillips & Co., Fort street east, Detroit, Mich. (whose announcement appears on page 91), are shipping these noted cases to the Canadian trade from their Windsor, Ont., branch thus saving duty to the Canadian purchaser. The improvements necessary in store premises everywhere nowadays cause a demand for such fine articles as these show cases, which the enterprising dealer should not miss. Full circulars, prices, etc., by dropping a card to the manufacturers.

The National Rubber Co., which has lately been formed, will be the fifth large rubber manufacturing concern in Canada. The proprietors of the firm are: Mr. L. N. Rosenthal, formerly one of the partners in the Beaver Rubber Co. and brother of E. L. Rosenthal of that firm, and the Messrs. Glickman, of Glickman & Glickman, wholesale dry goods merchants. The new business will be carried on at 445 St. Paul street, Montreal, and it is expected that operations will be begun about January 15, 1900. Mr. Rosenthal made the first rubber coat ever made in Canada, some 12 or 13 years ago.

# The Empire Carpet Co.

St. Catharines,  
Ont.

Pioneers of Ingrain Weaving  
in Canada

We make only one line of Carpets—Ingrains.  
All our time, energy, experience, and capital are devoted to producing this one line right.  
We believe in doing one thing at a time and doing it well.  
Our samples for Spring have been on the road for some time.  
Orders so far indicate a large increase in our trade for the coming season.  
Values, designs and colorings are right.  
Prompt delivery of Spring orders is assured our customers.

Wait for our Travellers, they are coming your way soon.

THE . . .  
**EMPIRE CARPET CO.**

## It Has Been Our Constant Aim

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

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

WE MANUFACTURE:

Overcoatings  
Venetians  
Overcoat Linings  
Whipcords  
Scotch Suitings

Serges, Fancy Vestings  
Dress Goods  
Steamer and Travelling Rugs  
in tartan and other designs

ALL MADE FROM PURE WOOL.

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

**BOYD CALDWELL & Co.**  
Clyde Woollen Mills, LANARK, ONT.

# Finley, Smith & Co.

Importers of . . .

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

29 VICTORIA SQUARE

WM. C. FINLEY  
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We have this branch down to a science. Outside of **Vancouver, Winnipeg, Ottawa, Bedford, and Granby**, we want about 50 accounts to Sell Suits from Cuttings. We are having applications from all over the country, and want the best men who are hustlers. We make a specialty of making

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that general clothing houses do not carry nor make. Everything the best in the way of cloths and trimmings.

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Manufacturers of  
High-Grade Clothing.

Montreal.



### COMMERCIAL TRAVELERS, THE RAILWAYS AND BAGGAGE.

THE question of convenience, time and profit, in relation to the commercial travelers and the railways, suggests a few ideas which might be considered by both interests.

The railways and their employes are, as a rule, ever ready to facilitate this part of their traffic, and it is no small part, either.

The commercial travelers have rarely appreciated the trouble the railways have in the handling, checking and all the other et cetera of this immense traffic.

There are probably 10,000 commercial travelers, carrying, in the year, say, nearly 5,000 tons of baggage, on which the railways collect nothing direct. When this is considered, with the cost of the excess cards, prepaid certificates, and baggage-men, it is easily seen that the balance of baggage that pays its way must also pay for that which is nominally free.

Why not make all commercial baggage pay for being carried, and formulate a price that would be known to everyone—say, 100 lb. of baggage, 100 miles, for 10c? This sum may be too low or too high, but no doubt their mathematicians could give a price that would pay the railways.

Were this system introduced, it would save the railways the cost of excess tickets and prepaid certificates. It would save the baggagemen no end of trouble just when a train was leaving. It would end the question of a commercial traveler handing any baggage to a companion going light. The idea being still further followed out would be facilitated by books of coupon tickets, which could be issued by the railways for any mileage or weight of baggage, and interchangeable on any line of railway or boat.

So far this may read as if it was all well studied out for the railways' benefit, but an idea to be of enough value for adoption between two people must be of value to both.

Were this idea adopted, the commercial travelers could have their baggage all settled for, before they leave for their trip, by the firm. When leaving a station, the time lost in having to be there long before train time to have excess made out or prepaid certificate attended to, is well known to mostly every man on the road. Under this idea, commercial baggage could be checked as any ordinary traveler's trunks. On arrival at its destination it could be settled for by the commercial traveler. If he traveled 50 miles he would simply give up 50 miles in coupons. Every firm knows to a pound or two what their travelers are carrying and how long a trip they will have, so the matter could easily be calculated, and it is much satisfaction to know your baggage is all settled for. By this idea the commercial traveler has the very last moment in the town he is leaving for business, just saving enough time to pack and get to the station. Under the present system he must be there from at least a quarter of an hour before train time. Then, a commercial traveler has more time when he arrives to look after the railway's requirements.

These books of coupons would have the commercial traveler's name and certificate number and firm's name. Each coupon being numbered, belonging to a series, would easily be checked by the railways.

Should a commercial traveler send part of his baggage back to his firm before he has completed his trip it is easy to compute the number of coupons to pay on the balance.

Should a commercial traveler not use his entire book, the balance could be used on a later trip, or used as part payment on a new book.

The amount of money saved to the railways by this method would very likely permit a reduction of the rate per mile on commercial travelers' passenger transportation, possibly bringing it to 2c. a mile, and, if this were so, there would be no reason why the employers of travelers would not also buy the passenger as well as the baggage transportation for their travelers, for their entire trip, before they leave.

These suggestions are submitted for criticism, and the promoter would be glad to get opinions from men on the road.

A COMMERCIAL TRAVELER.

### FAVORITE FABRICS.

Among fabrics most favored, the first in rank is cloth of which at least two-thirds of both walking and, of course, tailor costumes are constructed. In fact, cloth meets with such general approval that it is even employed for visiting dresses, and very stylish and elegant it looks. "We have brought out several very handsome ranges of ladies' cloth," said Brophy, Cains & Co., "in both British and foreign makes, in the latest Parisian shades."

### LACE.

Lace consumers are becoming much better informed in regard to laces than they have been heretofore. They select them with more care, and show more appreciation of the beauty of the pattern and the fineness of the mesh. "We," said Brophy, Cains & Co., "would add to this, that buyers will find that it pays to consider the growing exactions of the public in these matters, and in making their selections for the coming season should bear in mind that the tendency is decidedly toward a higher grade of goods. We are showing very handsome laces for the incoming season."

### GIVING SAMPLES.

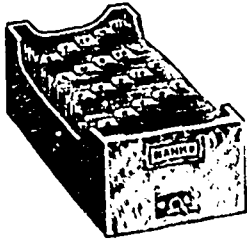
The big city houses are making quite a feature now of giving samples. In this way they please lady buyers and advertise their own stores. The samples they send out are quite small, but the ladies seem to be satisfied with a very narrow piece of goods. To facilitate this giving of samples, a little device, called the "Century Sampler and Pricer," has been invented and just put on the market. The "Sampler" has a number of good features about it, and enables the retail merchant to keep a very sharp eye both as to his prices and to the samples of goods. It is a cheap article, and saves itself both in time and in goods. John Macdonald & Co. are handling the device in Canada, and any retail merchant interested may write them for a sample.

### READY FOR A BIG SEASON.

The great increase in the demand for millinery, from all quarters of the Dominion this year, has been a good test of the enterprise of the wholesale houses. All the progressive houses have responded to the development, by improving their facilities and enlarging their preparations for the Spring trade of 1900. Chas. Reid & Co., of Toronto, have suited their preparations to the season. Their buyers have examined the latest productions of all the great designing markets, and have secured large quantities of the newest goods desirable for this market. This company direct special attention to their stock and pattern hats, but their general stock is so large and varied that even a casual examination would be to the advantage of buyers.

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TAVISTOCK, ONT.

## SENT TO WOUNDED OFFICERS.

VERY few amongst the general public know what an amazing quantity of presents of every imaginable kind, whether adapted to an invalid or not, are always received from people he never heard of before by any prominent officer of our forces who happens to be wounded in action.

Distance seems to be no object whatever, for, during the campaign of which the battle of Dargai was a part, some thousands of separate parcels, including a gigantic music-box, were either sent the entire journey, or so far as easy transport went, to the officers and men, not one-tenth of these coming from people the wounded knew even by name. Lord Charles Beresford, lately, in a speech at a club, told of one officer who received nearly a hundred letters from devoted ladies whom he had never heard of before, and offering to go out and nurse him.

The writer, discussing this speech lately amongst a party of officers at Akershot, heard some most extraordinary stories of this kind, the actual letters of the would-be nurses being shown. Some of them came from London working girls. But more strange than these were the eccentric articles sent anonymously to comfort wounded officers. These included a big doll, and a number of toys and puzzles—from little girls—a "Punch-and-Judy" complete, a set of fret-saw instruments, any amount of gingerbread and cakes, and many most incongruous articles.

## JOHN CATTO, TORONTO.

For 40 years or more, Mr. John Catto, of John Catto & Son, Toronto, has been known in business as an enterprising, enlightened merchant, and with characteristic shrewdness and ability has attained very marked success. A native of Aberdeenshire, he had his early training in the Old Land, but while still a very young man he crossed the Atlantic, and in the process of time made his mark as a leading merchant. To Scotsmen the department of his business which is of most interest is that devoted to clan tartans, in which he does an extensive business, his goods being in demand not only in Canada, but in the United States.

## GET A COPY.

A valuable book on children's and women's underwear, muslin goods of all descriptions, corsets and woollen knitted lines, has been got out by Messrs. Sharp, Perrin & Co., 31 Old Change, London, England, the extensive manufacturers of these goods. It is bound in cloth, contains over 200 pages, and has hundreds of designs and patterns in garments, lace patterns or trimmings, which make it of permanent value. Any Canadian dealer who wishes the book will get one free by dropping a card to the manufacturers.

The G. A. Thorpe Manufacturing Co. are showing special values in whipcord overcoats for Spring.

J. E. De Hertel, of Campbell & De Hertel, furnishers, Perth, Ont., has been elected as councillor in that town.

Knox, Morgan & Co., of Hamilton, in writing THE REVIEW, express the opinion that retailers ought to put their profits on the market value of goods in January or February, and not upon present day cost.

The firm of Blaquier & Jones, Petrolia, are dissolving, January 1, Mr. Blaquier retiring. The firm, which has been in existence seven years, has built up one of the most thriving businesses in Western Ontario, and Mr. Blaquier, who will probably become a traveller, should do equally well in his new sphere, as his experience, capacity and energy are the qualities that tell. Mr. Geo. Anderson joins Mr. Jones in the firm this month.



MASTER OF THE SITUATION.

OLD GENTLEMAN.—Now, boys, if I give you a penny each will you throw away those nasty cigars?  
BIG BOY—I tell ye wot. Giv' me a penny an' Billy'll throw his away.

## LININGS.

Speaking of linings, Brophy, Cains & Co. said: "Converters seem to be directing most of their attention to the production of soft finishes, that shall take the place of taffeta silks in the popular fancy. It is worth noting that high colors, about which there was some doubt early in the season, are now taking the lead, and some of the most desirable tints seen are purples, French blues, cerise, bright cardinal, and bright gold." This house is also offering a new lining, their No. M 100 in 60 shades. It is a very high grade of mercerized cotton, and can be sold to the best trade. The finish is particularly soft and brilliant. Their black sateens, silkelines, and satannas are lustrous as silk—prices to retail from 12½ to 50c.

Silver and black, steel and grey, and silver and white are among the combinations shown by Brophy, Cains & Co. They are very tasteful and pretty.

The counter check book is so firmly established a feature in retail merchandising that a recommendation of such books is only good to the extent that the particular book recommended can stand comparison with others on the market. The Merchants Counter Check Book Co., Limited, Toronto, have such confidence in their books and their cash sale slips that they offer to send samples and prices to any merchant applying for them. Merchants who do not use this book would find these samples worth examining.

SAMPLES SOLICITED  LOWER PROVINCES

A solid connection of 30 years, Men's Furnishings and Dry Goods trade. Good specialty line preferred. Best of references. Address

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<p><b>HARDWARE AND METAL</b></p> <p>The only paper in Canada circulating among hardware, paint and oil dealers, plumbers and steamfitters, millmen, machinists, foundrymen and other manufacturers.</p> <p>Issued weekly, \$2 a year.</p> <p>*****</p>	<p><b>THE PRINTER AND PUBLISHER</b></p> <p>Official organ of the Canadian Press Association and the Employing Printers' Association.</p> <p>Issued monthly, \$2 a year.</p> <p>*****</p>
<p><b>THE DRY GOODS REVIEW</b></p> <p>Only paper in Canada devoted exclusively to dry goods, millinery, men's furnishings, hats, caps, and clothing trades.</p> <p>Issued monthly, \$2 a year.</p>	<p><b>THE MILITARY GAZETTE</b></p> <p>The military paper of Canada. The only paper having an extensive circulation among the gentlemen of Canada.</p> <p>Issued semi-monthly, \$2 a year.</p> <p>*****</p> <p><b>MONTREAL LIFE</b></p> <p>The home magazine of the Canadian people.</p> <p>Issued weekly, \$2 a year.</p>

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## HANDY REFERENCE GUIDE.

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