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SPECIAL ISSUE FOR HAT, CAP AND FUR TRADE.



VOL. IX.

MONTREAL AND TORONTO, MAY, 1899.

No. 5.

OUR COMMERCIAL
POLICY

is that of the

“Open Door”

. . . FOR . . .

SHIRTS,
LACES and
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.

A SPECIALTY

THE “EMINENT”

Imperial Waterproofs
“Cravenette” Proofed

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

Departments:

JACKETS,
MANTLES,
COSTUMES,
GIRLS' AND MAIDS' DITTO.

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

BRICE, PALMER & CO.

Telegrams: 14 Cannon St. and City Road
“Eminent” London. LONDON, ENG.

PRIESTLEY'S

DRESS FABRICS

“FOR GENTLEWOMEN.”

(Regd.)

Plain and Figured Alpacas and Mohairs.
Covert Coatings, the most successful range
of the Season.
Bengalines.
Crepoline Cords.

An Expert on Window Dressing.
Building New Stores, by an Architect.

In This Issue

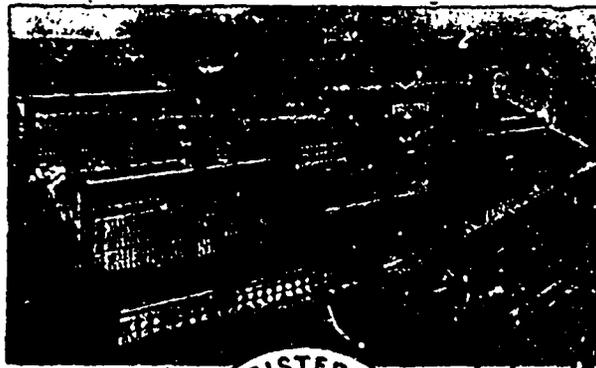
Store Management, by a Special Writer,
Good Advertising, by a Noted Authority.

LISTER & CO., Limited, Manningham

Silk
Velvets

FOR ...

Millinery and
Dress Trimmings.



Silk
Plushes

FOR ...

Upholstering,
Etc.

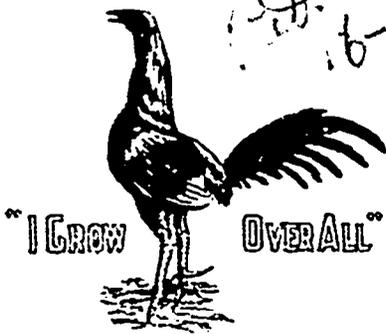
Mantle Velvets
AND
Silk Sealettes



Mohair Plushes

FOR ...

Railway and
Street Cars, Etc.



Our Customers 

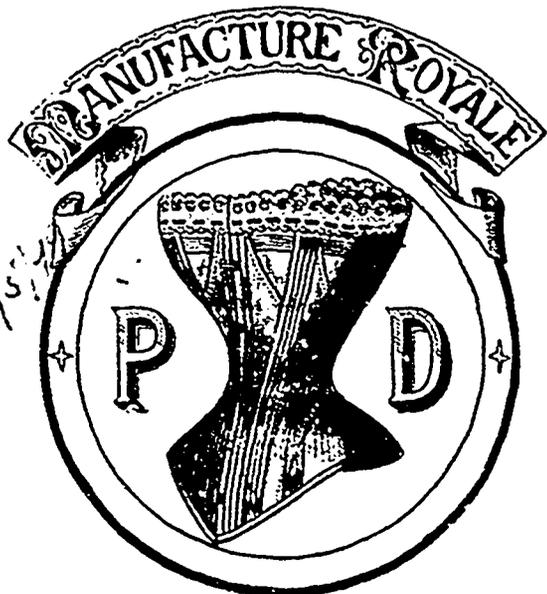
will please possess their souls in
patience for a little while. We are
simply inundated with orders for im-
mediate delivery. We are doing our
level best and won't forget anyone.

Robert C. Wilkins, Montreal

MANUFACTURER

Shirts, Summer Clothing, Overalls,
Ladies' Tailor-Made Wash Skirts.

French **P. D.** Corsets



The Most Graceful, Comfortable, Durable 

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

KONIG & STUFFMANN

7, 9, and 11 Victoria Square, MONTREAL

S. GREENSHIELDS, SON & CO.

MONTREAL AND VANCOUVER.

Clearing Lines

IN ALL DEPARTMENTS

BEFORE

STOCKTAKING.

For

FALL, 1899!

OUR TRAVELLERS ARE
NOW SHOWING FULL
LINES OF SAMPLES.

DON'T FAIL TO SEE

PRIESTLEY'S NOVELTIES
in **DRESS GOODS.**

M
O
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S
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&
K
A
L
E
Y1840AT IT 59 YEARS.1899

THE NAME _____

MORSE & KALEY

Is a Guarantee of Quality.

ASK FOR

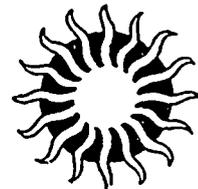
M. & K. SILCOTON.
 M. & K. SILCOTON EMBROIDERY.
 M. & K. TURKEY-RED EMBROIDERY.
 M. & K. VICTORIA CROCHET THREAD.
 M. & K. KNITTING COTTON, etc., etc.

M
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&
K
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Y

Robert Henderson & Co. 181 and 183
McGill Street Montreal.

SOLE AGENTS FOR CANADA.

The Lace Warehouse of Canada



FOR 1900

Our Lace Collection for 1900 is being got ready and will unquestionably be the most extensive and choicest exhibit of laces ever shown in this market.

SCARCE LINES

We have just put into stock a large shipment of Metallic Satteens, in stripes and checks. Also White and Fancy Piques and Warp Welts.

OUR STOCK LINES of

Laces, Lace Curtains, Embroideries, Muslins, Dress Goods, Trimmings, Silks, Chiffons, Ruchings, Gloves, Hosiery, and Underwear, etc., etc., are well and fully assorted for the Summer Trade.

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

BRADBURY, GREATOREX & CO.

LIMITED

Our Canadian Representative
carries a full line of samples.

London, England.

Manchester Muslins, Trimmings, Flannels and Blankets,
Haberdashery, Scotch Muslins, Prints, French Merinos,
Handkerchiefs, Silks, Linens, Fancy Dresses, Umbrellas,
Curtains, Hosiery, Gloves, Velvets, Laces, Crapes,
Ribbons.

His travellers are now on the road with the **New Fall Samples** of above departments.

C. J. W. DAVIES, 12 and 14 St. Nicholas St., **MONTREAL.**

59 Yonge Street, Toronto
5 Sisters' Block, Victoria, B.C.
9 Bedford Chambers, Halifax, N.S.

Letter Orders

will receive our prompt attention.

DENT'S GLOVES

Dent, Allcroft & Co.

GLOVE MANUFACTURERS

LONDON: 97 WOOD ST.

NEW YORK: 15 & 17 GREENE ST.

PARIS: 30 RUE DES BOURDONNAIS

Worcester, Brussels, Grenoble, Prague, Naples.

Skin Dressing Yard: OTTIGNIES, Belgium.

Agents in Canada:

J. T. DONNELLY & CO., 20 Lemoine Street **MONTREAL**

**PATON'S
ALLOA
KNITTING
WOOLS**

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

CAN BE RELIED ON

to give maximum satisfaction
in Knitting and Wear.

MAKERS—

John Paton, Son & Co., Alloa, Scotland

Agent for Canada—

PHILIP DE GRUCHY

Who holds Stock.

26 and 28 St. Sulpice St., MONTREAL

Fac-Simile of label on our regular goods.




Medals taken at
all Exhibitions.

THOS. HEMMING & SON, Ltd.

Manufacturers of

**NEEDLES FISH HOOKS and
FISHING TACKLE.**

WINDSOR MILLS - REDDITCH, ENGLAND.

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

THE CELEBRATED OXFORD

Factories:
**LONDON BANBURY
OXFORD CASTLEFIN**

UNDERCLOTHING

New Price Lists upon Application.

and Baby Linen



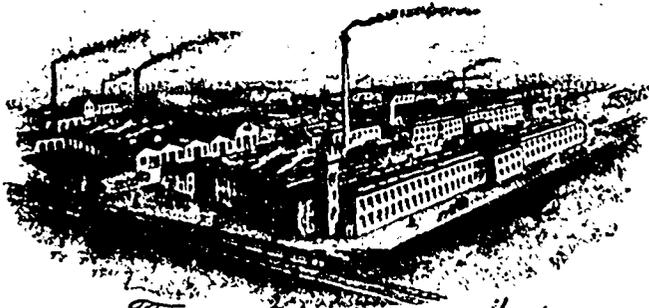
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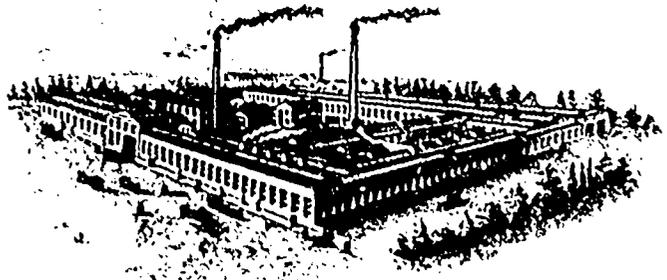
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W. F. LUCAS & CO.

129a London Wall LONDON, ENGLAND.



The Towers Dyeworks, Low Moor



Orchard Dyeworks, Heckmondwike

The Patent Permanent Silk Finish

ON

Cotton Italians and Linings.

*By Her Majesty's Royal Letters Patent
Nos. 16,746 and 15,160.*

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

JAMES & M.S. SHARP & CO., Limited

The Towers Dyeworks,

AND

Orchard Dyeworks,

Low Moor, Nr. BRADFORD,

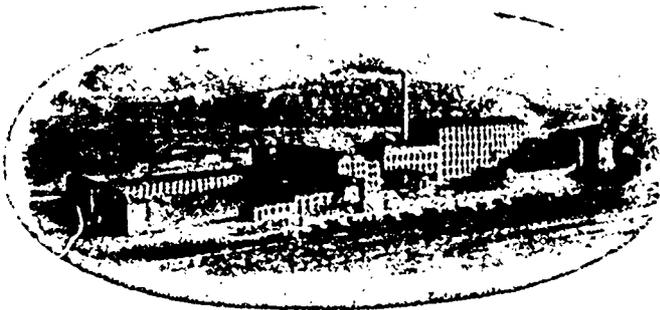
HECKMONDWIKE,

ENGLAND.

Foster & Clay

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

Cable Cord and Soft
Knitting Worsteds.



HOLLINGS MILLS, SOWERBY BRIDGE, ENGLAND.

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

Agent for Canada:

Wholesale Trade only supplied.

JOHN BARRETT, 18 St. Nicholas Street, **Montreal**

DURING MAY

Mr. Wreyford proposes taking Eastern trip to Ottawa, Montreal, St. John, Halifax, and intervening towns with full ranges of samples from following English manufacturers:

Young & Rochester:

Shirts, Collars, Neckwear, Dressing Gowns, Fine Flannels.

Tress & Co.:

High-class Hats and Caps.

A. L. Thomas

Late Nicol & Thomas.

Celebrated English Skin
Gloves.

Dr. Jaeger's

Sanitary Woolen Co.

Sanitary Woolen Underwear
and other specialties for Men,
Ladies and Children. Very
favorable terms can be offered
to the trade.

WREYFORD & CO.

TORONTO

Manufacturers' Agents
and Wholesale Importers.

Sole Wholesale Agents
for above.

James Johnston & Co.

WHOLESALE DRY GOODS.

*ALL DEPARTMENTS well assorted for Summer
Sorting Trade.*

*OUR TRAVELLERS are now showing Canadian
Staples and Underwear for FALL.*

LETTER ORDERS A SPECIALTY.

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

The World's Greatest Dry Goods Store

The stock throughout the warehouse will be found well assorted, daily shipments of imported and Canadian goods being received. All departments under efficient management. Staples, Linens, Woollens, Dress Goods, Small-wares, Men's Furnishings and Factory Goods---Pants, Overalls, Smocks, etc. Travellers' and Letter Orders promptly and carefully executed.

The World's Greatest Dry Goods Store

PEWNY'S KID GLOVES

Fine Stock,
Solid Finishing,
Improved Cut,
Latest Styles,
Fashionable Shades.

A complete stock of all leading lines for

Easter Glove Season.

S. GREENSHIELDS, SON & CO.

Agents for EMIL PEWNY & CO.,

Grenoble, France.

INVESTIGATE FOR YOURSELF.

Perfection Brand Comforters will stand any investigation.

Handle these goods once and you will handle them always. Size, quality and style the best that can be had for the money.

Place your order now to insure prompt delivery.

CANADA FIBRE COMPANY, Limited

Manufacturers of "Perfection Brand" Down, Cotton and Wool Comforters, Cushions, Tea Cosies, and Muff Beds of every description.

Office and Works:

582 William Street, MONTREAL.

The Best Black Means the Biggest Business.

So long as the black stocking constitutes the largest percentage of hosiery sold in most departments, just so long will the departments that sell the best black keep to the fore. Hermsdorf dye as identified by the stamp

*Louis Hermsdorf
Dyer*

is the foundation on which the retailer of the best black hosiery must build. Hermsdorf dye always was, now is, and always will be the best, most perfect fast black.



AMERICAN BUREAU of

*Louis Hermsdorf
Dyer*

78-80 Walker St., New York.

YOU

have just received, or **ARE** now receiving, your Spring Goods
and you cannot fail to be

PLEASED

with our shipments. Wise merchants purchase our ready-to-wear garments.

WE ARE MOVING

to our new and extensive factory and warerooms on or about **May 15th** and **must clear out our entire balance of Spring stock** before that date, as we do not wish to carry any old stock to our new premises

13 FRONT STREET WEST.

Write for sample shipment, or prices, of Blouse Waists, Skirts and Suits.
All of which must be cleared before we move.



50 NUMBERS—ALL THE NEWEST.

FIT GUARANTEED—All our own Manufacture.

Blouse Waists.

SILKS, SATINS, SATEENS, FLANNEL. \$9 to \$72 doz.

8

Departments for
Fall Trade.

1. Ladies' Flannelette Underwear.
2. " Wrappers and Dressing Jackets.
3. Children's Hand-made Wool Goods.
4. " Eiderdown Coats.
5. Ladies' Wool Shawls, Skirts and Sweaters.
6. " Blouse Waists, all kinds.
7. " Tailor-made Suits.
8. " Tailor-made Skirts.

Do not miss our

**Flannelette
Underwear.**



ALL KINDS.

Eiderdown Dressing Jackets.
Dressing Gowns.

ALL OUR OWN MANUFACTURE.

Boulter & Stewart

TORONTO

Manufacturers.



The W. R. Brock Co., Limited

Queen's weather will cause a demand for

Flags
of
all
Nations.

Linen Crash Suitings,
White and Printed Piques,
Organdie Muslins,
Anglo-American Belts,
Summer Neckwear,
Ladies' Bloomers,
Bicycle Hose, Outing Skirts,
And Sweaters.

Bunting
in
all
Colors.

A good assortment of these lines in stock.

THE CANADIAN DRY GOODS REVIEW

VOL. IX.

MONTREAL AND TORONTO, MAY, 1899.

No. 5.

PROGRESSIVE STOREKEEPING.

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

Specially written for THE CANADIAN DRY GOODS REVIEW.

By Charles F. Jones, New York.

The Virtue of Push.

Have you ever considered the qualities which go to make up what is usually called "push?" What is that which makes one merchant a man of push and another just the opposite? What are the characteristics that this man has and which the other man has not? What does he do that gives him the superiority over his competitors?

There are a great many lengthy definitions for this word, which enter into all the fine points, but it will be found to consist mostly of two things; one is keeping your eyes open, and the other is keeping your hands busy.

All men may be progressive and pushing if they want to. It is not simply limited to a favored class, who are born with the virtue, but it is more of a habit to be acquired, and it is one that any person who makes up his mind that he is going to have it can get by persistent efforts. It consists of hard work—working hour after hour, day after day, and never letting up. Then, again, it consists of noticing what is going on around you, what other people are doing, and learning from their successes or mistakes what to do yourself.

The man who is posted on the subject of what others are doing, and who is always busy trying to do something himself, is the man that other people credit with energy and push. The man who does not keep himself posted on what others are doing and who is only working half the time and letting things take care of themselves the other half, is the man who is considered as being behind the times, and lacking those essential qualities to make a successful business man.

Keep an Eye on Expenses.

A great many dry goods houses have all their profits taken up by not watching the expenses closely enough. A dry goods merchant may say: "I do not see why it is that I do not make money; I sell plenty of goods and I make a fair profit on everything that I sell, and still at the end of the year my books show that I have come out at the little end of the horn."

Undoubtedly this is because the small expenses are greater than the business will allow. There are so many different things in a dry goods store that need careful watching that the dry goods business man must be constantly on the alert and constantly eager to do away with all unnecessary expenses.

It is the little expenses that count so much in the long run. You may think: "This amounts to only a few dollars, and, while

possibly I could get along without it, the little amount which it costs will not cut any figure."

Yet, when all these things are taken together, they will be found to more than overtop all the profits which you can make by selling thousands of dollars worth of goods.

Dry goods merchants, as a rule, are entirely too careless about their expenses. They are eager enough to buy at the lowest possible price, and to sell at as good a price as they can possibly get, not remembering that these two points are only a part of their business and that neither of them is of any avail if they allow their running expenses to remain so great that all the profit is consumed.

It is a great deal better to have your expenses too light—that is, to cut off some things that you really need—rather than have them too heavy. Expenses are something that cannot be attended to just once or twice a year; but they require constant watching, day after day.

Keep Nice Stationery.

It does not pay any first-class house to have poor stationery. It produces about the same effect upon others as to see a handsomely dressed man wearing cheap paper collars and cuffs. You feel very much like saying: "Well, he has either just got his finery and is not used to it, or the suit is sham and is not as good as it looks."

We refer here only to such parts of your stationery as outsiders see, such as letter paper, envelopes and cheques. Other stationery which remains in your possession and is used only by your employes, may be as economical as you please; we have nothing to do with that, as our subject is advertising and we only want to talk about that which goes out of the house.

A poor cheque may be worth as much as a good one, and may as readily pass for full value with your creditors, but sometimes your cheque goes into the hands of customers, or into the hands of people who do not know you, and then there is always a nameless feeling that this is a substantial, well-to-do firm, because they have a good and well printed cheque. Letterheads and envelopes, especially, should be good, as they constantly go to those upon whom you are anxious to produce a good impression.

In these days of fine printing and lithographing there is no excuse for any firm having poor work. The best of work costs but little more than the poorest, and the advertising value of the best is

PROGRESSIVE STOREKEEPING—Continued.

more than worth the difference in cost. Patronize home industry if you have it, if not, send to some other city, but be sure you get good stationery.

Not long ago a little incident came within our knowledge which shows how some people regard cheap stationery. A certain firm in a large city had a controversy with another firm at a distance, and, having received a letter which threatened a suit, they carried it to their attorney for consultation. The man of law was a blunt, plain spoken man, and, on sizing up the sheet of paper, said :

"This is the trouble people always get into by dealing with a third-rate house."

"But," objected the client, "this firm is not third-rate; they are worth \$1,000,000."

"I don't care how much they are worth," replied the lawyer, "they may have \$10,000,000, and yet I would say they are third-rate in feeling, in character, and in dealings, because their third-rate stationery tells on them."

Special Sales. When to have special sales, how to have them, and how to advertise them, are important thoughts in the progressive merchant's mind.

In the first place, never have a special sale unless you have something special to sell. It must be good, it must be seasonable and it must be cheap. If you have these three things then you are in a position to talk and talk for profit.

But don't attempt to make a big hurrah and a big sale over nothing. People may come once, but they won't be fooled again, and when you really have something special they won't believe you.

When all things are ready for your special sale, begin your advertising. Tell the people in a plain, truthful way just what you have and why you are going to make special prices.

Have all your store arranged so as to give the impression that a special sale is going on. Neat and numerous price tickets, one on every piece of goods, add greatly to the effect. Usually a sign thrown across the front of the house outside will attract passers-by. Have all your salespeople posted about the goods and how you came by them, so that they can talk intelligently to customers.

Make the first day a success at any cost; offer people such value that they will not only readily buy, but go away and spread the news among their friends. Have your newspapers write up the sale and the crowds attending. Keep your advertising going every day, mentioning something new every issue and quote your best offerings.

If you once get the sale started right judicious advertising will keep the interest up for weeks, or until all the goods are gone. Don't have special sales of the same kind too often.

Have some new reason for the next sale; the same old excuse offered for the last one won't work again.

Rearranging the Store.

"Variety is the spice of life," not only in our home life, but in business also. A man who constantly wore a gray suit of clothes, year in and year out, Winter and Summer, all his life, while he might be comfortable and happy himself, might in respect to his appearance become tiresome to those who associated with him. He could dress just as well, and appear to dress better, by sometimes varying the style of his clothes. A change in one's wearing apparel sometimes gives the appearance of having something new, although, in truth, it may only be his last year's clothes brought into use again.

It is the same way with a store. It is not well to allow things

to get into a rut, so that there is no change from the dead monotony year after year.

It is well to change the dressing of windows, to constantly keep in them something new and pretty. It is well to change the entire decoration of the store and to change the style and color of the price tickets used either in the windows or on the counters. If you have been using a white card with black lettering for a long time, it will make an agreeable change in the appearance of your store to do just the opposite, using a black card and a white letter.

But in making your changes of style and appearance, do not depart at all from neatness and good taste. Let everything be in taste and keeping with the character of your business, but make as many changes as possible in the style of your displays.

Watching Small Details.

It has been well said that it is the little things that go to make up life. This may very aptly be applied to a dry goods store.

It is the little things that make up a profitable business; it is the little things which always show the difference between a well-regulated store and a badly-regulated store. It, therefore, is well for every dry goods merchant, whether proprietor or manager, to watch the little details. These little things are often very small and unimportant in themselves, yet, taken altogether, they will be found to make a great portion of the business.

A great many people have a notion that to be a successful dry goods man, it is only necessary to have a general oversight of the business and to regulate the larger affairs and that the small things will take care of themselves.

This might be the case where the dry goods manager had under him a number of employes who were capable of taking care of the details for him. Then it could well be said that he need only bother his head with the larger and more important matters.

Still, it would be much better for every dry goods business if the head of the house not only knew the larger things that were going on, but also paid more attention to the smaller details than is usual.

If a manager is not acquainted with the details of the business, how is he going to know whether these details are being attended to properly; if he knows nothing whatever about the wrapping of packages and the delivery of goods, how is he to tell whether this department is giving satisfaction to his customers, or whether it is a cause of great annoyance to them?

It is well for the proprietor of a store to often take a day off from the larger duties and devote it to looking about the store at the smaller affairs; to seeing here and there what is being done in each department. If he can make himself acquainted with everything that it is necessary to do, so that he can tell at a glance whether it has been properly done or not, it will be found to be of great money value in the course of a year.

While, of course, there are a great many employes who will take just as much interest in the business of the store if it is left to their care, as if they were the real owners, still there are likewise a great number who will shirk wherever they can. This is very much to be regretted, but still it is the truth, and, in considering the management of the store, we must look at things as they are and not as they ought to be.

A careful scrutiny of every department, behind every counter, into every man's work, will often reveal to the proprietor some things which it will be profitable for him to know. If possible, he ought to be so familiar with the business from A to Z, that in case any of his employes should for any reason leave or be dismissed, that he could take the place himself and carry out the duties successfully, until someone else could be secured.

It is the little things of business that require the most watching. The large things are more apt to take care of themselves.

THE WORK OF BUILDING A NEW STORE.

PRACTICAL HINTS BY AN ARCHITECT FOR THE BENEFIT OF MERCHANTS.

No. 1 in the Series of Articles by Mr. J. C. A. Heriot, of Macvicar & Heriot, Architects, Montreal.

Specially Written for THE DRY GOODS REVIEW.

IN taking up the subject of country stores much might be written from the theoretical standpoint; that is, pen pictures might be drawn of what they should be from the architect's point of view, but, after all that had been said, the practical man might find very little that would be of service to him in his endeavors to solve some problem of store planning.

The practical man is rather inclined (perhaps justly so in some cases), to place little value on theories, and, knowing this tendency from experience, the author of these few short articles wishes to assure those who may be his readers, that the points touched upon are merely suggestions, and are not to be considered hard and fast rules. Every problem presents more or less different conditions which have to be dealt with in a practical manner. Theories, as a rule, are found by fixing principles which can in every case be applied in some way to every problem whether large or small. The conditions of plan and the principles to be applied in arriving at a satisfactory solution of every problem in planning will be treated later.

To begin our subject: The store, whether it is in a large commercial centre or in the country village, should be as far as possible an advertisement to the owner. In these days, when appearances count for so much, every business man who is alive to his best interests will realize that any pains taken in regard to the convenience of internal arrangement and design of the exterior of his building will, in all probability, amply reward his enterprise.

One has only got to visit some of our large cities to see the great strides and improvements that are being made in all classes of commercial structures. Many of these, of course, cost a great deal more proportionately than the older structures did, but that may be said, as a rule, only of very high office buildings, where the greater outlay is necessary to render them as far as possible safe against fire.

The smaller commercial structures, such as it is proposed to treat in these articles, are not materially affected in cost at the present day. In fact, the abundance of building material of all kinds has, if anything, tended to reduce the cost of building in localities which can be reached by rail or water.

The result to be desired is more often the outcome of skill in planning, also designing the exterior.

Formerly the country merchant was satisfied with almost any sort of building; the question whether it was conveniently arranged, properly lighted, etc., was never taken into consideration. The growth of our country towns, many of them assuming the importance of small cities, and the fact that the people travel more to-day than formerly and observe the enterprise in other localities, is having the tendency to create a new order of things.

In order to make the subject matter to be treated clear to the reader, it will be necessary to classify under various headings the elements that enter into the planning and construction of any building that is required to fulfil the purposes of a general store. It is presumed, of course, that the principles applied in one case would, in a general sense, be applicable to the requirements of the average merchant, regardless of what particular branch of business he might follow.

The elements that must be combined in the successful store are:

1. Pleasing environment and approaches.
2. Ease of access.
3. Convenience of arrangement.
4. Good light.
5. Good service.

The above it might be said are the principles that enter into the planning and design of all structures and should be carefully adhered to in all cases.

In the average country town the conditions which govern the erection of buildings are very different from those which exist in large cities.

It is not the intention in these articles to take up the question of exterior design, but, before proceeding to the plan, it will be necessary to offer a few suggestions in regard to the site that may have been selected, upon which it is intended to erect a store building.

The placing of the building, upon the site should be such as to make its approach convenient and as direct as possible, at the same time taking into consideration light and aspect.

The most desirable business sites, as a rule, are corners formed by the intersection of two streets; such a site generally possesses all the conditions favorable for convenient arrangement of plan.

For appearances it is not desirable to have the front too near or too far from the street line. In the former case it looks very ugly to see a row of buildings with one greatly in advance of the rest, and, on the other hand, it would prove a drawback to be too far removed from the street line. In most towns, there is, no doubt, some law which compels all structures to conform to one general line of frontage.

The position of the building having been determined upon, the question of the main entrance should be next considered. This feature should be placed so as to be as direct as possible.

In the case of a corner store, the corner of the building is often the most suitable place for the door, but this depends, to some extent, upon the nature of the business of the proprietor. While the corner door is often very desirable on account of its being convenient, the corner itself is generally the best place to display goods, for the reason that it is readily seen from several points of view. In nearly all the newer store buildings in the larger cities the corner has become the principal show window. The country store often has a platform or veranda in front which is a sort of additional show-place for certain lines of goods, but it is a question if it is altogether desirable. It certainly is not, from the standpoint of appearances; however, should such an appendage be considered an absolute necessity, it should always have a roof, as the platform in itself has a very bare and unfinished look, besides being a slippery place in Winter. Having touched upon a few points in regard to the approaches, the question of the door itself will next be considered.

As a rule, the doorstep should be as near the level of the sidewalk or platform as possible, and in no case should there be more than one step. This is a point that business men in large cities invariably insist upon. It may seem at first sight a little far fetched to state that steps are a barrier to trade, but experience has proved that they are a very grave objection, and, when one stops and thinks, how few country stores are free from this objection! In old buildings the steps were necessary in order to keep the floor up to a sufficient height to admit light into the basement, but this could have been accomplished by means of bulkheads, which can be so arranged as to combine all the elements necessary for convenience of access and light.

Having treated the exterior of the store and its approaches in a general way, the plan will be taken up in the next article.

WINDOW AND STORE DECORATING

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

DRESS GOODS DRAPING.

IN draping dress goods, the object is to show materials, patterns, and designs to the best advantage. In the first place the stand for draping goods on is the principal thing to be considered. One of the best stands I know of, and which can be used for showing dozens of other lines of goods on, is made by taking about three yards of heavy carpet felt and rolling it so as to form a drum measuring in diameter a foot. By tacking the bottom and top with a piece of cord through a needle it will be held solid. This makes a good

should be taken care of. Don't lay them on their sides, as they will crush in and become useless. Stand them on end.

Having made a sufficient number of these proceed to drape them. A dress length of six or seven yards is usually required to form a drape. These cannot be nicely draped without a length.

Some stores do not like the idea of dress lengths cut from pieces, but this is a mistake. After a dress length comes from the window it can always be rolled on the piece again and sold. Besides, if you put whole webs in the window and a customer asks to be shown the goods she "saw in the window," I don't think it sounds busi-

nesslike to tell her that all you have of that particular piece is in the window. The customer has not only got to be content with waiting while it is being taken from this display, but the window is robbed of perhaps the prettiest color or pattern and generally gets knocked about from getting in and out, and perhaps very often another sale of that same piece taken out is lost. There are exceptions, however, in this connection where it cannot be avoided, but, as a rule, it is much better to cut a length.

Figure No. 2 in the illustration shows how one of the simplest drapes is formed. Having taken six or seven yards you first get the half of it, viz., three or three and a half yards, put a pin in the selvage so as to mark it and then take one end of piece and fold it in pleats of about six or eight inches, until you come to the pin. Then run a couple of pins in the top of folds, so as to hold them together, or get some one to hold one side for you while you do the same with the other half. Then get your drum and lay the goods over it and pin it securely in place; get all the edges of the folds even. Then reach down to the bottom of stand and take

the corner of the outer fold and pull it up to top and pin it, then the same on other side. Work the folds out nice and even and then you have No. 2 neat and nice.

The illustration shows the top with ends of folds over it, but that is not necessary in the one just described, as No. 2 is draped over a stand about 30 inches high or else the goods are extra wide. No. 1 shows the same drape exactly, only a piece of moire silk is shown in the centre, with a bow of the same on top. That is quite simple, as it is merely laid on over the top of No. 2. No. 3 is the



durable display stand and you can put it to a great number of uses. Besides, it is much cheaper than one made of wood.

The illustrations show the way dress goods can be artistically draped over it.

There are other kinds of forms for displaying dress goods on, but the one just mentioned is the simplest and best I have ever used. It can be made in all sizes and heights. The carpet felt used is made about 36 inches wide and is just the required height for draping dress goods on. When these stands are not in use they

THERE are times when **we do** advocate **early buying**, but we must have strong and good reasons for doing so. No stronger or better reason could be urged for early buying of Woollens than the present state of the market. We therefore urge you to place your Fall orders with us at once for Men's, Women's, and Misses' Underwear, Hosiery, Gloves, Fancy Woollens, Shawls, Jerseys, etc., etc. Delay on your part means for you higher prices and late delivery.

If we had only common everyday goods to show you this advertisement would not have been written, but the fact is our range comprises the pick of the Domestic, American, English, and Foreign Markets. We have specialties in many lines, and novelties that you will not find elsewhere. You must therefore order now to ensure early delivery at present prices.

The orders already received prove that some of our friends appreciate the present state of the market and our efforts to have them in a position to meet competition, and **lead the trade** in their respective Towns. If your order has not already been placed with us for the lines mentioned, please see that it is sent in at the earliest moment possible. Our travellers are now out with samples.

A WORD about Fall Dress Goods, Silks, etc. Advices just received from Paris, London, and Bradford, say that complete ranges in all the **new colours** will be ready in a few days.

It is impossible for you to have the latest colours and styles before they have left the dyers' and makers' hands, is it not? Then be advised and wait for us. Our range will be handsomer than ever, larger than ever, and contain many exclusive ranges and designs, not in Black Goods only, but the very latest in Coloured Dress Goods and Silks.

BROPHY, CAINS & CO.

23 St. Helen St., MONTREAL.

WINDOW AND STORE DECORATING—Continued.

same as No 1, only given a side view. Nos. 5 and 6 are similar. With a little practice, this style of drapery can be very easily made by anyone, and can be improved upon in many ways. Sometimes only one side is pulled up into folds, instead of both sides. Sateens and wash goods can be draped in the same way. Trimmings and laces to match the goods can be nicely shown over these drapings by putting them straight down the centre and cross-ways, and add greatly to their appearance.

Care should be taken in using pins. Never take them from the mouth, as they become rusty, and, consequently, damage goods. After dressing a number of these forms, place them in your window so that they will not be crowded too closely together, as it spoils the effect intended. Eighteen to 20 inches should intervene between each.

So far as possible, it is advisable not to place goods of widely different values together, as it cheapens the better quality without adding anything to the poorer. Judgment should be exercised in the selection of goods for the time, place and occasion. Light shades are best for dark days and dark shades for brighter weather. Let nothing remain long enough in the window to suffer injury.

In the last number of THE REVIEW I intended to mention some thing about backgrounds, but may say here that, no matter how pretty or effective a trim may be, if the background is not in keeping with it the effect is lost. The main point to be observed (a rule admitting of few exceptions) is to have the background lighter than the objects to be displayed. Laces, lace curtains, white cashmere, or even white cambric, are excellent materials with which to drape a window. Many modern windows have polished and paneled wood of a dark color. This is not in keeping with the best order of things. It is far preferable to have white enameled backs with gilt moldings or ornaments.

Mirrors are preferable on the sides of windows, and always heighten the effect and enlarge the display. Every window-trimmer should know colors and color-harmony perfectly. Many a good display is made anything but pleasing to the eye through lack of thought in placing colors that do not blend or harmonize side by side, and many a sale lost thereby. In showing dress goods, there is an opportunity for the exercise of great judgment in the selection of backgrounds. A study of colors and color-harmony is especially necessary to a window-trimmer. The illustration may help somewhat in the arrangement of a dress goods window.

Note carefully the arrangement of colors. The background, instead of being white, could have been light grey, pale blue or yellow, although white is by far the best.

COLORS WHICH HARMONIZE.

The perfectly contrasting colors are yellow and purple, red and green, blue and orange. The lighter shades of the above combine

with the darker of the remainder, viz., light yellow and dark purple, light red and dark green, light blue and dark orange. A pleasing combination is found in brown and pink, grey and red, green and rose. Dark red, purple, pale mauve, light green and pale pink are excellent colors to trim with white. Black and white together form a striking combination. An eye for colors is not given to everyone, but may be cultivated by all. H. H.

DISPLAY CARDS.

The use of cards and banners in interior displays has greatly enlarged the field of card writing. It has been found that a well lettered card placed in a conspicuous place in each department will give the retailer an opportunity of setting forth the special offerings or the unusual merits of the goods to be found in that department. When people see an article which attracts them they usually are glad to find a show card near it which tells them something about

that article or that line of articles. It has become quite common to suspend large cards or banners from the ceiling, and on these to put much the same kind of matter as is used for the window cards. The suggestions for show cards given on this page would serve well for such a purpose. The judgment of the card writer will dictate how each card should be lettered. As a rule the sentence starts out with the words which are most likely to attract attention. These are called "catch words," and are emphasized by being written in larger letters than the remainder of the card:

"Men's suits that suit men because they wear well and fit finely."

"Such lace curtains as these will add much to the appearance of your rooms."

"These caps are high in quality, low in price, and just right in style."

"Underwear that will out-wear your over-wear. Made to wear. Try a pair."

"These ready-made skirts are cut on the latest patterns and made by skilled workmen. Another important point is that you can't make them as cheap."

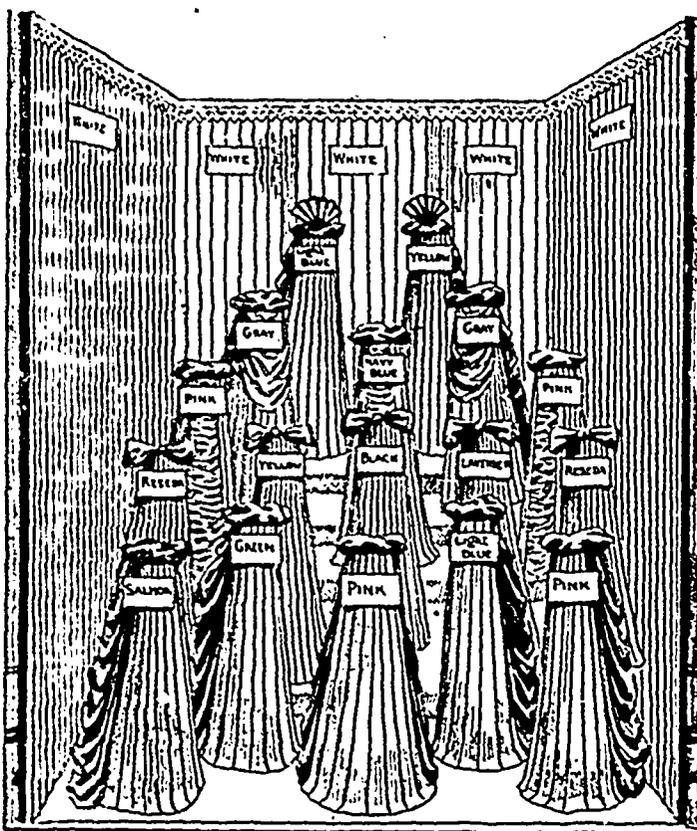
"'Clothes don't make the man,' but one of these fancy shirts will make him happy."

"'Necktie parties,' where the principal party wears a hemp tie, are not very pleasant for that principal party, but most any party would be glad to attend a party with one of these swell new puffs."

"Spring is here, and so is our new line of suitings for women's tailor-made gowns. How do you like them?"

"'No trouble to show goods' is not a literal truth, but our pleasure in displaying our new Spring lines makes us forget the trouble. Please allow us that pleasure."

"Suspenders that please all. The men like them because they are comfortable; the women because they don't pull off buttons, and the children because they have such pretty buckles."—Chicago D. G. Report.



THE GRIEVANCE OF THE SHIRT INDUSTRY.

THE shirt and collar manufacturers waited upon the Government at Ottawa, April 25, to explain the grievances of this industry. A deputation consisting of Messrs. B. Tooke, Charles Gordon, Chas. Skelton and A. H. Sims, of Montreal, had an interview with Sir Wilfrid Laurier, Sir Richard Cartwright and Hon. Mr. Fielding, in the office of the Premier. It was pointed out that in the tariff the raw material for making shirts and collars paid as high duty as the finished product. It was also mentioned that Mr. Fielding had admitted in the House that the shirt and collar industry had not been quite fairly treated; that the Premier himself had admitted this, and that the press of both sides of politics had stated over and over again that the shirt and collar industry was very severely handicapped by the new tariff. The Premier made a non-committal answer, promising the deputation that their representations would receive consideration.

NEW STORE IN VANCOUVER.

Messrs. F. A. Quigley & Co.'s new store in Vancouver presents a fine appearance. It has fine large show windows. To the right, on entering, is the dress goods department, from which the most exacting tastes can be supplied. They carry a heavy stock in this department in plain and fancy goods, and have a beautiful stock of black dress goods, in which they take a particular pride. At the same counter, there is a fine oak showcase of kid gloves, which makes inspection a very easy matter. At the beginning of each counter is a large plate glass showcase six feet long, and extending from the floor to the level of the counter. They will carry a very complete stock of corsets of the best makes. To the rear and upstairs is a most complete mantle-room and whitewear department. The firm have a first-class cash-railway system, the change being made while parcels are being wrapped up, thus avoiding delay. They do a strictly cash business. The stock of the firm at Amherst,

N.S., was sold en bloc, so that their present stock is entirely new. There is plenty of room in the store, and lots of comfortable seats.

DEATH OF MR. W. O. PITFIELD.

THE REVIEW records with keen regret the somewhat sudden death of W. C. Pitfield, of St. John, N.B. His death was due to nervous prostration brought on by overwork. Mr. Pitfield was a son of Samuel Pitfield and was born in Sussex, N.B., March 26, 1855. He had acted as clerk in several general stores in Sussex and Waterford, and when 16 years of age went to St. John and entered the wholesale house of T. R. Jones & Co. He continued in the employ of Jones & Co. until the failure of that firm in 1888, when he took over the business and has since conducted it under the name of W. C. Pitfield & Co. In 1885 Mr. Pitfield wedded Miss Doig, of Brooklyn, N.Y., who with three children, two daughters and a son, survive him. Mr. Pitfield was an active member of the board of trade. In his death, at the early age of 44 years, St. John is deprived of the services of a citizen whose place it will be hard to fill.

STOCK TIES FOR LADIES.

Stock ties are still in favor for ladies' wear. They are very much worn with a hemstitched tartan or plain silk bow cut on the bias. Puff ties in all shades of plain satin and fancy striped or checked silk are also popular. Another favorite is a bow in two colors, white with either cerise, heliotrope, dark royal, cadet or navy blue or black. The tuck bow, which has had such a remarkable success, is still selling in large quantities. The stock is made in plain or corded white satin or in the same material as the tie.

The string tie, which is about the only tie that is in demand all the year round, is selling in increasing quantities as the Summer approaches. These are being sold, not only in plain satin, but in fancy stripes and checks, which must be cut on the bias.

KNOX, MORGAN & Co.

—Wholesale Dry Goods—

HAMILTON, ONT.

Do Your Sorting from our stock this month. All departments are showing special and seasonable offerings.

WE QUOTE A FEW OF THEM :

LINEN TOWELS—17x34, @ 75c., 18x40, @ \$1.00; 22x44 @ \$1.50. These are exceptional value. Order by mail, you will be pleased with them.

LAP DUSTERS—@ 22½c., 35c., 45c., 60c., 75c., \$1.00, plain and embroidered. A very attractive line @ 45c., embroidered.

HEMP CARPETS—Stripes, Floral and Tapestry designs.

BLACK DRESS GOODS—Raised effects. A new lot just in at 57½c. These will be quick sellers.

VICTORIA LAWNS—Right values, @ 6c., 8c., 10c., 12½c., 15c.

MOSQUITO NETTING—All shades. Can retail @ 5c. yd.

GENTS' LINEN COLLARS—A leader @ 85c. in all latest styles. Will wear equally as well as higher-priced goods.

LACES AND EDGINGS—Large assortment. Choice lot of Valenciennes Laces just arrived. Prices from 6c. a doz. up.

CASHMERE HOSE—Our Ribbed lines @ \$2.25 and \$3.75 are trade movers.

CORSETS—@ \$4.50, \$6.00, \$7.50, \$9.00. Our Comfort Waist at \$9.00, sizes 18 to 26, is a good thing. Send sample order.

Fall Underwear. Orders already are much in excess of last season, and we advise the Trade generally to see our values and assortment of styles before closing orders for next season.

REPEAT ORDER WHITE PIQUES to hand, special values 10 to 15c.

Hat, Cap and



Fur Trade.

Present Trade is Good.

The Spring trade in hats and caps having been exceptionally good in Canada this year, the outlook for an excellent Summer retail business inspires dealers with hope. The fact that money is more plentiful in the country than for some years past is encouraging. The demand among consumers is for better goods. Even the city stores, which have to compete with the hat departments of the large department stores, have been doing a brisk business during the past few weeks. That Canadian buyers felt warranted in increasing their purchases for Spring import is shown in the returns. Notwithstanding the fact that last year was a big year in Spring imports, surpassing 1897 by a considerable sum, this year promises to be ahead even of last year. So far, the record of Spring imports has been given out for the first three months of the year. It may interest importers and dealers to examine these, as they afford proof of the general opinion that the hat and cap trade is buoyant at present.

IMPORTS OF HATS AND CAPS INTO CANADA :

	1899.	1898.	1897.
January	\$232,785	\$227,789	\$163,538
February	253,382	256,371	233,155
March	229,564	220,099	183,443
Total for 3 months....	\$715,731	\$704,259	\$580,136

The Coming Styles.

The broad-brimmed high-crowned hat of the past few seasons is rapidly disappearing before the old-style low crown with narrow brim. Manufacturers are now making a hard felt that resembles the soup dish of seven or eight years ago, and it is claimed that they will be the correct thing in the near future.

In hard felts, colors predominate, browns being leaders and blacks being less ready sellers.

Soft hats are meeting with good demand, the light fedora being the best seller in pearl, French grey and light brown. Full-crowned soft hats are not selling rapidly, the only demand being for wear by old men.

A large demand is being experienced for straw hats for the coming season. Men's sailors are being made in rough straw with mixed colors and bands of great variety.

Owing to the advanced price for furs, the wool hat is still in good demand.

Silk hats are becoming more popular, as is evidenced by the larger quantities being made and imported.

Linen and crash hats, in square crowns, are being much asked for, and an extensive business is promised for the coming season. The trade in linen hats is very brisk. As will be seen elsewhere, this feature is noted in Winnipeg by our correspondent there.

The demand for golf-shaped caps is very large, and this variety is now being made with glazed peak of the color to match the cap, which, when soiled, can be rubbed clean with a damp cloth, thus

making it look as good as new. Some nice lines in golf caps, with the yacht-cap crown, can be had to retail at 25c. up to higher prices for superior goods. They are shown in light colors and light weights.

The Fall Outlook.

One hat authority informed THE DRY GOODS REVIEW that while American samples for Fall had not been shown in Canada yet, it was reasonable to expect that shapes would resemble those sold for Spring. It was not usual to expect any startling changes for Fall, these being usually made, if made at all, for Spring trade. The prevailing style, therefore, of lower crowns with more roll at the side will probably rule in American makes. Some retail dealers say that the flat set hat is easier to sell, its appearance seeming to help the sale, but this is not the universal opinion.

United States Hats in Canada.

The trade papers are all commenting upon the steady inroads made by United States hats in this market. The publication of the official returns in our last issue has caused this comment, and the American manufacturers and their friends are naturally jubilant. An increase in sales of over \$100,000 in one year, while British hats only gained \$25,000 in the same time is certainly significant. As the tariff, on its face, ought to favor trade with England, the only reasonable conclusion is that the American manufacturers push sales in a more determined and systematic manner. The English makers, with their world-famous brands, seem to think that little or no advertising and pushing are required. The facts show that this is a mistaken policy. It would be easy to prove that for several years past the trend of trade towards United States hats has been steady, although perhaps not so remarkable in sudden expansion as during the past two years. Another feature which English and Canadian hatmen should bear in mind is that trade once directed to a certain quarter is rarely got back again. In fact, the probability seems to be that not only in staple felts, soft and hard, but in fancy headgear as well the Americans will soon cut a larger figure in this market.

Season for Fall Furs.

Travelers for the various wholesale manufacturing furriers in Canada are either now, or are about to go, on the road with samples of furs for next Autumn and Winter trade. It is still too early to show all the combinations and novelties which may capture the taste of consumers next Winter. Some houses will show up-to-date novelties as late as October next, but the samples of staple goods are ready for the retail fur dealers this month.

The latest novelty is the combination collar or caperine in seal, Persian lamb, Alaska sable, electric seal, grey lamb, Norway seal and Virginian sable. These collars are being gotten up in very handsome and attractive combinations, and sales are reported to have far exceeded expectations. The prevailing size is from 10 to 12 inches.

Raccoon goods are tremendous sellers; the advance in price

Mohawk Valley Cap Factory

CAP DEPARTMENT



CLOTH CAPS

KNITTED CAPS

TAM O'SHANTERS

and TOQUES



The Best Goods, The Largest Lines,
and Best Value of any Caps on the Market.

Fall and Winter Lines Now Ready

On sale by all the large jobbers in the
Dominion.



MOHAWK VALLEY CAP FACTORY

UTICA, N. Y., U. S. A.

HATS AND CAPS—Continued.

does not seem to have affected sales. One large house states that it has sold 50 per cent more of these furs than last season.

The demand for Persian lamb and seal is only moderate, in consequence of the advance in prices in Europe and the fact that prices are still very unsettled.

The length for ladies' fur jackets will be rather shorter than last year, from 27 to 36 inches being the range.

A New York Report.

A New York correspondent says that London has given them some very good hats this year. The best New York hatters have had their openings, and their fashions, a bit modified from those of the English, are very slightly and immensely smart. In London, they will insist upon wearing the black weed, even if narrow, around the hat. In New York, they have never cared for it, as it does give the hat a cheap look. The brims are narrower this Spring, and the crowns slightly bellied. There is no material difference between the shapes, except a lesser tendency to exaggeration.

The derby of Spring is a very graceful hat, with its medium crown and the brim round and curling. The color is black, although gray, chocolate and fawns will also be worn.

The straws for later Summer are the rough and the split, the brim being narrow and the crown moderate.

Chat With an Authority.

Talking with Mr. James D. Allan, of Toronto, on the question of this season's furs, *THE DRY GOODS REVIEW* learned some interesting information. He pointed out the disadvantage of dealers in made-up furs, general dry goods houses, for instance, placing orders too early, while, perhaps, the large department stores would wait and get the very latest novelties. The fur business was developing into a fancy trade, and Canadian houses turned out many new ideas which, whether originating here or drawn from abroad, had to be adapted specially to meet the taste and the climate of this country. There is a great demand for astrakan jackets now, owing partly to the curls in the fur being better than usual and to the higher prices for racoon. The prices for astrakan are a little lower this season. Electric seal is now so well dyed and showy that it has become a very effective fur. Persian lamb is again in for a large consumption at about the same prices.

The demand for sealskin has increased, because people have more money to spend, and the price of the garment is about the same, for, while the price is higher, the smaller sleeve in vogue takes less material. There promises to be no falling off in the taste for gray lamb, although prices are stiffer. For fancy trimmings, thibet, mink, grebe, chinchilla and ermine will be used, and, in fancy stuff generally, there will be a call for natural lynx, Alaska dyed lynx, blue lynx, blue fox, etc., and their cheaper imitations.

Price of Hat Fur Skins.

The advance in price of felt hats which took place in Canada at the beginning of the season, due to the higher values of rabbit fur in the English markets, is likely to be maintained. At the sale of rabbit skins in London on March 17, the skins offered were readily sold, lower sorts advancing and better grades bringing full values.

It is reported in England that a buyer from the United States lately placed the largest order on record for English rabbit skins for felt hat making. Commenting upon this statement, a correspondent of *The London Hatters' Gazette* says: "This large order must clear the market very much, and we have not the slightest doubt that in a few months' time English skins will be very scarce, and cutters who have not bought sufficient stock to carry them over until next season will be in a worse state than in

1898, when over half had to close their factories for want of skins. The great shortage of New Zealand and American skins this season, and the great falling off of English skins in quantity through the wet mild Winter—thousands dying with the rot in their warrens and also thousands washed away in the floods to the rivers, which was seen, especially in the West—will also have great effect, and for next breeding season, which has not been known for many years."

You Can't Take Another's Hat.

A case was tried in an English court of law recently which is of interest to hatmen. The plaintiff, a Liverpool man, was lunching at a club one day and left his hat, which had cost him \$1.75, on a peg near where other pegs contained other hats. When he came out his hat was gone. But nearby was a hat which had been left behind by another member of the club. This member, it appeared on inquiry, had taken the plaintiff's hat, not being able to find his own. The plaintiff went and bought a \$2.50 hat and sent the bill to the other member. The other declined to pay, and so was brought into court. The defendant submitted that the whole thing was a trifling mistake and that he was not liable in law. But the judge thought differently. He said: "It is not a mistake. The defendant saw a hat he knew was not his, but as he could not see his own he took it, knowing it was not his." He gave judgment for \$1.75 in favor of the plaintiff—the sum which the latter's missing hat had cost.

The Origin of Hats.

"The Origin and Development of the Hat Industry" was the subject of a lecture by Mr. A. Perry, a hatter, of Halifax, Eng., the other day. After speaking of the hat and other headgear as symbols of authority, the lecturer gave a history of the hat, mentioning the helmet of the early and middle ages. Then, there was the velvet or felt hat of the gentry, ornamented with feathers or plumes, and afterwards the three-cornered hat. The felt hat originally was as hard as wood, and it was both heavy and ugly, and weighed about 10 oz. It was a common practice for our forefathers to put a piece of wood inside to preserve the shape. Mr. Perry then described the various processes of hatmaking. Nearly all English hats come from the town of Denton. Formerly, they were imported from abroad, principally Spain, but a few French and Dutch Protestants came over from their persecutors and introduced this useful industry. Hats were made from the furs of rabbits, which were imported into England from abroad, though a few came from Scotland. The lecturer then described the process of dyeing, hardening, shaping, and finishing, and showed the hat in its various stages to the audience, from the fur to the finished article ready for wear.

Fancy Bands in England.

A line of hats shown in Canada this season have fancy bands. A somewhat similar fashion has been introduced in some English cities by an enterprising hatman, to the surprise of the devotees of the plain black. One of these astonished persons writes to an English paper: "I saw a strange thing in the way of masculine headgear in the city this afternoon, which was nothing else than an ordinary felt hat, commonly called the bowler, with a striped colored band instead of a plain black, which has been in vogue from time immemorial. After some search, I discovered a shop where they sold them, and the man in charge told me that a fashion in them was just beginning, and he anticipated a boom this Summer. He had in a large stock, with bands of all kinds of gaudy hues—blue and white, green and white, green and red, and so on. The bowler so adorned looks very strange indeed, and I cannot say that the effect is pleasing. But, then, we are so used to the plain black. I only mention such a trivial matter because, if it did so happen that masculine fashion favored these bands, our streets

Returned Nov 1/94

"Mallory's Make" MEN'S HATS.

The products of our Hat Factory have been sold to the Trade since 1823—
but always through Jobbing Houses and Commission Merchants.

Our new line of Fall Hats is being sold direct to the Trade—by Salesmen
starting from our Factory,—in our own name.

The change in our method will be to the advantage of all our customers,
as we will be able to give them greater value at less cost than ever
before.



NEW YORK OFFICE: 13 ASTOR PLACE.

GEO. O. KRUSE,
West and Northwest.

GEO. M. SETTLE,
South and Southwest.

GRANT J. BRAINARD,
Michigan, Indiana, Ohio and New York.

I. B. WENTWORTH,
Canada, New England and East.

ROBERT T. ELDER, at NEW YORK OFFICE.

**OUR MR. WENTWORTH IS NOW SHOWING OUR FALL LINE IN CANADA.
IF YOU WRITE US WE WILL ARRANGE A CALL.**

HATS AND CAPS—Continued.

will very soon present an extraordinary appearance. You should see the hat to know what it is like; imagination is impossible. But, after all, we can get used to anything."

A New Cycling Cap.

A new cap for bicyclists, invented by a Frenchman, is made of white pique, or white cloth, and is constructed in three separate, detachable parts, so that it can be taken to pieces for washing, viz., the cap body, the peak (which is fixed on to a celluloid band replacing the usual leather lining), and a chin strap for fastening the two principal parts together.

The strap is fixed in position by buttons attached to split fasteners, which pass through the cap body and through the celluloid band and are fastened by bending outwards, after the usual manner of such appliances.

To take the cap to pieces the fasteners are undone and the strap removed, whereupon the body and band come apart, the entire operation requiring less than a quarter of a minute. The celluloid band has the advantage over a leather lining in that it is washable.

Ways of Wearing a Hat.

The man who wears his hat drawn over his eyes may not be a "crook," but he is undoubtedly a "schemer." He excels in strategy, whether he uses his gifts in an army campaign or in a coup in the stock exchange. He is of a secretive nature. He is self-reliant and self-centred, which is not cheerful. He is, in fact, given to gloomy meditations. He may be only a business promoter, but he is always, first and foremost, a schemer.

Much more does the man who habitually wears his hat pushed off his forehead enjoy the confidence of his fellowmen. The man who wears his hat, as women are wearing their newest bonnets, off the forehead, is essentially frank. He is admired by those who do not agree with any of his views for his straightforwardness. He has a joyous nature.

The man who wears his hat tilted over his eyes is invariably a pessimist.

The man who pushes his hat back from his forehead is always an optimist. The man whose hat slopes at the back has unusual brain power. The intellectual predominates his make-up.

The man whose hat slips low over his forehead is of strong materialistic tendencies. The man who wears his hat at an acute angle on the back of his head cares little for the conventionalities.—Exchange.

A Growing Cap Concern.

The Standard Cap Co., Toronto, whose advertisement appears on another page of this issue, is a comparatively young firm. Four years ago it was started in a small way in Toronto, but by steady industry and fair dealing it has grown till now its business extends all over Canada. As this firm carries all the latest styles and is continually seeking to improve the quality of its output, it should be watched by the careful buyer.

Fancy Headgear in Canada.

Of late years there has been a growing demand in Canada for fancy headwear. This is the case especially for young people, the nature and variety of our outdoor pastimes and sports calling for much ingenuity in the way of devising new artistic caps, toques, etc. The other day, in paying a visit of inspection to the factory of the Bruce Manufacturing Co., King street, Toronto, THE REVIEW got an idea of the taste, care and skill bestowed by this concern upon the manufacture of children's headwear. The various lines are made for the jobbing trade of Canada, and large quantities are sold. The Fall

samples are now ready for inspection. They comprise some very beautiful combinations of entirely new design. A line for girls, the "Highland Lassie," appeals to those who like the Scotch styles, the "Napolean" is a cute little cap turned up at the side, the "Heatherbell" is done in red material with red ribbons and is most stylish, another is trimmed with grey fur and adorned with a feather. The trimming and designing are evidently supervised by a competent hand, and the combinations of color and material show the best taste in these respects. The various lines can challenge comparison with similar goods made anywhere in the world, as to the quality of material used, the originality of design, and the kind of workmanship exhibited. The sale of these goods this season is likely to be large, and many houses are familiar with the Bruce caps. Those who are not may write for information.

Hats in Australia.

A report appears in The New York Hat Review the meeting of the Denton Mills Hat Factory, a Melbourne, Australia, concern. The chairman told the shareholders that this being the interim half-year, no balance-sheet had been submitted, but one would be placed before the shareholders at the annual meeting in July. He assured them that the term just ended had been in every way a satisfactory one. Trade had been good, the machinery was in first-class order, and the operatives had been kept fully employed. Owing to the increase in the cost of raw material, fur and skins particularly, the profits had not been so good as usual, but the management had studied economy in other directions, and the board considered itself fully justified in recommending payment of the customary dividend of 10 per cent. per annum. As to future prospects, although, from the cause already mentioned, the cost of production might be temporarily increased, he had no hesitation in stating that the outlook was satisfactory. There was a better feeling in trade circles generally, and the opinion was freely expressed that business was really on the up grade, so that, whilst the colony generally could count on better times, shareholders in this company could rest assured that an improvement in business generally meant to them continued prosperity to the hat industry. He, accordingly, had pleasure in moving that a dividend at the rate of 10 per cent. per annum be paid for the half-year just ended.

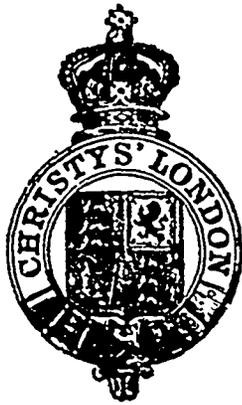
In this connection it is interesting to note that Canada exports some hats and caps, but none to Australia.

Hats in Parliament.

The idea of an M.P. wearing anything but a silk hat in the House of Commons is regarded with disfavor in England. The London Hatters' Gazette says that one of the earliest to wear a slouch hat was Mr. John Martin, who was elected for the county of Meath in the Nationalist interest in January, 1871. Mr. Martin had been sentenced, as a leader in the Irish insurrectionary movement of 1848, to 10 years' transportation. He has lived for many years in Tasmania, and had acquired, in free-and-easy colonial life, a dislike to the tall silk hat. He actually went to the Speaker and asked whether it was necessary that he should wear in the House of Commons a tall hat, and was assured by that dignitary that, although the etiquette was to appear in the conventional chimney-pot on the floor of the House, the practice was not a rule that could be rigidly enforced. Mr. Martin so far conformed to this practice as to remain generally uncovered when sitting in the House of Commons.

The slouched hat, which is even now regarded as an innovation when worn in the House of Commons, was in former times considered as a becoming headgear for members. The absence of all restraint forms is a traditional privilege of that assembly. Formerly there was no peculiar dress or official costume appropriate to the Speaker's use. Lenthall presided over the House of Commons of

"THE BEST ARE THE CHEAPEST"



Christy's Hats

... ARE THE BEST ...



Gillespie, Ansley & Dixon

Write for Samples.

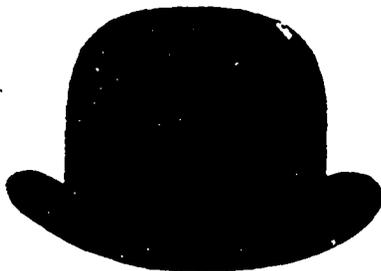
*Sole Agents for Ontario,
Manitoba and British Columbia.*

TORONTO, ONT.

JUST RECEIVED FOR MAY

"Sorting Trade"

... a lot of BUCKLEY'S in ...



MINTO.

BLACK, GOLD, TERRA

\$16.50 and \$18.00

AT ...

Waldron, Drouin & Co's

507 St. Paul
Street,

MONTREAL.

A. A. ALLAN & CO.

51 Bay St., Toronto.

English . .
. . Felt Hats

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

WAKEFIELD
LESLIE & CO.
ROYAL BRAND
EXCELSIOR
STARLIGHT

These names are a guarantee of excellence.

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

Letter orders promptly attended to.

HATS AND CAPS—Continued.

the Long Parliament in a peaked slouched hat. Before the introduction of the wig the Speaker always wore his hat, but could not wear it without a breach of etiquette when addressing the House.

The practice of members to sit with their hats on in the House of Commons is derived from the custom in former times of wearing hats in private houses, even at dinner-time, and, by a fashion still more indecent, in church. Pepys complains in his diary of a "strange cold in my head by flinging off my hat at dinner." Sumptuousness of attire in Parliament was encouraged after the Restoration by the gay court of Charles II., and the general use of court dress swords and cocked hats in the House of Commons did not die out till the end of the American War. Ministers wore their stars and ribands, and Lord North was habitually described in debate as "the noble lord with the blue riband." Pitt always appeared in court dress, and it is stated that when he was painfully affected by the downfall of Dundas (Lord Melville), his colleague, he pulled tightly over his forehead his three-cornered hat in the vain attempt to conceal his tears.

The French Revolution carried forward the Republican principle in dress which has levelled all distinction. The wearing, however, of the tall hat in Parliament at the commencement of the present century was regarded in the light of a departure from the established practice, and as eccentric in its character as the wearing of the slouch hat in Parliament is now regarded by sticklers for Parliamentary decorum.

Rabbit Skins for Hat Fur. In a report to his Government on rabbit fur for hatmaking, United States Consul Prickett, of Rheims, France, says: "Rabbit skins intended for felts for hatmaking are not washed. They are brushed with a tinsel frame, then beaten with switches to remove the dust. In this part of France, whether the rabbit skins are used for furs or for felt, the coarse hairs are not extracted, but are cut the same length as the softer hairs by long shears. In large mills, they use for the purpose a machine similar to that employed by cloth manufacturers to clip the long hairs from their goods.

"The feltmaker then dips a hard brush made of wild boar's hair into a solution of azotate of mercury, and applies it time after time until the hair seems to have diminished in length about one-third. The skins are then laid in pairs, hairy side in, and rapidly dried in a hot-air bath. To soften the skin, the inside or fleshy part is afterwards sprinkled with water to which a very little lime has been added, and then the skins are again laid in pairs, this time with the fleshy side in, piled up together, and left to dry for two or three days.

After undergoing the previous processes, if the skins are intended for hatmaking, they are sometimes stripped of their hairs by hand, but the better way is to shave the hairs close to the skin by means of a long and a very fine blade, thus leaving the bulb of the hair in the skin. The hatmaker sometimes buys the hair already cut off from the skins, assorted in three qualities, according to fineness.

Entire skins, when prepared, are sold by the dozen or by the hundred, those of a very fine quality being packed in boxes. The hair, after being cut off, is sold by weight, in parcels of 1, 10, and 100 kilograms, (1 kilogram equals 2.2046 lb.)

"The only use in which the skins can be put after the hair is removed is to make a kind of light glue, used by painters and paper-hangers.

Skins for furs, whether dyed or not, are sold at prices that vary from 12 to 25f. (\$2.31 to \$4.82) per doz., according to the quality.

Some of the best skins, much sought after on account of their being naturally of an ashy-blue color, come from a special kind of rabbit found in Holland and Belgium, and are sold for 5, 6, and even 7f. (96c., \$1.15, and \$1.35) apiece. The hair for hat manufacturing is sold from 8 to 13f. per kilogram (\$1.54 to \$2.50 per 2.2046 lb.) according to quality.

GENERAL NOTES.

The business of Fairweather & Co., hatters and furriers, Peterborough, has much developed of late years, and Mr. Thos. Barrie, who has been in the firm's employ for 17 years, has become a partner. The firm intend to enter into the fur manufacturing business on a wholesale scale, and will place travelers on the road. This, with the increase in their retail trade necessitates larger premises and the firm will shortly occupy the entire block at the corner of George and Simcoe streets. Mr. Barrie will manage the Peterborough trade for the firm.

Dominion letters patent are being granted at Ottawa to incorporate James Coristine & Company, Limited, Montreal. The capital stock of the company will be \$300,000, and Messrs. James Coristine, Charles Coristine, and B. W. Grigg are to be the first directors.

There is a small but profitable trade in exporting Canadian hats and caps. It arises from novelties and specialties, especially in straw goods, which are sold abroad. In 1898 the value of those exported was \$3,324, most of them going to England.

James Coristine & Co., Montreal, are now carrying a full line of the celebrated J. B. Stetson Co., hats.

Lewis: "Beattie is the meanest man on earth! I bet him a new hat one day last week; lost the bet, and to-day I received a bill of \$39.75 for the hat" Clark: "Great Cæsar! How's that?" Lewis: "He let his wife select it."—Puck.

Get value for your hats, or let the sale go; the customer of to-day is the important one, as the morrow really never comes.—New York Hat Review.

ACT I.

(Scene in a retail merchant's store, where enters a stylishly dressed man.)

STRANGER—"I want to see the new style hats."

SALESMAN—"Yes, sir, and what size, please?"

STRANGER—"I guess a size 7."

SALESMAN—(Showing hat.) "This is our real swell style; will you try it on in front of this mirror?"

STRANGER—(Viewing himself in mirror.) "That is swell, and I think it becomes me, too. I'll wear it; will you send my old one home?"

MORAL FOR RETAIL MERCHANT:—Style, real style and lots of it, will always sell a hat to fashionable trade, and quickly, too!

ACT II.

Time—Six months later.

Scene—Same retail merchant's store, enters same man, now a permanent customer:

CUSTOMER—"I need a new hat, my old one proved very serviceable, so give me the same make only in a new style."

MORAL FOR RETAIL MERCHANT:—The style of a hat makes the first sale, the wearing qualities if good insure a permanent customer.

Mallory's Make
MEN'S HATS.

The Standard Cap Co.

14 and 16 Front St. W., TORONTO.

Wholesale Manufacturers of all kinds of

CLOTH HATS and CAPS

SPECIALITY: Society and Uniform Caps.
We sell direct to the trade and guarantee our goods will give satisfaction.

LACES

Valenciennes, Torchon, etc.

Illustrated lists sent on request.

F. Robertson & Co.

20 Front Street West

... TORONTO

THE . . .

Bruce Manufacturing Co.

LADIES' and CHILDREN'S

HEADWEAR

that looks well, wears well, sells well.



Will be pleased to submit samples.

Orders must come through wholesale trade.

FACTORY:

192 and 194 King St. W., Toronto.

JAMES CRISTINE & CO.

Manufacturers of . . .

CLOTH CAPS,
GLOVES and MITTS,
ROBES, Etc., Etc.

Fine Furs

469 to 477 St. Paul Street, MONTREAL

Our representatives are now on the road with a choice range of Samples for
Fall and Winter 1899-1900. "Quality and Value unexcelled."



A DYEHOUSE IN FRANCE IN THE SIXTEENTH CENTURY.

M. D. & F. Co.

42 Front St. West, TORONTO.

DYERS FINISHERS

CONVERTERS, ETC., OF

British, French, German and
Swiss Dress Fabrics

bought in the rough state as they come from
the loom.

Dyers and Finishers of Japan Silks
bought by our resident agents in Japan.

OUR ADVANTAGES

A technical and practical knowledge of the weaving, construction, and manipulation of textiles. Not bound to any one concern or class—selecting our goods from forty or fifty different makers in various countries—in touch with the current tastes and adapting all to the wants of Canadians.

Paying 25% duty on the maker's cost of goods in the rough.

Instead of 35% duty on the merchant's price of the finished article.

Dyeing and finishing colors as needed—saving loss from bad shades both to ourselves and our customers.

Conducting our business in an economical manner—all being workers, and no drones in the hive—Busy Bees.

Full Samples will be shown in May—give them careful attention, and compare them for value and intrinsic worth.

SORTING MAY TRADE

Well Stocked in every class of Dress Fabrics—Prints, Muslins, Zephyrs, Gingham, Lawns, Swiss Spots.

Full Range—of all classes of Dress Linings.

Black Figures—Serges, Henriettas, Coverts, Mixtures, Amazons, Venetians, Tartans, Plaids—Colors suited to the present season.

Dress Trimmings—Braids, Tubulars, Jets, Pull Ribbons, Val. Laces, Cream and Black Laces, Guipure Embroideries, Novelties, Black Ribbons, Colored Ribbons, Narrow Ribbons—full ranges, widths, and colors.

Hosiery—Cotton, Lisle, Fancy, Lace Ankles, Embroidered, Cashmere, Black Seamless, Ribs, Children's Special Spliced Knees.

Cloves—Cream, White, Tan, Black, Taffetta, Lisle, Silk, etc., etc.—full range.

The most complete Hosiery, Glove and Underwear Department in the Wholesale Trade.

The Merchants Dyeing & Finishing Co.

Limited

SEE OUR TRAVELLERS OR WRITE FOR SAMPLES.

Successors to CALDECOTT, BURTON & SPENCE



The MacLean Publishing Co., Limited

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CANADIAN BUYERS IN GREAT BRITAIN.

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

MONTREAL and TORONTO, MAY, 1899.

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

FEATURES IN THIS ISSUE.

Readers of THE DRY GOODS REVIEW will find in this number a varied bill of contents appealing to every branch and department of the trade.

Our special contributions include Business Management; Window Dressing; Building New Stores; Good Advertising. All these are prepared by specialists for the readers of this journal.

This being a special Hat, Cap and Fur issue, dealers in that line will find some information regarding the Fall outlook, and the samples now about to be shown the trade.

In the Men's Furnishing Department some accurate and valuable information regarding present and future styles will be found.

An interesting article describing how a small dry goods store in a city with large departmentals is made to pay will prove of value to merchants similarly situated.

A series of interviews with returned Canadian buyers foreshadowing the Fall styles will be appreciated by readers.

Our Winnipeg correspondent sends, as usual, a readable budget of information about trade in the West.

Illustrations are given of a store interior during the millinery

season; of a millinery window; of dress goods draped for window purposes; of the Prince of Wales, the leader of men's fashions.

CLERKS AND EARLY CLOSING.

MEETINGS have been held in Vancouver lately to encourage the early closing of shops, so that clerks may enjoy some leisure and have at least a half-holiday once a week.

The movement speaks well for the good sense and consideration of the Vancouver people. It is always a difficult matter for clerks themselves to initiate a movement for early closing. Such a reform emanating from the citizens is far more likely to be successful.

For this reason: If the public will insist on buying at all hours and on all nights, how are merchants, in these days of competition, to resist this demand? Of course, it can be done, and we trust merchants will always endeavor to close early where possible. But where the agitation for early closing is taken up by the citizens the movement rests on a surer foundation.

The clerks in our stores are a very important body of people. They are posted upon matters which the public, as purchasers, desire information about, and they are usually trusted to give an honest, intelligent opinion where the buyer is wholly at their mercy. They have plenty of hard work to do, and their hours are long.

Merchants who promote early closing generally find that it pays them to treat their employes well.

BEING HONEST IN TRADE.

A merchant ought to be honest for a better reason than because "honesty is the best policy." At the same time, he had better be honest for that reason than not be honest at all.

It is astonishing how shortsighted some people are. A bankrupt whose estate was being examined into explained a money shortage by saying that he had lost it in a street car! The amount was \$20,000.

An improbable tale of this kind does the teller no good. He is not believed. He does not deceive anybody. His business credit is not preserved. He might just as well tell the truth and have done with it.

ENGLISH TRADE WITH CANADA.

The development of the ocean freight service between England and Canada shows that the growth of trade is recognized by the carrying service. Capitalists do not build ships for an imaginary business. They first find out if freights warrant an extension of the service.

An English contemporary states one Liverpool firm is making arrangements to put on three new steamers for the coming season, one vessel being 11,500 tons, another nearly the same tonnage, while the third will be 8,000 tons. Another Liverpool firm will also put on five more steamers in order to make a weekly service. Then, there are the additional boats now being built for the Allan Line, while, as regards Manchester, there will be a direct service.

All this goes to show that in freights the ocean liners are confident of the present and the future. In passenger business we regard it as a great misfortune that while Canada has the shorter

distance, her vessels are not as fast as those running to New York. The consequence is that many Canadian buyers, to whom time is a great factor, find themselves compelled to reach England via a foreign land.

The fast Atlantic line has certainly been a long time in coming to a successful point. A fatality seems to pursue the project.

THE BARGAIN-HUNTER.

IT is an open question whether there could be found a more interesting personage than the bargain hunter. The species is interesting to humanity at large, but to the merchant in particular. And to the merchant who makes a study of the peculiarities of the class there is not only interest but profit, for of all "gullible" people, the bargain-hunter is chief.

The species might be well divided into two classes, the professional and the amateur. With the professional (and their name is legion, and includes members of all grades of society) bargain-hunting is part of their life work. It is to them what the dice box or a pack of cards is to the professional gambler. The amateur class includes the greater portion of humanity. They, like the visitor to Monte Carlo, take an occasional try at the game, realizing that the chances of getting more than the value of their money are much against them, but hoping that fortune will favor them—that the "snap" is as good it looks. And, like the afore-said visitor, if they win once they risk it again and again till they realize they have not only lost what they gained the first time, but a good portion of the principal invested.

The bargain-hunter is, to use the plain words, but one variety of the gambler. The gambling instinct, or the desire to get something for much less than its value—for nothing, if possible, is a world-wide characteristic of humanity. It is evidenced on the stock and mining exchanges, in commercial and professional life, as well as on the racecourse or the "den." The bargain-hunter is, like the dabbler in stocks, a most respectable gambler, and must be treated as such.

Recognition of, and catering to this characteristic of humanity has been a potent factor in the growth of departmentals, and the success of numerous merchants.

The impression has been created by certain stores that a cut is made "for advertising purposes" in some line or other every day, and the subtle (?) bargain-hunter waits for these reductions.

Possibly, it is a line of boots, apparently worth \$2 to \$2.50, and advertised "worth \$3, but selling at \$1.50 to-day"; or it may be a line of purses "worth 50c.; to-day, 30c." The bargain-hunter does not know, but it is a fact, that shoemakers and purse manufacturers receive orders from these stores for a line of goods, similar in appearance to a well-known line, but with some portion left out or inferior material substituted. This change lessens the cost of production, but it lessens to a greater extent the life of the product.

The line of goods made to order in this way is used for the leader of the day. It draws customers, for those who are able to detect the inferiority of the boots are directed to other boots which are offered at regular prices. Those who do not notice anything wrong purchase, and find out the inferiority in a short time. If

they are amateur bargain-hunters, they promise themselves not to buy any more boots in that store; if they are professionals, they swear they will keep their eyes open wider next time.

When a staple article, which is sold under the name of a manufacturer who will make to order no inferior goods, the manner of preparing the bargain is different.

Then the advertiser and window-dresser unite to create the impression that the reductions made are always bona fide. The fame and reliability of the goods are emphasized strongly, and a reduction of about 10 per cent. is made in the selling price. This is a cut all right enough, and reaches the most conservative of bargain-hunters. This is not the style of cut the professional bargain-hunter is after. A paltry 10 per cent. is of such small game that no attention is paid to it unless the goods are needed, or unless it is desired to prove to cynical friends that the reductions in these stores are really genuine.

THE QUESTION OF PRICE.

AS will be seen from the various reports published from different quarters in this issue, the trend of prices in almost all classes of goods is upwards. One feels safe in saying that, for the present season, at least, we may count upon a stiff market. This applies to all staple lines of goods, and when this is so, naturally, all the subsidiary lines are the same way. Consequently, THE REVIEW was not surprised, when one buyer, who recently returned from Europe, said that he found an increase in practically every line he had to touch, from silk to a paper of pins.

The question for the retail merchant, who either imports for himself or does not, is to determine how far he must be prepared to accept the advance. In many lines he will not be able to help himself. Perhaps, in some cases, being a close and careful buyer, he may be able to get an order placed at the old figures. But the probability seems to be that we are in for an era of higher prices.

One gentleman informed THE REVIEW that he had heard of two Canadian merchants who had placed their orders for English prints for the Spring of 1900 already, fearing an advance. One thing at least is certain, that the talk of higher prices originates in the European markets and not here, and, therefore, we are in no very good position to deny them.

NICE-LOOKING STORES.

For Easter trade, many town and country merchants went to great trouble this year in fixing up their stores. They made windows and interiors as attractive as possible. They drew the crowd, and people who came to look remained to buy.

We cannot commend this policy too highly. Every dollar of expense and every hour of labor which a merchant expends on showing his locality how enterprising and up-to-date he is returns to him in business done.

A good future is assured the retail merchants, in spite of much talk about departmentals, if the town and country are made to feel that it is not necessary to go to the city to buy. The millinery seasons, twice a year, afford good opportunities for displays of stock. But, there are other dates in the year suited for this purpose, and they should be utilized.

THE INSOLVENCY QUESTION.

WE are waiting to see what attention Parliament is going to pay to the requests of the business men who are asking for a national insolvency law. It is not absolutely necessary that a bill on the subject should be a Government measure, although its being so would insure its passage. If the Government throw no obstacle in the way, Mr. Fortin, who has the matter in charge, and who is an able and well-qualified authority upon insolvency, may be expected to see it safely through the House of Commons.

Then, there is the Opposition. It is often the practice in this country to ignore the Opposition, since, being in the minority, they cannot shape legislation. But, where, as in this case, the measure is not a party issue, has no possible connection with politics, and is presented to the House as a purely commercial question, it would be interesting to know where Sir Charles Tupper and Mr. Foster, the principal Opposition spokesmen, stand on the subject. If they choose to champion the principle of national insolvency, they will be doing the business community a good turn.

Meantime, the comments in England are very severe. The London Drapers' Record, the leading dry goods paper, has a strong article in a recent issue denouncing the position of insolvency legislation "as a grave public scandal." It is not pleasant to read these things. We do not believe that Canadians, as a class, are any less scrupulous in business than people in other communities. But it is hard to make an English trader understand this when he knows that the defects and evils of our present laws are admitted, when he knows that our constitution clearly assigns bankruptcy legislation to the Dominion Parliament, and yet, year after year, nothing is done.

We trust valuable time is not being lost over the matter. Parliament met in March, and we are now in the month of May. Although it is well to have all doubtful clauses agreed upon in advance, and the action of our boards of trade and bankers in getting together is to be commended, it is not wise to delay too long in pushing the bill in the House of Commons to a second reading and getting it to a committee. With the Senate, let us hope, there will be no difficulty, as that body has already gone on record in favor of an insolvency law.

SECRET COMMISSIONS IN TRADE.

A BILL has been introduced into the British House of Lords by the Lord Chief Justice, Lord Russell of Kilowen, to make bribery of business men illegal. The measure is aimed at the system of secret commissions.

Lord Russell is, of course, embodying in his proposal the wish of the London Chambers of Commerce which, some time ago, appointed a committee to inquire into the question of secret commissions, or bribes, in ordinary business life. The committee took evidence and then reported. They found that secret commissions in various forms were prevalent in almost all trades and professions to a great extent, and that in some trades the practice was increasing. They were of opinion that the practice was productive of great evil alike to the morals of the commercial community and to the profits of honest traders. Bribes in all forms, owe their existence, sometimes to the desire of the donor to obtain the assistance of the donee, sometimes to the demand, expressed or implied,

of the donee that the bribe shall be given. Many cases came before the committee in which traders have believed, and sometimes not without reason, that their entire failure to obtain orders has been due to the want of a bribe. The committee do not suggest that these practices are by any means universal in any trade or profession. It was considered by the committee that, if legislation is to be attempted, it should render criminal the payment, the receipt, the offering, and the solicitation of any corrupt payment.

The Lord Chief Justice has accordingly framed his bill on these lines. The whole subject is an extremely difficult one to deal with by means of legislation. Being "secret," these commissions are not easily found out. They may be suspected, but to prove the charge in another matter entirely. Although business life to-day is so much more complicated than it was forty or fifty years ago, we doubt very much if the standard of honor among the best traders is any lower. There may be more dishonesty, but that is because there is so much more business.

THE PACKING OF GOODS.

THE DRY GOODS REVIEW has so often incurred criticism for defending and praising Canadian manufacturers that it can hardly be accused of any animus against them.

It appears, however, that the old complaints of unsuitable packing, boxing or doing up, continue to be made. We cannot understand the failure of some of our manufacturers in this respect. Do they not know that in this critical age the appearance of goods, next to their intrinsic qualities, is of vital importance?

The Washington correspondent of a trade paper in the United States thus writes to his journal: "The methods employed by American manufacturers in packing goods are very satisfactory, many articles commending our manner of packing goods for shipment abroad having appeared in the British press within the last few months. Complaint about the packing of British goods has been heard, especially from Canada, where the competition of the United States is naturally the keenest, and all accounts agree in saying that, by reason of the fact that our goods are packed in small quantities in paper boxes, our commercial travelers are able not only to carry them throughout a long journey without serious injury to appearance, but to deliver them to local merchants, who, in like manner, can keep them in perfect order upon their shelves. The importance of this cannot be overestimated, especially in dealing with customers in England, Canada, the Australasian colonies and South Africa, where the tastes of a majority of the customers assimilate more nearly to those of our own people. As it is certain that English manufacturers will, within a short time, imitate our methods, it becomes important, not only to maintain the high standard thus set, but to adopt every possible improvement."

Now, this is sense from the United States standpoint, and shows how eager the Americans are to get and hold foreign, as well as home, trade. Whereas, in Canada it has become a sort of common belief, with consumer and merchant, that Canadian goods are inferior, not because they are so, but because in times past, and to a certain extent even yet, they are not carefully put up, but are prepared for the market in a careless, slipshod way.

NEW FEATURES IN WHOLESALE TRADE

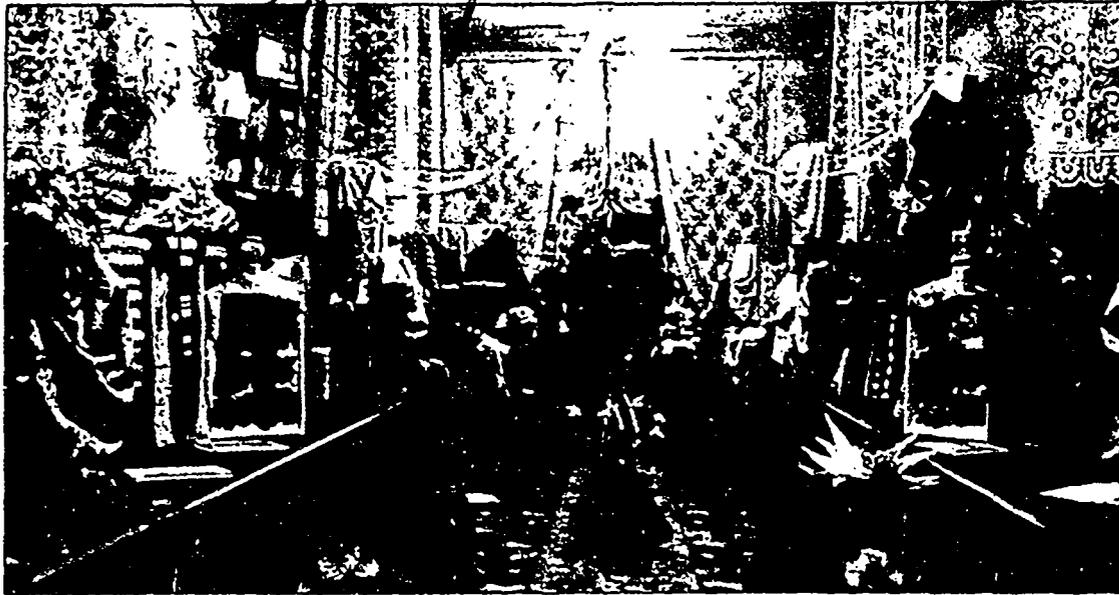
B. GREENSHIELDS, SON & CO.

S. GREENSHIELDS, SON & CO. have a full range of their celebrated "Stanley" velveteens in black and all the new colors, such as blue, malelot, moline, automobile, etc. They have also received another shipment of Priestley black blister crepons, silk grenadine, covert coating and serge in all qualities, and have also a large line of black lustre in plain, broche. A full range of plique, crash suiting, etc., can be had.

Notwithstanding the advance in cashmere hosiery, they will still continue to offer their well-known lines at the old prices.

They have just received repeats in fabric gloves, comprising a full range of colors and blacks, at popular prices.

Special values of their justly celebrated "Everfast" cotton hosiery are reported. A full stock of all popular lines.



Interior of Messrs. McCrimmon & Henry's Store, Harrison, showing Millinery Display taken by Flashlight.

JOHN MACDONALD & CO.

The carpet department of John Macdonald & Co. report that they have still a large assortment of China matings, both fancy and plain. These goods are selling so quickly that the outlook is that they will be as scarce as they were last year by the month of May. There are some very pretty mats in the market this year. The Kiodyke mat comes in a nice range of designs and colorings, and will retail at \$1. The Saxonine rugs and mats are a very handsome line. They are plain grounds with raised flowers, giving the effect of embossed plush. The rugs sell at \$2 and the mats to match at 60c. These goods come in both jute and wool, the latter a very superior line. John Macdonald & Co. are the sole jobbing agents for these rugs and mats in Canada. In Axminster squares a large business is being done. Three popular sizes are kept in stock, viz.: 7ft. 6in. x 10ft. 3in., 8ft. 8in. x 10ft. 10in., 9ft. 10in. x 13ft. 1in., and orders for special sizes can be taken for import. Photos of these goods can be had on application, and the rugs look better than the photos. A range of Japanese wool, union, and tapestry squares in assorted sizes can also be had. In linoleums a big trade is being done, and a large stock of four yards wide, medium-priced goods, with a full range of patterns, is being carried.

In dress goods, some odd lines of dress fabrics are being cleared

out, and the range of black dress goods is very complete. A job line of ladies' cashmere hosiery is being offered, and a lot of Swiss and lappett spot muslins, Victoria lawns, piques, nainsooks, and India linens are shown. The department is offering a big job in laces, including cream and black chinchillas, fancy cotton clunies, etc. Some new designs in fancy blouse silks are showing. In the skirt department, all the novelties in underskirts are arriving daily, while the range of overskirts includes linens, plain and fancy piques, black lustre and black fancy effects.

In woollens, special values in 64 tweed suitings, Scotch, English and Canadian are being shown as clearing lines. A special drive in worsted suitings is noted, as also one in blue and black fringe twill worsteds. A special line in 3-4 low-priced Canadian blue serges is a feature, and the stock is fully assorted in fancy silesias, black and colored Italians, etc.

There is a pointed demand for fine wool underwear for men. A nice suit to retail at \$1.50 per suit, imported goods, can be had. The demand for balbriggan underwear, natural and brown, is also large, and a good line, domestic make, can retail at 40 or 50c. per garment. Fancy linen vests are going very well this season, and

a line to retail for \$1.25 is being handled by this firm. A special in men's collars, No. 2100, English linen imported, retailing at two for 25c., is having a remarkable success. All heights and shapes are shown.

BOULTER & STEWART.

Boulter & Stewart have prepared a full and satisfactory range of Fall blouses. They are made to wear, the fit is perfect, and the styles and prices are right. Their travelers are now out with full ranges and orders are piling up.

Flannelette underwear is more and more in

demand every year, both city departmentals and general stores carrying them. The range of these goods manufactured by this firm in their own factory shows every variety in style and price.

In blouse waists, Boulter & Stewart announce, a recent visit to New York has evolved a novel style that can be worn for cycling and all outdoor sports, just what the ladies are looking for. This is a neat, natty, fairly tight-fitting colored velvet or corduroy waist, a little full in front and buttoned down the left side. A stock collar of the same material completes the garment. This waist is much easier to fit on account of the overlapping piece which does not quite reach the shoulder or armhole, and fastens without the difficulty so often experienced where the fastening is exactly at the shoulder seam and armhole. This waist is called the "Vinton." Samples are on the road and should be seen by the trade.

THE MERCHANTS DYEING AND FINISHING CO.

Comparatively few people understand how differently manufacturing is conducted in Europe from America. In Europe, yarn spinning, piece manufacturing, and dyeing and finishing are three distinct trades, so that the merchant who buys his goods dyed and finished cannot buy them from the maker. The Merchants Dyeing and Finishing Co., therefore, claim that as they buy their goods in

the rough, they save a profit. Further, the duty on the rough goods is 25 per cent., as against 35 per cent. duty on the dyed and finished. They pay less duty on a less price. Further, they make little bad stock in colors, as they dye only colors as they are demanded by the trade, and, therefore, confidently assert that they can, and do, give the best possible value, and invite comparison with any other goods shown in this market.

The profits which their customers have made are also pleasing. They have been told by their customers of instances where they got 66⅔ profit on their black goods, and even then they were not undersold or even equalled by other retailers in the town. Their goods stand the test of style, wear, color, and value, and every retailer should see what they are doing.

JAMES JOHNSTON & CO.

James Johnston & Co. are showing the following novelties for Summer sorting: Silk embroidered chiffon scarves, Irish point insertions and laces, white bretonne footing, shot glace silks, colored Japanese silks, black creponnes—full range of prices; silk gloves, in all the latest shades; steel trimming buckles and belt buckles, steel, pearl, and enamel slides.

KYLE CHEESBROUGH & CO.

Kyle, Cheesbrough & Co. are showing a splendid lot of black dress goods. All the newest things in figures, blisters, crepons, poplins, etc., are now in their travelers' hands. This is the largest and best selected stock ever carried by this house.

Mr. Kyle, who is now in Europe, writes that black all-over nets, trimmed with sequins and embroidery, are the latest things in dress goods in Paris.

Small brilliant buckles and ornaments, made in Parisian diamonds and pearls, are becoming large sellers for hair ornaments

and millinery trimmings. Metallic printed velveteens promise to become popular for Fall trimmings.

Plush sealettes are again being pushed, and a good sale of these goods is expected at prices ranging from \$1.90 to \$8.50.

K. ISHIKAWA & CO.

K. Ishikawa & Co. have received a shipment of 20-inch plain colored silks to retail at 25c. This line has been scarce for some time. They have also passed into stock a number of fancy blouse silks at all prices from 20 to 55c., in stripes, cords and checks.

For Fall trade, this firm are booking large orders. As there are likely to be further advances in silk, owing to the briskness of transactions in the United States, buyers are likely to benefit if they make their purchases early.

Printed bordered silk handkerchiefs are selling in great volumes for Fall trade. In anticipation of this large demand, this firm are showing about fifty lines in prices ranging from \$2.25 to \$8. These goods will not be overlooked by high-class furnishers when buying Christmas novelties.

K. Ishikawa & Co. have had great success in the sale of their matting this Spring. That next year will be even better, their preparations for next Spring's trade are already well under way, and their samples will be in travelers' hands by June 1. Exclusive patterns and styles will be shown.

ROBERT C. WILKINS.

The "Rooster Brand" factory is on the hum, running overtime trying to catch up on orders for immediate delivery. Mr. Wilkins reports orders coming in freely from every quarter of the country, and many repeats by mail.

The English Lady

has found out that her wardrobe is not complete without a

"Pirle" Finished Costume

which does not mark or cockle with rain.

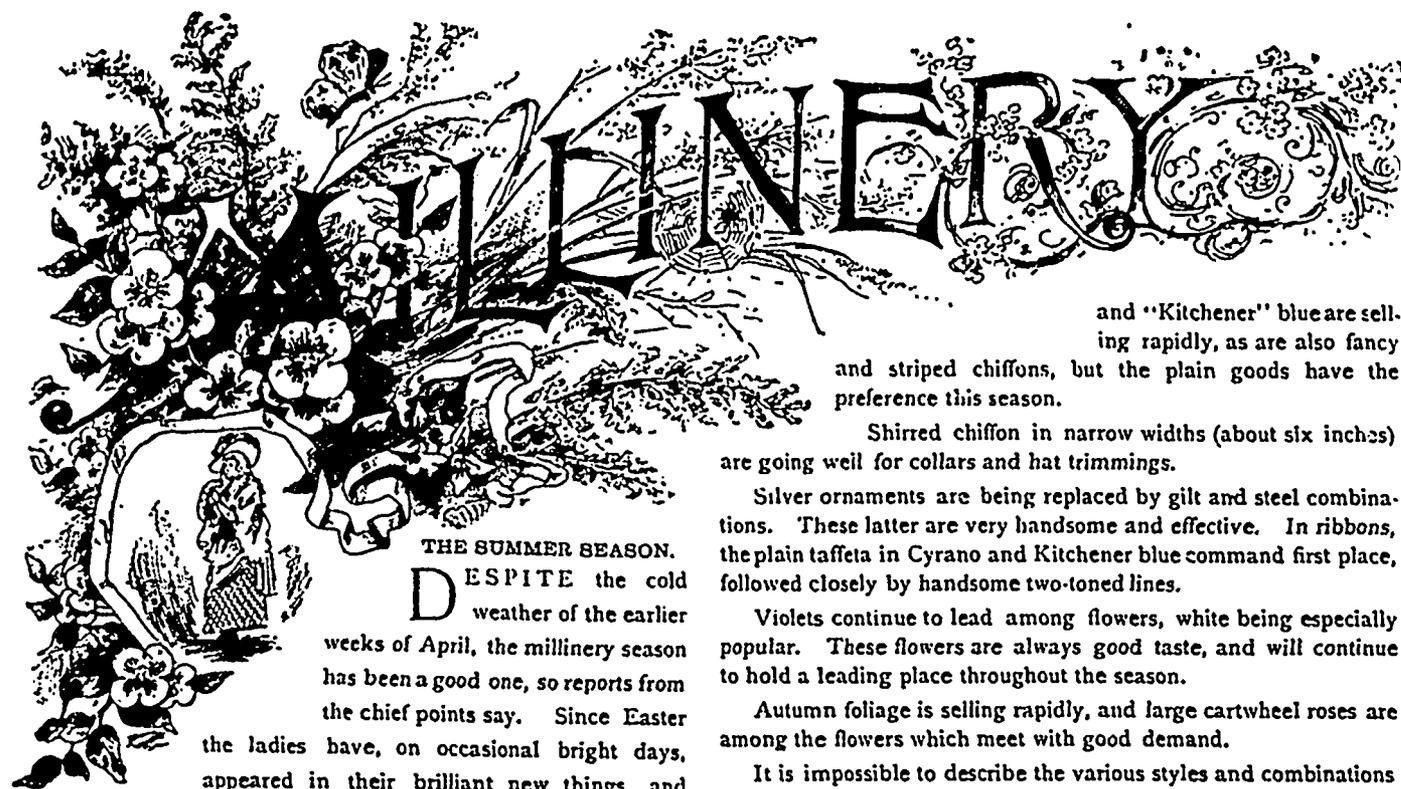
"The Lady's Pictorial," Nov. 5, 1898, says:

"Pirle finished suitings for costumes in which you can be independent of the weather, for they will never be the worse for either a slight shower or a steady downpour."

From the leading importers, or full particulars from

E. RIPLEY & SON

Bowling Dye Works, BRADFORD, ENGLAND.



THE SUMMER SEASON.

DESPITE the cold weather of the earlier weeks of April, the millinery season has been a good one, so reports from the chief points say. Since Easter the ladies have, on occasional bright days, appeared in their brilliant new things, and milliners in the cities and towns are satisfied with the trade they have done. The wholesale millinery houses are also well pleased with the state of business. The warm weather, which set in about April 20, has caused a surprisingly good demand for Spring styles, and the outlook for Summer is better than for years.

NEW PARIS AND LONDON NOTES.

A fashionable ornament in Paris is the duck. It is seen in scarf pins, fans and sunshades. The duck is even embroidered on handkerchiefs.

On London hats and for neck scarfs chiffon continues in high favor.

A pretty toque, in the black and white effect so popular, is of black fancy straw, the brim and top of the crown transparent, and covered with jetted black tulle, and ornamented with narrow ruches of black-edged white gauze ribbon. A similar narrow ruche of black gauze ribbon bordered the brim.

The London colors tend to the cerise or petunia hues, although black and white combinations are running everything else hard.

A pretty sailor effect, showing the use of the narrow straw edging, is in white undyed chip, with black chip edge to the brim. The trimming consists of a succession of folds of white tulle edged with narrow black straw ruching, formed in graduating curves round the crown, a narrow band of folded velvet showing under the tulle. At the front is a knot of velvet with gilt buckle, fastening one long white ostrich plume. There is a small bandeau on the left side on which are two white tulle rosettes.

Another London hat is of black straw, the brim being covered with an arrangement of white silk tulle prettily embroidered in black and caught in two places with half moon jet buckles. On the left side are two black plumes and two white aigrettes, fastened with a brilliant buckle, and at the back, on the bandeau, are four pink crush roses.

CANADIAN MILLINERY NOTES.

The millinery trade say that double width chiffons in plain colors, brilliant finish, are very popular for hat trimming, taking precedence of all other goods. Tulle in the new shades, "Cyrano"

and "Kitchener" blue are selling rapidly, as are also fancy and striped chiffons, but the plain goods have the preference this season.

Shirred chiffon in narrow widths (about six inches) are going well for collars and hat trimmings.

Silver ornaments are being replaced by gilt and steel combinations. These latter are very handsome and effective. In ribbons, the plain taffeta in Cyrano and Kitchener blue command first place, followed closely by handsome two-toned lines.

Violets continue to lead among flowers, white being especially popular. These flowers are always good taste, and will continue to hold a leading place throughout the season.

Autumn foliage is selling rapidly, and large cartwheel roses are among the flowers which meet with good demand.

It is impossible to describe the various styles and combinations in hats now being shown, a few of these which are being sold out first, however, are large fancy straw wire shapes, drooping both back and front, to be made up as taste and demand require.

A short back panama sailor for trimming is very neat, and the demand is large and increasing. Plain rustic sailors, with small rim and $2\frac{1}{4}$ -inch crown, vie in popularity with an English sailor with slant in the crown, being quite shallow in front. These hats are trimmed with a bow of ribbon in front with plain or fancy buckle, and come in plain and fancy straws.

A fancy colored rustic sailor, with colored band, is new and attractive, but is not expected to command a great sale.

THE D. McCALL CO., LIMITED.

April is usually a busy month in wholesale millinery circles, but the past few weeks have been record-breakers in point of business, report The D. McCall Co., Limited. In order to keep up with orders a rule has been laid down that all mail orders must be sent out the day received, and the staff have for weeks worked day and night, sometimes till past midnight, to comply with this rule.

Stocks of millinery novelties are now complete. A full range in all the leading colors of tulle, chiffons, taffeta ribbons, also the latest creations in gauze effects is carried. The resident European buyer is constantly on the lookout for new effects, and almost every day something from him is passed into stock. An extensive range of veils, veilings and narrow drawn ribbons in chiffons, failles and fancies has also just been received. Their stock of plain satin and faille ribbons is as well assorted as ever.

In the millinery trimmings department, a large shipment of foliage, roses and violets, which have been so extensively used this season, has been taken into stock; also a new supply of gold buckles, a large variety of angel and mercury wings, and a new novelty, a figured brilliant, which is likely to have a ready sale. Generally, the demand for trimmed millinery slackens at this time of the year, but this season the firm are having difficulty in keeping up with their orders.

The sailor is still the favorite of walking hats. The dolphin is at present the popular shape. The rustic sailor is also in much

WHOLESALE MILLINERY

Assorting Season.

The Assorting Season is now in full swing, and as heretofore the trade will find us fully prepared to meet all requirements. We have abundance of all the popular goods, including: Leading shades in Chiffons, Taffeta Ribbon (all widths), Maline Nets, Taffeta Silks, great variety of new creations in Gauzes in all colors; large assortment of Draw Ribbons; Flowers of every description, including Foliage, Roses, Violets, Cornflowers in abundance; New York's latest in Dress Hats, in White, Black and Colors; Straw Braids in all widths, styles and colorings; Sailors in the leading colors

and variety of Rustic Braids.

The trade can depend upon the prompt filling of all orders.

The D. McCALL CO., Limited

**TRIMMINGS
LININGS, Etc.**
FLETT, LOWNDES & CO.
LIMITED

61 Bay Street, **TORONTO**

Special lines

SILK and MOHAIR BRAIDS
ALL WIDTHS.

BUTTON-LOOPS
SILK, METAL, PEARL.

NECK-CLASPS
BELT BUCKLES, Etc.

SWISS-PUFFINGS
FOR SUMMER DRESSES.

SILKO SKIRT LININGS

NOW IN STOCK

**American
Hats . . .**

LATEST STYLES.

Chiffon and Tulle

in all the newest shades

Send your orders early.

CAVERHILL & KISSOCK

91 St. Peter Street,

WHOLESALE MILLINERS.

MONTREAL.

MILLINERY—Continued.

favor, and a good sale of white dress sailors and short backs is noted. There is a good demand for leghorns, with both plain and fancy edges. The favorite colors are navy, royal and cadet blue. A big stock of all walking hats is kept, so that all orders can be filled till the end of the season.

S. F. MCKINNON & CO., LIMITED.

S. F. McKinnon & Co., Limited, have a busy establishment, nevertheless, they were not too busy to give a little time to the representative of THE REVIEW when he called. A director of the company said: "Well, April has come and gone, and now we have entered upon the millinery month of the year—the glad Summer days when the youth and beauty of our land doth disport themselves in gay plumage—and never has the dawn of any May month brought brighter prospects along this line than the one upon which we have just entered.

"Reviewing the past in a word or two, we think that our prognostications for April come well up to realization point, style, material, color and shade all having filled their places in harmony, with fine effect. We think we voice the sentiments of all followers of fashion when we say that not for many a day has the millinery been so stylish and effective as this season.

"As to trade, suffice it to say that, as far as we are concerned, our sales were largely in excess of the corresponding month last year. It has been said that there is more pleasure in the pursuit than in the attainment of the object, or in the anticipation rather than in the realization. So let us again take our stand on the lookout and try from our vantage ground to offer a few remarks which may in some degree be helpful and profitable to the trade in general.

"In speaking of hats, we are compelled, whether we like it or not, to give a leading place to sailors. The popular demand says we must have them, and you can in all honesty direct the trade to our stock for all that is new, nifty and stylish in this very popular article of ladies' headwear. Just in proportion to the warm weather so will white hats assert themselves towards all kinds of

trimming materials that are light and gauzy. Many made hats will be in order.

"Following along this line, the trade can with every confidence pin their faith to flowers, with foliage in abundance.

"Black, cream and white tips and osprey will also be in high favor with the best trade.

"With regard to materials, we would just place them thus, according to their selling strength: Malines, net, mechlin, taffeta silk, taffetaline, satin, taffeta satin and faille ribbons, chiffons and braids, with a growing demand for laces as we meet the Summer weather.

"Colors are also pronounced, and bright shades or high colors in Cyrano, purple, heliotrope and blue will maintain their position, but make also good provision in black, white and cream.

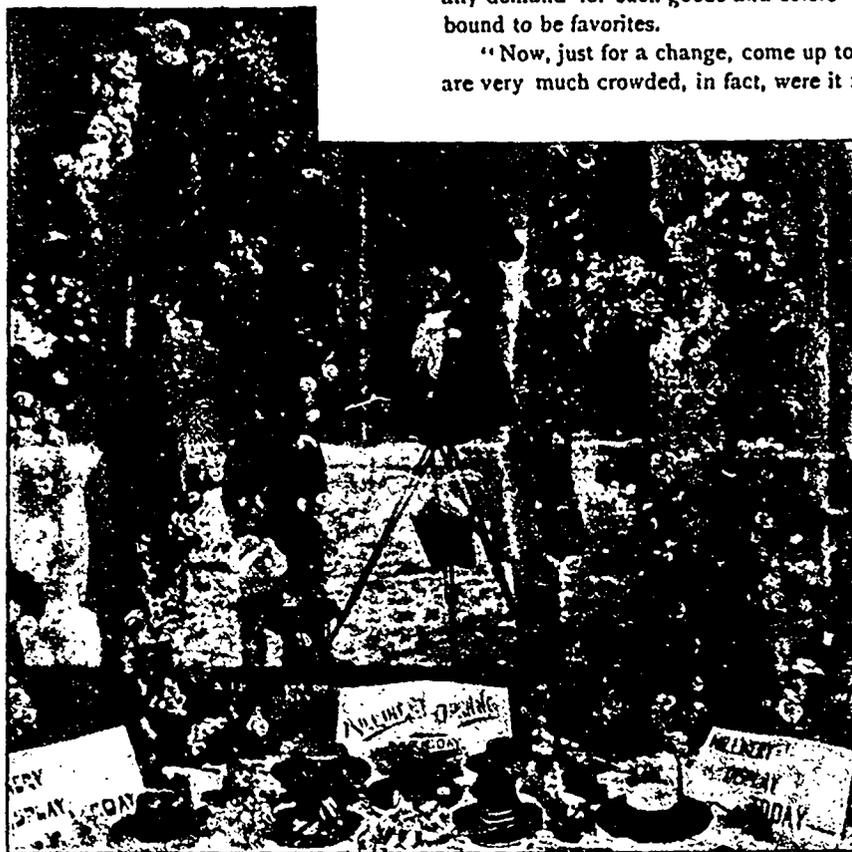
"We do not require to say after all you have heard from us, and from what you have seen, that we are fully prepared to meet any demand for such goods and colors as we claim will and are bound to be favorites.

"Now, just for a change, come up to the factory. You see we are very much crowded, in fact, were it not that the annex, as you

see, is ready to move into, we should not be able to meet the present heavy demand for light-weight jackets, costumes and skirts, and execute in time the hundreds of orders now on hand for our Fall jackets, which, by the way, far outnumber our most sanguine expectations. Now that our new building is ready to enter, should you be passing in about ten days, come in and you will see the two upper floors occupied with machines and busy operatives, which additional space will, of course, relieve the congested condition of our present factory premises.

"In spite of the fact of our having had an extra staff of special travelers covering the ground with our Fall jacket samples, we have been unable as yet to reach a great many points. This is owing to the extra

time we have had to spend in each place visited, due to the marked success which our productions have met with. We would, therefore, like our friends to know that it is not a case of neglect, but sheer business pressure, that causes the delay, and strongly urge all mantle buyers not to place their orders until our trade-making collection has been brought before them, which will be at an early date. As your valuable journal now finds its way into all parts and



A SUCCESSFUL RETAIL MILLINERY WINDOW

Trimmed by Wm. Ferguson, with J. Sutcliffe & Sons, Lindsay, Ont.

For background, use China or Japan silks, assorted colors, hung from ceiling to floor, only at a point about half way up, where they should be drawn in a little to give them a slope. Ribbons are then fastened to the ceiling just beside front glass and at equal distances apart then draped down to centre point of the background of window and at same height as the silks are drawn in, then let fall to floor, ribbon from left side of ceiling to the right side of floor etc. Between each of these pieces of ribbon are bolts of same hung as shown by cut. The two arches of equal size (made of millinery flowers) are fastened to floor, one at each corner of window, and going back to within a short distance of background and separated by a form as shown in cut. Under each arch is a pyramid say 2 feet 6 inches high, and made of flowers same as arch, and between the top of pyramid and arch are hanging baskets, hung at an equal distance from top of arch to top of pyramid and directly over pyramid. The form, or figure, may be dressed in any suit suitable for Spring or Summer wear. The floor is covered by some suitable material of light color on which are laid sailor and untrimmed hats at equal distances apart, and between each a bunch of millinery flowers, no natural flowers being used. Trimmed hats may be used as seen by cut, only being careful not to put too many in.

By a neat ticket you can announce any special in millinery or the date of millinery opening, thus: (1) "Millinery Opening To-Day," (2) "Millinery Display To-Day," tickets being used in this window.

McKinnons=keeping pace with the times !

When we built and moved into our present new quarters we did so to facilitate our business—to have more wareroom space—and to give us the room necessary to introduce the manufacturing factor into our trade—and after a little over a year here we find the accommodation inadequate for our rapidly increasing trade, and the solution to it is that in a few days we open our new Wellington annex, fully equipped for the extending of our manufacturing business and giving us at least one-third more floor room to house and display our stocks generally. Are we leaders in our line? Doesn't our growth prove something?

Millinery and Novelties.

We're showing an unlimited collection of all the very new and most correct notions and ideas in London, Paris and New York millinery novelties and trimmings—our buyers have given close watch to the trend of fashions, and there's nothing lacking that would add to the attractiveness and completeness of our assortments in Taffeta Silks—Taffetalines—Ribbons—Mechlins and Malines Nets—Chiffons—Sequins—Laces—Veilings—Braids—Flowers—Feathers—Ostrich effects and what not else you'll need for summer fashions—and the widest kind of a range in the newest and nattiest New York styles in Ladies' Sailors and Walking Hats—and we're quick and careful in filling orders—write, 'phone, wire or visit the house.

McKinnon-Made Mantles.

It will pay you to wait till our traveller gets to you—he's on the way—and you'll easily vote McKinnon-made Garments this season the most superb line "on the road"—vastly superior to the old "German" garments—better made—better styles—better sellers—and better profit for you—**WAIT !**

S. F. McKINNON & CO. (Limited),
71-73 York St., Toronto.

MILLINERY—Continued.

corners of the Dominion, please inform the trade that we carry in stock a large assortment of stylish skirts, including lustre, duck, linen, crash, pique, denham, and that all orders will receive careful, prompt attention. Buyers who have not so far handled our skirts would find it to their advantage to try a sample lot."

THE JOHN D. IVEY CO. LIMITED.

The John D. Ivey Co., Limited, made a record opening this year when the early openings took place, and the appreciation of this by the millinery trade has been, and is, well sustained. The firm propose that no effort shall be spared to maintain the dignified position then secured, and during the rest of the season frequent shipments of the latest novelties in the market have been secured. It is a general opinion that, although the millinery season was late in starting, there is no doubt it will be one of the most profitable for milliners during recent years. Judging from the number who attended this firm's supplementary opening on April 18, it is evident that this feature has become a settled fact, and, as the firm's efforts were so well appreciated last month, it has been decided to have a Midsummer opening which will take place about May 10, and of which due notice will be given.

Among the new pattern hats is the Lady Algy. This is on the walking hat principle, only broader in front, and the brim cut off square at the back. It is made of white net, embroidered with straw braid and crystal sequins. The hat is covered entirely in one piece, the fullness drawn down to the brim in front and held with a gold buckle, the decoration being heliotrope chrysanthems with a branch effect. Another very striking hat is the new leghorn. This has a brim cut at the back and raised in large box pleat, a very new style of trimming shown here, being a white tulle drape with applique of velvet maiden hair fern. Two large cream tips come from the back drooping to the front, the back filled in with large cyrano roses.

Another new leghorn has a tuscan braid crown to take the place of the leghorn one cut out. A new style of facing is shown here: White chiffon, finely tucked but not shirred, and drawn straight round the under brim. The trimming of this is drape of cream chiffon with straw beads closely dotted over it. The back of the brim is cut, one point being turned up to the crown, the other turned under to form the brim trimmings. Cream Prince of Wales' tips complete the trimming.

The newest ideas in trimming consist of large tulle rosettes. They are made either of five folds of tulle $\frac{1}{4}$ wide or in fans of tulle with fine rouleau of velvet. Tulle, of course, is also used in great profusion in scarf effects. The short backed sailors are still in great favor. One hat of this style had a full trimming of flowers, over which was draped a white tulle scarf with black lace lovers' knots appliqued and a high standing bow of black lace barbe of chantilly lace. Another pretty turban is made entirely of roses, veiled with maiden-hair fern and a high trimming in front of black and white tulle. A purple sailor is trimmed with purple ribbon and purple flowers—lilacs—mounted into cables three inches in thickness. These three cables cover the dome crown, and two large gathered rosettes of ribbons are at the back. Under the brim at the back is finished with white lilacs as a contrast.

The Shepherdess hat is as popular as ever. As the season advances the trimming is much lighter in the fabrics used, tulle and nets having a preference. As many as eight yards of tulle go to one hat. The new wing is a natural white wing. It is employed in trimming in two very effective ways. One way is to make a large solid bunch of unmounted flowers and surmount them by one pair of wings giving a high effect. The other way is to make a mount of flowers with these wings about one-half way up so arranged as to be "on the wing." Very narrow straws are much in vogue combined with tulle in trimming. Although the colors

purple, Confederation blue and Cyrano are still popular, the feeling is for black and white combinations for Midsummer millinery.

CAVERHILL, KISSOCK & CO.

Caverhill, Kissock & Co., Montreal, say that business has never been better at this time of the year. The sudden change to warm weather has had the effect of causing a large demand for Summer goods, and they have had to call in their travelers for a few days in order to catch up with orders. They are just now receiving a large shipment of American novelties, and are weekly in receipt of the latest things from Europe, their buyer, Mr. Harper, remaining there in order to keep the house supplied with all that is choice and new.

Reports from New York are to the effect that the millinery trade is remarkably good, and buyers find it difficult to procure a choice of goods, as the best have been rapidly taken up and manufacturers find it hard to meet the demand.

USES A MIMEOGRAPH.

An Iowa merchant told The Chicago Dry Goods Reporter: "We have been newspaper advertisers all along, and have been running price lists, but our competitors have been abusing the custom by advertising prices that they do not make, and it has caused the people to discredit every price they see advertised. We are always trying to find some form of advertising that others do not use, and the latest thing we have tried with marked success is the mimeograph. We get out circular letters every week and send them to a list of names that we always keep on hand. We get our best results when they are sent out by mail. They seem to receive more respect than when scattered around promiscuously."

S. F. M'KINNON & CO., LIMITED.

Malines net has been in big demand, and likely to be, as a millinery trimming. S. F. McKinnon & Co., Limited, direct attention to their large stock of these goods in Cyrano, purple, heliotrope, blue, and all other leading shades. Taffeta and taffeta-line silks have met with great favor, and are likely to be in big demand for May trade.

The firm are prepared to meet the enormous demand for trimmed sailors. The right shapes and correct trimmings at popular prices are in stock. White hats, in plain and fancy chips, are shown in large variety. The latest and most popular ideas at reasonable prices is a feature of their stock.

Mr. Thos. Blake, formerly with Caldecott, Burton & Spence, and latterly with The Gault Bros. Co., has been appointed by Messrs. Kylands, of Manchester, to show their samples in the western ground of Canada. Mr. Blake is well known to the trade.

The Safety Acetylene Gas Machine Co. have got out an interesting little booklet with the testimonials which their machines have received from those who have got them. They include opinions from all kinds of establishments which have used these machines, and give a good deal of information on the nature of lighting by acetylene gas.

Mr. C. W. Hendershott, of the "One Price House," Kingsville, Ont., has issued a neat little pamphlet which would be appreciated by the men and ladies who patronize his store. The pamphlet which is covered with a neat, stiff paper cover, contains the quantities required in the making up of garments this season and also a full list of goods with the prices attached. Two cuts of Mr. Hendershott's store illustrate the outside covers, and the little price circular is one of the best pieces of business in this line which has been turned out this season.



MILLINERY

As May is the most important millinery month in the year, our arrangements are such that we will have all the novelties as they appear. Orders solicited.

The **JOHN D. IVEY CO.,** Limited
 18 Wellington St. West, TORONTO. 1811 Notre Dame St. MONTREAL.





HAIR BRUSHES

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

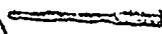
Shaving
Brushes





Full large bottle of Household Aftershave 9 in. high, we trade

Tooth
Brushes



All kinds of **BRUSHES** for the Dry Goods Trade





CLOTH — BRUSHES — CLOTH

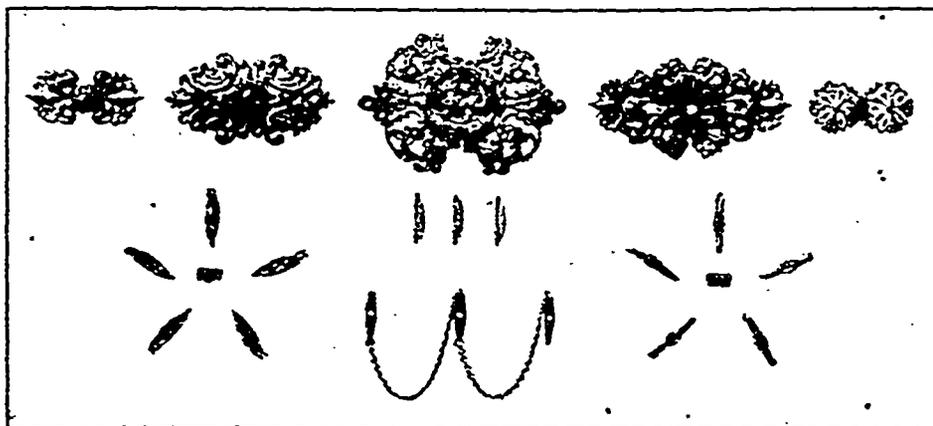


WM. CROFT & SONS

ESTABLISHED 1855.

Our Line of **STOCK BUCKLES, SASH BUCKLES, PIN SETTS, DRESS PINS** and **CUFF PINS** is Unsurpassed. We have **EXCLUSIVE** patterns and designs. **ASK** us for samples.

LADIES' BELTS, BELT HOLDERS, LINKS and **CUFF BUTTONS, STICK PINS** and **FANCY HAT PINS.**



Large assortment of **FANCY HAIR COMBS, POMPADOUR COMBS, BALERO COMBS, SIDE** and **BANG COMBS,** and a splendid line of **HORN** and **CELLULOID HAIR PINS.**

CROFT'S (Registered) **NEEDLES** and **PINS** a specialty.
 Have stood the test 50 years.

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

THE LATEST PARIS AND LONDON FASHIONS.

TRIMMINGS AND COSTUMES IN PARIS—NO POCKETS—TIGHT-FITTING SKIRTS—THE PASTEL SHADES IN ENGLAND—
EVERYTHING IS APPLIQUE—FLANNEL COSTUMES.

From the Paris and London correspondent of The Drapers' Record.

PARIS.

VERY pretty mantelets are being made up to wear over the light toilettes; they are put together to match the dresses in silk, and effect a trianon appearance, which is very charming.

Here is a Spring toilette in bluet-grey veiling. The skirt is lined with silk to match, and is trimmed with several small pleats, which form a pointed tunique back and front. The corsage, draped at the bust, is rather low down over a plastron and collar in pleated cream satin. Round this decollete is a volant in cream guipure, which is draped up with the corsage under a bow of white satin. To be worn with this toilette is a mantelet trianon. In shape it is something between a pelerine and a fichu. Perhaps I should explain myself better by saying that it is a long fichu in silk to match the dress, falling around to well below the waist, and trimmed with a ruching of the same. The trianon hood is very wide, and is formed of cross-way pleats, which fit almost tightly, that is without fulness. It terminates with a pretty ruching. The high medicis collar is filled in with the ruchings of cream silk muslin, with large bow in silk. A similar bow is placed at the bust. Very elegant with this costume would be a large black trianon hat, trimmed with velvet bows of the epoch panaches of black feathers and lilies-of-the-valley round the passe.

Here is another Spring toilette in printed embroidered muslin with large yellow and white checks, these checks being separated from each other by garlands of *fluerettes* in the style of Louis XVI. The effect is very striking. The skirt is placed over straw-colored taffeta, and is ornamented at the bottom with an undulation, formed of four small volants placed very close together, bordered with fine straw and black chenille, which gives a very rich look. The corsage is in straw-colored taffeta, cut out in designs forming irregular clouds, through which can be seen the muslin checks. These designs are embroidered with chenille and straw. The long sleeves are in muslin over straw. The upper part of the corsage is ornamented with a kind of fichu in linen, embroidered and festooned at the edge, forming sailor collar at the back with revers in the front. From the waist falls a long embroidered echarpe in linen. With this dress is a pretty mantelet, tightly fitting on the shoulders, in straw-colored taffeta, covered with a deep plisse of white silk muslin, the whole revealed with black silk muslin and striped with ruchettes in black gauze. The draped capuchon in epingline cerise is tight-fitting on the shoulders. The collet is slightly pointed at the back, falling about three inches below the waist and held down at the waist by a ribbon; the fronts are slightly rounded.

These mantelets are elegant and comfortable, and there is a certain amount of warmth in them.

To the despair of the dressmakers, skirts continue to be extremely tight-fitting, but it must not be imagined that such a style is adopted by all. It is considered by many as very mauvais genre, although I must confess to have seen many ladies with them. Not a pleat is noticeable anywhere. Fastenings, seams, buttons, everything is done away with that might cause a pleat or even a wrinkle. As for a pocket, the dressmaker would laugh at you if you asked for one. Anything carried in the hand, too, is absolutely inelegant. A purse-carte has been invented, the size and shape of a good long-sized envelope. This purse holds cards, money, and many other little things.

In speaking of the tight-fitting skirts, I ought to add that these same skirts are very long, back and front. The corsages and vests are very much trimmed. The dernier cri for the vest de drap is the bolero style, with small postilion basque at the back, and forming long point in the front. It generally crosses in the front with large revers. It is ornamented with handsome buttons, which fasten with brides in passementerie.

The hats are mostly trianon, directoire and watteau—that is, the dressy ones—whilst the toques are large and round in shape, not long or oval.

The materials used are China crepe, Indian muslin, taffeta and liberty satin. The soies broches with flowers are magnificent, as are also those with arabesques, and motifs in velvet. Others are sprinkled with spots and stars in relief of velvet. All these materials have very grand air, and are a resurrection of the Louis XVI. period.

Very handsome are all the light silk linings, as well as the grounds of the materials. These are blue, yellow, rose, cerise, broche, with black velvet. The contrast is very striking.

At Easter, there was a series of balls and dinners. Here are two models: Ball dress in sky-blue crepe de Chine—the skirt, with train, is bordered with incrustated lace cut out in fine arabesques. Two entre-deux of the same lace ornament the skirt, passing round and up the back to the waist. The epaulettes are in black tulle, with bow of black velvet. A dress in white silk muslin is embroidered with daisies, with their foliage in white crepe forming relief. The skirt is furnished with an embroidery in silver paillettes placed over a fouillis of yellow silk muslin.

LONDON.

The great difficulty of conveying by mere verbal description an adequate idea of really smart coiffures lies in the fact that every first-class modiste makes her own shapes, or adapts ordinary shapes to suit the contour, even the angles, of each customer. So it comes about that, after seeing some particularly becoming and original shapes, one hunts vainly through the shop windows in the hope of finding its fellows; but it stands alone, and, even if the milliner did agree to duplicate it, her deft fingers might not be able to repeat the exact twist, curve, or pucker which imparted the distinctive touch to the original.

A toque hat very much of this nature was worn at a wedding recently. It was of fancy black straw, and had the brim so disposed that the shaded roses surmounting it formed a semi-arc over the forehead and to one side, losing itself in soft plumes and bows of satin ribbon; and apropos of ribbon, several of the Spring hats are profusely trimmed with both glace and gauze ribbon, the glace, usually in white or self color, and the lighter make showing a floral or chene design. A charming toque was made of white satin straw, into which were woven wavy lines of white horsehair, making quite a garniture on its own account both on and under the brim. The trimming consisted of a huge soft rose in the centre of the crown, shaded from creamy white to pink, and a drapery of black and white blonde lace forming a very fussy arrangement under the brim at the side, with another large rose, and caught in with a twisted knot of pink velvet outside, finished with ear-ends and a handsome paste ornament. I should say that some of the favorite tinted foliage was used with the roses at the side,

and that the shape of the toque was jaunty and the whole effect very light and pretty.

A large hat of lavender-colored chip, with narrow single lines of Tuscan mixed in, had round the crown a very full drapery of lace or net, traversed by honiton braid, and with lace design inserted. Above this, almost encircling the crown, was a wreath of cowslips, which, towards the back, apparently slipped under the lace and reappeared on the brim. The left side of the brim was curved so as to show a rosette of yellow ribbon, and the garniture was finished by a large white ostrich plume, raised high over the crown, and falling behind, and with indistinct floral design hand-painted in black. These hand-painted ostrich plumes and quills are a feature in the fashionable millinery.

In voiles, and other Summer fabrics, the most delicate shades are offered, which are very appropriately termed "pastel" shades, as the effect is an exact reproduction of that soft medium. Gowns of these charming materials are elaborately trimmed with lace and embroidered muslin, and many are made with sashes of a wide chene ribbon, having down the centre brocaded flowers, looking as if they were embroidered. The applique ornaments are to be had in every imaginable color and material. The ribbon and knot pattern may be said to dominate all others, although many beautiful floral trimmings secure their own welcome. Pearls enter largely into these trimmings, and mother-of-pearl sequins are tinted to all colors. These are brilliant, without being at all too much so, and form a charming garniture for evening dresses. Satin, velvet, cloth, kid, pique or linen are all pressed into these appliques, and enhance the plainest of stuffs. Naturally, for washing costumes, linen, pique or grass-lawn are used, and are embroidered or simply stitched, beads, tinsel or sequins being altogether out of place in such ornaments.

With the river season coming on, ladies are having made up costumes of cream or colored flannel. The new coloring and patterns in the popular "Orwoola" flannel lend themselves readily to pretty and serviceable river costumes, or a plain cream flannel, with applique design in knots and ribbons in tan linen, with narrow white braid, is hard to beat for such wear.

A soft moss-rose shade of pink is being very much used just now for evening dresses. On a gown in this, I saw a very sweet low bodice, the top filled in with puffings of white chiffon, and the satin cut as a deep corslet in points, all edged with a chain of single daisies. The sleeves were of white ruffled chiffon. This was, of course, for a young girl. A yellow satin corsage had folds of chiffon of a slightly lighter shade, brought over the shoulders and mixed with creamy lace in front, forming a soft vest. The satin was gathered like a half-shut fan at the side and turned back to show the white satin lining near the waist. The lace was gracefully draped over the sleeves, or rather, formed one sleeve combined with chiffon, and with bunches of shaded lilac and foliage for the other. The skirt of this gown opened down the front to show an underskirt of white satin veiled in Brussels lace.

Another good evening gown was of pink silk, with chene design in dark greens. The bodice was tight-fitting, with no drapery except folds of the silk, forming a deep waist-band. There was a berthe, composed of two frills of palest pink chiffon, worked over with appliqued small lace flowers, embroidered in tinted silk. These frills were edged with narrow lace, headed by row of pearls, and the under frill passed beneath the arms, and was carried round the back in a deep sort of collar. The décolletage was outlined with a ruche of dark single violets, caught into loops, with a drapery of the chiffon on the arms. A girdle of the violets hung down one side of the otherwise untrimmed skirt.

Mr. William Parks, of Messrs. William Parks & Son, Limited, St. John, visited Montreal and Toronto last week.

A GREAT ENGLISH FIRM.

THE great English firm of Bradbury, Greatorex & Co., Limited, of London, are cultivating their Canadian trade this year, and, their Canadian representative, Mr. C. J. W. Davies, 12 St. Nicholas street, Montreal, is carrying a full line of Fall samples for the inspection of the Canadian retail trade. The samples shown cover muslins, trimmings, flannels, blankets, haberdashery, prints, French merinos, handkerchiefs, silks, linens, fancy dresses, umbrellas, curtains, hosiery, gloves, velvets, laces, crapes and ribbons. This firm, which has been a hundred years in business and has steadily expanded with the years, has recently added another extensive warehouse to its already spacious premises in London.

The personnel of the management of this business is extremely interesting, the years of service in the firm of the five directors and managers totalling up to 197 years, or an average of 39 years each. The management is now constituted as follows: Mr. H. J. Gardiner, chairman of the board of directors; Mr. S. Westmore, senior director; Mr. A. P. Allen, director and joint manager; Mr. W. H. Rowe, director and secretary; and Mr. W. D. Robins, joint manager.

In connection with the Canadian business, it is intended to give prompt attention to letter orders, and merchants who wish to see the samples or to obtain information, may address the Montreal or the other branch offices in Canada.

SUMMER JEWELRY.

The line of Summer jewelry which Nerlich & Co. are advertising in this issue is worthy of special notice. The line includes many new and attractive novelties and a number of popular lines that have not before been placed on the market, at prices that should create a large demand. The articles in appearance can scarcely be distinguished from similar lines in sterling silver gilt, but they can be retailed at a handsome profit for less than one-half the selling prices of sterling goods.

The beautifully tinted maple leaf effects are a marvel in the enameler's art, and will prove great favorites, both as blouse ornaments and for the tourist trade. Readers of THE DRY GOODS REVIEW who are looking for a fast selling line for the months of May and June should order a sample line of these goods at once, as Nerlich & Co. report the demand already so heavy that their factory can scarcely keep up the supply.

GENERAL LEATHER GOODS.

Mr. Robert Hirsch, of Hirsch Bros., 112 Fore street, London, Eng., visited Canada last month showing a line of leather goods of German manufacture. Fine finish was a feature of the goods, which included purses, cigar and cigarette cases, wallets, photo frames, writing cases, traveling bags, ladies' satchels, companions, etc. A number of little combination novelties for cheap retailing were shown. For example, a small pocket mirror with comb and manicure set would retail at a low price; so would photo frames, cigarette cases and other small articles. Mr. Hirsch visited one or two points in Canada and returned to London, via New York.

NEW SHIRTS.

Some fine things in top shirts are being shown this season. Particular care has been taken in the manufacture, the seams being nicely covered, and the best workmanship being put into them. These goods are all made in Canada, and the selling agents of the mills, Messrs. Millicham, Coyle & Co., can point with satisfaction to the smart appearance and extra finish of the line. The shirts known as "Tip Top" and "Monarch" have been made for country trade with more style than is usually put into them, and a feature of the whole line is to produce a shirt that can easily retail at \$1 and yield a handsome profit.

BUSINESS CHANGES IN THE TRADE.

GENERAL DRY GOODS.

W VAHEY & SON, dry goods dealers, Bridgeburg, and Grimsby, Ont., have sold out their Grimsby business to A. J. Smith.

Henry H. Living is commencing as dry goods dealer in Ottawa.

A. A. Doupe, dry goods dealer, Ridgetown, Ont., is leaving that place.

Ornstein & Fisher, dry goods dealers, etc., Roberval, Que., have dissolved.

Henri Audette is starting business as commission dry goods dealer, Montreal.

The American Dry Goods Co., Ottawa, is selling out and removing from that city.

R. Aumont, dry goods dealer, Ste. Cunegonde, Que., has sold his stock at 45c. on the dollar.

Osiat Ornstein, dry goods jobber, etc., Montreal and Ottawa, is closing up his Ottawa business by auction.

The mill of the estate of Harding & Co., manufacturers of shoddy, Simcoe, Ont., is advertised for sale.

M. & J. J. O'Reilly have registered partnership under the style of Martin O'Reilly & Co., dry goods dealers, Nelson, B.C.

Layton & Rennie, dry goods dealers, New Glasgow, N.S., have dissolved, and Morton H. Layton has registered as sole partner.

Moses Lenz and Sophia Leiser have registered as partners under the style of Lenz & Leiser, wholesale dry goods dealers, Victoria.

The stock, etc., of the estate of Walters Bros. & Co., dry goods dealers, etc., Sarnia, Ont., is advertised for sale by auction on May 3.

Wm. Cummings and Wm. H. Rennie have registered new copartnership under the style of Cummings & Rennie, dry goods dealers, Truro, N.S.

The business of A. C. Baillie & Co., dry goods dealers, Pictou, N.S., has been transferred by R. C. Quinn, to Jane Baillie, who has registered as sole partner.

Gilmour, Schofield & Co., jobbers and commission dry goods dealers, Montreal, are dissolving, Palmerston Barry retiring, and Chas. Schofield and James D. Gilmour continuing under the old style.

The stock of W. J. Power and G. M. Smith & Co., dry goods dealers, Halifax, N.S., have been damaged by smoke. Both are insured. W. H. Cabot, dry goods dealer and milliner, was burned out; partially insured.

TAILORS AND CLOTHING.

Urquhart & Morrison, tailors, Sydney, N.S., have dissolved.

Galpin & James, tailors, London, have suffered damage by fire.

W. J. O'Hara is commencing business as tailor in St. Thomas.

W. C. Proctor is opening out as merchant tailor in Edmonton, Ont.

The estate of Thomas Pethick, tailor, etc., London, has been sold.

Dupont & Saucy have registered partnership as tailors in Montreal.

Wm. Bowman, tailor, Ridgetown, Ont., is removing to British Columbia.

Azarie Caron and Gustave Lamontagne have registered partnership under the style of Caron & Lamontagne, tailors, Montreal.

Eamer Earnshaw, Port Stanley, Ont., is advertising his woollen mill for sale.

R. J. Hunter, of R. J. Hunter & Co., merchant tailors, etc., Toronto, is dead.

John R. Harris, of Harris & Co., manufacturers of woollens, Rockwood, Ont., is dead.

Clifford & Ferris, tailors, Montreal, have dissolved, and Mary Clifford has registered as proprietress.

The stock and fixtures of John D. McKean, tailor, Westville, N.S., are advertised for sale by tender.

Thomas Alison, wholesale dealer in woollens, Toronto, is advertising that he intends retiring from business.

Simon & Co., tailors, Vancouver, have admitted L. D. McPherson, under the style of Simon, McPherson & Co.

Marie L. Lyon, wife of Joseph Dragon, has registered as proprietress of the firm of Jos. Dragon & Co., tailors, Lachine.

Dame Leah Hait, wife of Morris Ryan, has registered as proprietress of The Metropolitan Dyeing and Cleaning Co., Montreal.

Alfred E. Allen and Daniel McPherson have registered partnership under the style of Allen & Co., dealers in clothing, etc., Victoria.

MEN'S FURNISHERS.

Forbes & Charter have opened out as men's furnishers in Moncton, N.B.

J. J. Guest, of J. J. Guest & Co., men's furnishers, etc., Kamloops, B.C., is dead.

Samuel Reid, men's furnisher, etc., Victoria, has been partially burned out; insurance, \$15,000.

Max Rothschild & Co. are opening out as dealers in men's furnishings in Rat Portage, Ont.

Angus S. Taylor, dealer in men's furnishings, Halifax, has been burned out; loss estimated at \$3,000; insurance, \$2,000.

MILLINERY.

Delles Bourbonnier, milliner, St. Hyacinthe, Que., has sold out.

Cheleyer & Co., wholesale milliners, Montreal, have opened a branch in Winnipeg.

Miss Bousquet and Mrs. H. Lamontagne have commenced as milliners in St. Hyacinthe, Que., each in her own name.

HATS AND CAPS.

George Woodhouse is retiring from Hasley Bros., hat and fur dealers, Montreal. The business will be assumed by John Hasley.

J. W. T. Fairweather & Co., dealers in hats and furs, Toronto and Peterboro', have admitted Thos. Barrie as partner in the Peterboro' business.

A CHARLOTTETOWN FIRM'S PROGRESS.

Improvements have been made in the store of Messrs. Prowse Bros., Charlottetown, P.E.I., and the local paper in describing them says growth of the firm's business compelled enlargement of the premises, and now the visitor to their store will find a regular series of departments all refurnished and rearranged for the special purpose of showing to advantage the many different lines of goods handled in this establishment. In the old store will be found hats and caps. Upstairs will be found departments in which ready-made clothing is stored in immense quantity. The room over the shop formerly occupied by D. A. Bruce is used in the display and sale of "Fit-Reform," and has been sumptuously fitted up. The store below this is devoted to dry goods, and it also has been practically refurnished. The gentlemen's furnishings and the mantle-room are in the same place as before, on Richmond street side. The establishment is now one of the finest to be seen, and there is plenty of room to accommodate their many customers.

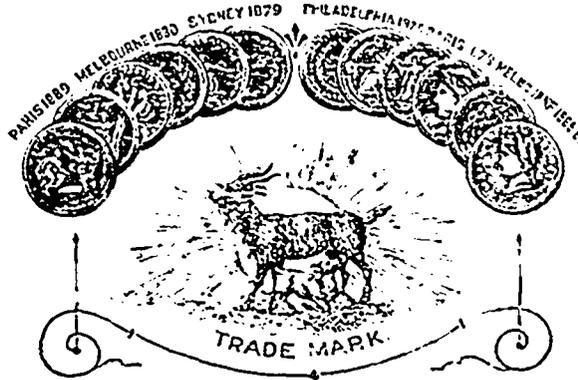
Mr. W. F. Hagarth, of Canfield, was in town the other day and called at THE REVIEW'S Toronto office.

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 out with new samples for the Fall trade. We are showing a very nice range of shades and several novelties. Do not place your orders before you have an opportunity to see what we do. We are also showing a very complete range of Lined Gloves and Mitts of Domestic and Foreign manufacture.

PERRIN, FRÈRES & CIE.

5 VICTORIA SQUARE

Montreal.

WM. PARKS & SON, Limited

ST. JOHN, N.B.

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

FLANNELETTES

Stripes and Checks

Domet Flannels
Shaker Flannels
Saxony Flannels
Flannelette Sheeting

Cottonades
Denims
Tickings
Galateas, Yarns, etc.

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

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



Men's Furnishings

THAT the styles and colors in neckwear are ever changing is evident when one stops to examine the new creations and beautiful colors shown in the windows of the liveliest haberdashers. One week it is all lombards in dark grounds, with red or light stripes; the next it is square ends in cross stripes or fancy figures; then comes the puff tie, then the bow, and so on, style of make-up, patterns and shades continually changing, and one could sink a small fortune in keep-

ing up with the latest things in neckwear alone. Of course, there are always the old standards, which alter little—the black silk and satin tie in bows or lombards, the white one in puns and four-in-hands, but the prevailing fashions do not consider or have to reckon with these goods.

Last week, a prominent retail house had a window full of ties resembling in shape the old English square end, folded so as to make the centre narrow to go round the neck, the long end being about nineteen inches by seven wide, the small end in proportion. The grounds were black, with apple blossom patterns in cerise, maize, cardinal, apple green, and white. The effect was very good, and the full knot, when made up, was something new, and proved a splendid seller.

This week, the window is full of large, flowing, pointed end goods in taffeta silk, light grounds, with diagonal stripes of various colors. Some have one large, dark stripe, and then seven or nine small silver stripes running parallel with the large one. The variety of stripes and shades is endless, but one of the most effective this season is in heliotrope, with wide and narrow stripes alternating.

Another pattern which was very handsome was similar to the above in shape, but, where the first had diagonal stripes, this one was as if these stripes had counterparts running in the opposite direction, giving a check effect, which was very handsome, particularly as the dark stripes were edged with embroidered spots of white and dark.

A tie which promises to have a large sale for Summer wear is a Japanese silk lombard, in Kitchener or navy blue, with various sized white spots, rings, scrolls, and fancy patterns.

Lombards in dark navy blue ground with red stripes, from one to four, lengthwise, also in white ground, with large checks in red, blue, green, red and blue, etc., are being worn extensively, and make handsome neckwear for business or morning wear.

New York Men's Fashions.

A correspondent writing from New York informs THE REVIEW that nearly all the department shops and the clothiers are offering what are called "dress shirts" at very low figures. These shirts have wide bosoms, two buttonholes, cuffs attached, and for white shirts of that class are of good quality. They have been selling at \$1.08.

At all the shops there seems to be a plethora of gloves—two buttons, tan, kid or browns, for \$1.50. The best gloves for afternoon are in a darker shade of tan, and are \$2. The gay gants de suede die hard. They are still worn by many men who pride themselves on good dressing.

All the new handkerchiefs are narrow hemstitched, plain white lined. Initials in white are embroidered in the corner.

A large department store advertises this week the Rosebery collar. Here is their description and price. A round-cornered collar of new design at 15 and 25c., the latter the better quality.

Another firm has been selling excellent lines of braces for 35 and 50c. For \$1.50 dark blue braces of silk and kid, which last a lifetime, can be purchased.

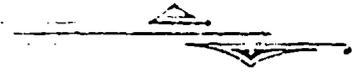
The larger shops are in the market with the silk squares and the made-to-order Ascots. While the very smart shops offer these at \$5, the department stores are giving the same for \$2.50 and \$3. The patterns are almost the same, some very handsome, and the quality of the silk seems to differ but little, if any. The department stores insist that it is the very same and that they are able to charge less, making these a particular bargain. The other shops insist that the material is American silk, which is being turned out in great quantity in New Jersey.

Advertising Men's Wear.

In advertising men's furnishings, it should always be borne in mind that it is the men you desire to reach. While a fair proportion of trade in these goods may be done with women, the great bulk of it will always be done direct with the wearer. The talk (for advertising should be plain, persuasive talk) should, therefore, be directed to men.

The aim and end of it all should be to convince, to inspire confidence and to educate. An advertisement that contains these characteristics is a good one. If it contains none of them, it is of little value.

To convince a man that an article is of value, it is not necessary, nor is it advisable, to use flaring loud words or to make rash statements. A statement, to be convincing, in these days of bluster and blow, must be backed by sound reasoning. It is useless to say that "Jones' shirts are the best," or "McGinty's prices are the lowest," or "All goods at half-price." Statements such as these are worn out. Any efficacy they ever possessed has been squeezed out of them by over-use, and now they are worse than useless. How much stronger would be a statement that "We were able to make a good purchase of shirts this week; we are giving our customers the benefit; examine them," or "Call and see the line of half-hose we are offering at 25c. for this week only; compare it with any line in town," or "To clear out a small lot of



Latest Novelties from European markets now
en route for Canada.

WAIT FOR SAMPLES OF



Customers, Attention!

Range of NECKWEAR, Underwear, Hosiery, etc., will surpass
* * * * all expectations. * * * *

Glover & Brais, Montreal.

Nothing But Neckties.



OUR

Everything in Neckties.



R
ISES.

E. & S. CURRIE

Manufacturers and Exporters

Toronto, CANADA.

MEN'S FURNISHINGS—Continued.

underwear, we are going to offer them next week at \$1 per suit, or 50c. per garment; they sold at \$1.50 per suit all Winter."

In order to foster a feeling of confidence in your advertising (in your word, in fact) it would be advisable to run a series of catch-lines that you are trying by fair dealing and honest values to win the confidence of the public.

The following are given to suggest catch-lines such as are mentioned: "Your money back if goods are not as represented." "Honesty is our watchword." "If we make a mistake, we will do our best to rectify it—and we make very few." "Were you ever deceived in a purchase from us? No, and you never will be." "We don't sell under cost, but we buy close and sell close." "Good goods at honest prices, and no tricks." "Have you dealt with us long? If you have, you know you can trust us; if you have not, you will soon learn."

The educative influence of the men's furnishings advertising should be made an important feature. A large proportion of men in the average country town and district know very little about fashions or styles. Their knowledge of values is also limited. The more they know of these things, the greater will be their desire for them, for there is a degree of vanity, even though it be latent, in nearly all men that makes them desire to be up to their fellows, and a good, well-directed campaign should materially increase the sale of neckwear, linen collars and cuffs, white handkerchiefs, white and fancy shirts, etc. To this end it would be policy to have an "educative preface" to all advertisements of these goods. For instance, before a notice of a special sale of shirts, an introductory paragraph might be used, reading as follows: "What a difference a white shirt makes in a man's appearance. It makes even shabby clothes look respectable, and it sets off a new suit to perfection. It pays to get a good white shirt, for a good one wears longer, holds the collar better, is more comfortable and always looks cleaner than a cheap one." Similar introductions could be made before the notice of sale of any article. Once in a while it would be good policy to devote fully three-fourths of the space to the advantages of dressing well.

The use of Mercerized Fabrics.

There are strong indications that mercerized cottons will soon take a prominent position among the choice goods of this country as well as throughout the whole world. Mercerized cotton yarns are now being imported in the most delicate hues and combinations, and it takes an expert to know the best makes from genuine silk. When these yarns are crushed in the hand they have the same feeling as silk, and, as it is claimed that they will retain their colors and silky appearance when made up and washed, great things are

expected for them. A large importer of men's furnishings recently showed a representative of THE REVIEW a heavy undershirt made from mercerized cottons which had all the appearance of silk, and he acknowledged that it was difficult even for him who was in the trade to distinguish it from silk.

A City Dealer Reports.

"As the weeks go by," said a successful city furnisher the other day, "the popularity of the flowing end tie increases, supplanting the puff or ascot. Percales seems to be the favorite fabric, while any design or combination of colors, if it be neat and attractive, will go. Though wash goods have not yet been asked for, they will soon be selling if the weather keeps getting hotter, as it has been lately.

"The sale of fancy shirts is steadily increasing. I see some extremely bright patterns shown in the windows, but I am convinced that a moderate-tone check is the correct thing. Blue and white is the most popular of these. Although there is always a sale of starched fronts, the unstarched fancy shirt is the seller to-day.

"Tan and slate gloves are, and are likely to continue, selling in preference to any other shades for some time.

"There will be no difficulty this season in getting bicycle knickers in patterns loud enough for any customer. The correct thing, however, is neither the loudest nor the plainest. It is between them, and is a check or plaid of moderate, yet distinct, coloring. In caps, the mode is similar to this.

"In collars, the tendency seems to be toward a high stand-up, turn-down collar with locked front. This is a new idea, but it is a good one.

"It is not difficult to decide the popular idea in bicycle hose. Though there are still some similar to last season's favorite, with check or plaid legs, all dealers are pushing the plain leg with fancy tops. This is really a prettier article than the loud-looking hose of former seasons. In half-hose, the tendency is toward fancy effects,

as is easily seen in the bright ornamentation in black goods now shown."

Seen in the Windows.

The windows of the men's furnishing houses in our largest cities are about as good an index to the season as one could wish for. Within the last month or two there has been a change from the heavier textures and quieter tones of Winter wear to the lighter and brighter goods which are to be worn in the warm Spring and Summer days. The result has been that the windows, as a class, are even more attractive now than in the months just gone. Bright colors lend themselves to a combination effect, and can be made, not only more striking, but more pleasing than the moderate tones.

Underwear is receiving considerable attention. All the best stores are showing light summer wear—balbriggan, at from \$1 to



HIS ROYAL HIGHNESS THE PRINCE OF WALES.

By courtesy of The Canadian Magazine.

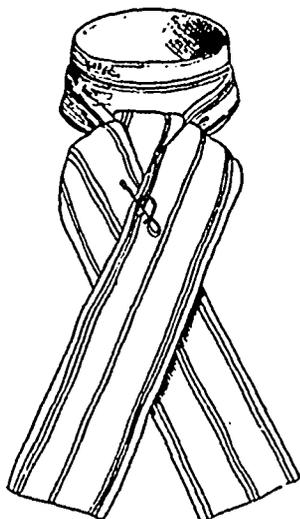
The Gault Bros. Co., Montreal

Limited

Manufacturers
of

CRAVATS

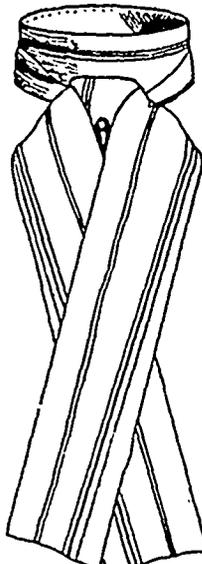
for fine Retail
Trade.



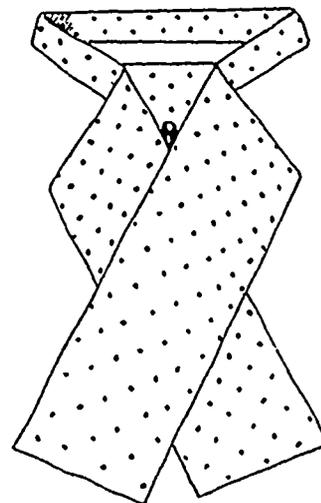
Golf Hunting Stock, to tie,
in Flats and Madras,
\$3.25 doz.



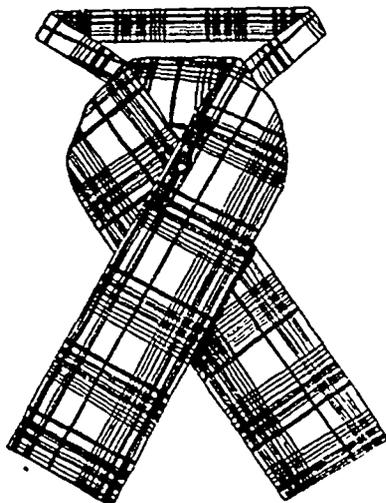
Plain Puff,
Dagmar, \$2.25 doz.



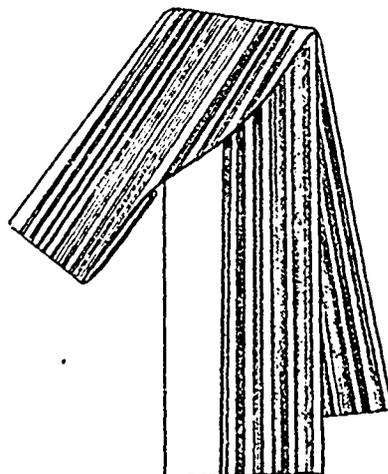
Princess Stock Puff,
in P.K. and Madras, \$3.25 doz.,
in Silk, \$4.50.



Men's White P.K.,
for Coachmen,
\$1.50 to \$2.25 doz.



Ascot, 3 in. x 50, as tied,
in Flats and Madras,
\$2.25 doz.



Ascot, 3 in. x 50,
in Silk, for Ladies and Men,
\$4.50 doz.

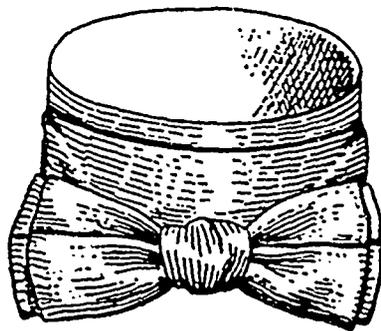


Lombard,
in Silk, \$2.25 doz.
in Cotton, \$1.25 doz.

Above are a few shapes in ladies'

Neckwear.

Our travellers are now on the road showing a full line of all the latest novelties, both in men's and ladies' neckwear. Watch for our **Newest Paris Novelty** in ladies' stocks with jewel buckle.



Princess Stock Bow,
in Cotton, \$2.25 doz., in Silk, \$3.25.

The Zaza

At \$4.50 and \$6.00 in Silk.

The Fifi

At \$2.25 in Silk.

The Ivanhoe

Made out of foulards in all colorings. Just right for Vestless days, \$6.00 dozen.

SOLE AGENTS FOR FOWNES' CELEBRATED GLOVES.

STYLISH NECKWEAR



Ask to see our now

HENLEY SCARF

an improvement on
the Flowing End Tie.

POPULAR PURPLES
just received.

Travellers now on the road.



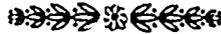
Letter Orders will
have our best
attention.



Neckwear Manufacturers

and
Importers of

Men's Furnishings.



COOKSON, LOUSON & CO.

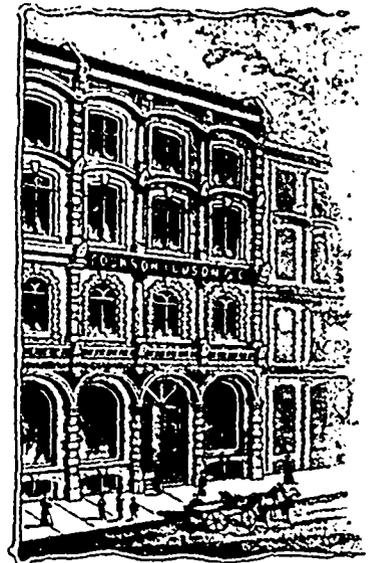
Wholesale Importers and Manufacturers

Montreal.

NOVELTIES

IN

LADIES' NECKWEAR.



14 ST. HELEN ST.



⌘ DANGERS are lurking to menace the business man ;
be he Departmental Merchant, General Dealer, or Specialist,
his buying must be right. High-priced goods, badly chosen
goods, trashy goods remain with him, but association breeds no
fond regard. In an era of Specialties we confine ourselves to

⌘ Men's Furnishings. ⌘

A focus of attention on one branch suggests value and facts bear it
out. We are fully prepared for the large sorting trade expected
this summer. Range—Novelty—Price—from Dressing Gowns to
Workman's Jackets, Bicycle Suits to Overalls.

MYRON, McBRIDE & CO.

WHOLESALE MEN'S FURNISHERS.

WINNIPEG.



FALL UNDERWEAR.

Our travellers are now on the road with a full line of Shirts and Drawers for Fall. See our samples and compare our prices with any house in the Dominion.

We have a full stock of goods for present delivery. All assorting orders will be executed without delay.

A. B. BOAK & CO.
HALIFAX, N.S.

SPECIAL

To the Clothing Trade.

We are showing extra values in:

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

Special Twill.

Write for samples, also price list for manufacturing cloth.

THE ...
G. A. Thorpe Mfg. Co.
Wholesale Clothing Manufacturers
57-59 Bay Street, - - TORONTO



17 Front Street West,
Toronto.

Caulfeild, Henderson & Burns

MEN'S WEAR ONLY

But in all the requirements of men, barring headwear and footwear, and mostly of our own manufacture.

Spring is now here—and all goods requisite in stock, while our Travellers are also showing a complete range of Fall samples, which see.

LETTER ORDERS CAREFULLY AND PROMPTLY FILLED.

17 Front Street West

TORONTO.

MEN'S FURNISHINGS—Continued.

\$1.50 per suit predominating. In most cases these goods are shown in combination with other goods, but some excellent displays are made of them exclusively. A good one is shown in the new shop recently opened by Sword, the furnisher, on Yonge street, Toronto. On the top bars of the display rack a line of India gauze underwear, at \$1.50 per suit, is shown. Below this is a row of Hermsdorf dye black underwear. Then there is a row of French natural wool at \$2. Then below another row of English balbriggan, "guaranteed fast black," is a row of the ordinary balbrigan at \$1 per suit. The alternating rows of black and light colors had a pleasing effect. A pair of fancy colored cashmere half-hose between each suit of underwear completed the window. A card stated these were "The latest underwear, at the lowest prices."

Tartan Ties.

One of the prettiest windows I have seen this year is shown in a furnisher's store this week. It is a simple display of one style of neckwear, tartan flowing end ties. A great variety of tartans is shown, and the result is a medley of colors that is as pleasing as it is effective in winning attention.

The furnishers are not letting the trade in bicycle knickers, sweaters, hosiery, caps, etc., go by their doors for want of attention. In one window the knickers are made the background of the display by arranging them in rows, the plain fabrics at the top and bottom, and the loud checks and plaids in the middle rows. Some of these are so loud this year that they are bound to attract attention. To the left, caps are hung, peaks up. The designs of these vary from a plain grey or brown to the loudest checks. The run seems to be towards strong toned checks, a black and white, with a delicate overcheck of red, being the favored of the ultra fashionable. The price runs all the way from 15 to 75c. To the right, bicycle hose are displayed. While checks are still shown, the tendency is towards plain black or brown legs with a bright, fancy top. Variety was given to the displays of caps and hose by arranging throughout them plain leather and bright-colored elastic belts. On the floor, sweaters were displayed on slanting stands in such a way that the breast, necks, and cuffs, which are highly ornamented this year, were shown to advantage.

The Latest from Paris.

The latest word from Paris is to the effect that the advance in merino wool is seriously affecting all woollen goods, especially fleeced, which are now 5 to 12½ per cent. more expensive than a month or so ago. Silks for ties are still on the advance, some lines which sold last year at \$4 will cost at least \$6 this, in fact, it is said that prices for silk goods will be higher than at any period during the last 25 years.

The up-and-down stripe is the correct thing in neckwear just now in Paris. Small figures in foulards are popular, there being a large range and many combinations, red, however, predominating for the groundwork.

The very latest material for ties is plain and shot silk in tan shades. These are expensive goods and will be used principally in very high-class stock.

The most popular and most worn tie in Paris just now is a large flowing end, heavy puff tie, with stripes running up and down, and cut so that a given stripe running the whole length will form one edge on the large end and the reverse edge on the small end.

Talk With a Buyer.

A Canadian buyer who returned from London and New York, May 1, and brought with him, therefore, every recent wrinkle from those centres of fashion, gave THE DRY GOODS REVIEW some interesting information. The flowing end tie will be largely used for some

time, and a good many greys, checks and stripes will be sold. In New York stripes are the thing. In London, many west end people are seen wearing the bandanna pattern. Puffs will be worn, and there will continue, as usual, to be a sale for our old friend the graduated derby. In regatta shirts, very bold cross stripes will be the thing for some time.

In hosiery, some handsome goods in fancy mixtures, tartans, etc., will be seen in this market later on. In London, the stand-up turn-down collar is seen everywhere, and the same is true of New York. A new handkerchief is the Japanette, which has all the feel and appearance of silk and can be retailed at 15c.

The Men's Counter.

Every dry goods store which can, with reason, claim to be up to-date or complete, possesses at least one counter devoted entirely to men's furnishings. When a counter is so set apart, it gives the male patrons of the store to understand that special efforts are made to serve them. This will be speedily appreciated, and will not fail to result advantageously. This counter is worth a good deal of attention. The average young man in a country town or in a city in Canada has, as a rule, a supply of spare cash, and a good proportion of them are easily persuaded to part with some of it by a collar, tie, tie pin, or cuff links that attract their fancy. It is good policy to have on one end of the men's counter a small glass showcase, in which scarf pins, cuff links and holders, collar buttons, etc., are displayed. These should always be ticketed with small, neat price tags.

One of the best counters the writer has seen had a jewellery case on one end, while on the other were an umbrella rack and two stands. The umbrella rack was at the corner of the counter, and held about a dozen umbrellas. The two stands were of the same size, and each contained eight neat steel arms. On one of them gloves were displayed; the other was devoted to neckwear. Overhead, two rods running the full length of the counter are used continually, each week showing a different line of goods. Below these rods, a three-sided rack is suspended to within a foot of the jewelry. On this collars and cuffs are shown, the goods being removed from their boxes and hung over the rods in the rack. As a slight push would turn any of the sides to the front, a large variety of collars can be shown in this way.

Another excellent way to show these goods is to have, instead of the regular wooden counter, a square-top glass case set on a stand so low that the top of the case is between 6 in. and 1 foot above the usual height of a counter. In this, samples of nearly every line of men's furnishings handled can be shown. To save the glass from soiling, a couple of wooden slides, covered with baize or felt, can be used for selling and wrapping up goods.

With the exception of fancy vests and knickers, it would be a mistake to pile ready-made clothing on the same counter with the smaller articles.

Ready-made Clothing.

The best method of displaying ready-made clothing is a subject that will be made of increasing interest to the dry goods merchant as long as there continues to be improvement in the make and quality of these goods, for, as the quality increases, so will the demand. The most important factor in the sale of these goods is to have them shown where the purchaser can be free from curious eyes while trying on the goods he is looking at. If there is space, it would be well worth the trouble and expense to have built a fitting-room, at least 4 x 6 feet, curtained off from the rest of the store. In this should be placed a row of pegs to hold the patron's clothing while he is trying on those shown him, and a mirror long enough for him to see trousers and coat together.

If possible, it would be well to have the whole stock of ready-made clothing upstairs or in some room separate from the main

THE
Irving Umbrella Co.
 LIMITED

Manufacturers

NOW READY

For sorting business
 in black and colored
 parasols—delivery at
 once. Try us.

20 FRONT STREET W., TORONTO.

Ladies' Costume Cloths

and

Men's Hot Weather Homespuns

of the

Genuine Oxford make can be delivered
 quick for use in May and June. Don't
 make any mistake. They are the cor-
 rect things in the new colorings. Early
 orders advisable.

STOCK AT...

Hutchison, Nisbet & Auld's, Toronto
 and at the Mills, Oxford, N.S.

Oxford Mfg. Co. (Limited) Sole Manufacturers.



C. K. HAGEDORN, Manager.



Our travellers are on the
 road with

**SPRING
 LINES.**

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

A trial order solicited.
 Remember we guarantee satisfaction.

THE BERLIN SUSPENDER AND BUTTON CO.

MEN'S FURNISHINGS—Continued.

portion of the store. When this is done, it would be good policy to have a few models dressed up in the best lines of suits in stock, or to have a few samples shown on a table not far from the men's furnishings counter.

Prices Will Bring Them.

Those who imagine that bargain-hunting is confined to women labor under a delusion. Judging by the number of young men that find time to visit the large shops on days when reductions in prices of desirable articles for masculine wear are advertised, they should be given credit for intelligent study of the business columns of their favorite newspaper, as well as for the praiseworthy ambition to secure all they can for their money.

When Blank & Co. advertise a forced sale of Spring shirts at ridiculous figures, the counters are blocked with eager buyers, who purchase the garments by the dozen if the style and patterns suit them, and whose operations are conducted quite without feminine advice or assistance. A glove sale, a necktie sale, an underwear sale—all bring throngs of buyers of the right sort—young men that have their minds firmly made up as to what they want and the money in their pockets to pay for it when they find it.

There are young men, too, who find time to take a prow through their favorite "store" every day or so by habit, just to see if there is anything desirable lying around loose that the advertisement writer has overlooked. Of course, the men here alluded to must all be miserable bachelors, since, according to the jokesmiths, a married man never has any money to spend in dry goods stores. His wife attends to that for him.—Dry Goods Chronicle.

Ties in New York.

The method of tying Ascots now gives them an easy, and not a stiff mathematical, look, which is imitated absolutely in the made-up tie, says a New York correspondent. By bringing over one of the wide ends of silk—each of these ends being called an apron—once, and then adjusting it to one's fancy, either flat, or puffed or sideways, and putting the pin in that part of the silken design where it will have the most artistic effect, and hold the ends firmly together, a more sensible result has been reached.

With the purchase of squares of silk, and the making of ties to order, exact measurements can be obtained, and ties will fit to a nicety. This measuring, however, is done at all shops now, even should a ready-made tie be purchased. Your collar measure is always taken, and a tie supplied to fit the number.

The handkerchief ties and bandanna bows are again being exhibited in great numbers. These look exactly like pocket handkerchiefs, and are in the most startling combinations of red, yellow and green. The bows are tied almost under the ear, and are worn with high collars or very wide turn-down-all-around; in the latter case, the bow is adjusted in the usual place. These ties and bows are picturesque, but not very good form.

Bright red neckwear seems again in fashion, and the haberdashers have large silk squares of the most vivid hues. Again, for quieter tastes, there are the foulards and light silks in navy blues, blacks and green with tiny designs.

Pointers.

The circumstance that silks for neckwear have advanced about 12½ per cent. will, no doubt, make Fall samples more expensive than they have been for some time.

French cambric shirts are reported by both the wholesale and retail trade to be selling rapidly. The more expensive lines are now being purchased in large quantities by high-class retailers in the cities and towns. The best goods are made in stripes running

up and down, while in medium grades the cross stripe and check effect continue most popular.

The flowing end tie is now the correct thing, and it is being made the leading line by several prominent local manufacturers. It has the advantage, to the manufacturer, of requiring a lot of material and a minimum of labor, while to the wearer it acts as a sort of protection to the shirt front under the vest, comparatively little of a large tie being exposed to view. These goods cannot be made at low prices in anything like fine material, so the public are paying a good price for much that cannot be seen.

There is little new in collars and cuffs. Round points are the thing this season, and the high turned-down collar promises to lead for both men's and women's wear.

The Pyjamas Trade.

Pyjamas promise to become quite popular this Summer. Some of the larger retailers are having them made from Scotch zephyr shirting, with turned-down collar, breast pocket, and fastened with loops and knots of the same material. These goods are so well made that they could be worn in one's room on warm Summer evenings, giving the wearer coolness and comfort, and, at the same time, being sufficiently dressy to permit of a man receiving his male friends without the necessity of putting on heavier clothing.

Trade Notes.

The Gault Bros. Co. are showing some remarkable values in the newest styles of neckwear. There are several lines designed for fine retail trade. Some of these will be found illustrated on another page, with the descriptions and prices given. The silk ascots, for both men and ladies; the lombards, both in silk and in cotton; the plain puff dagmar, and the golf hunting stock to tie, in mats and madras, are among the striking goods. The Princess stock bow in cotton, at \$2.25 per dozen, and in silk, at \$3.25, is noteworthy for finish and value.

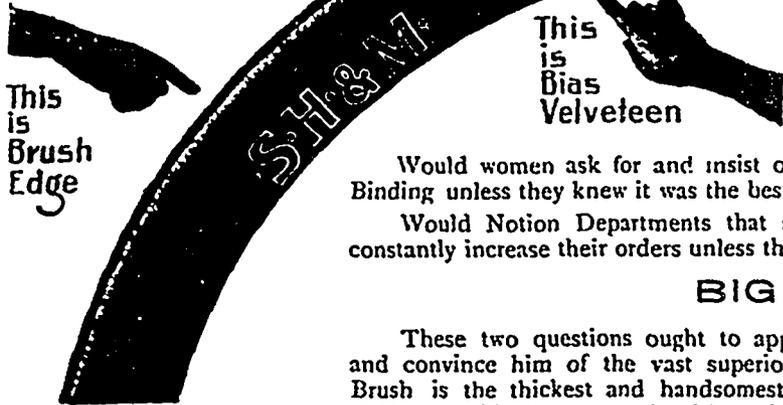
Glover & Brais, Montreal, are showing a line of imported fleece underwear that is quite new. It is made in finest qualities, heavy satin finish with pearl buttons, and in shades that are difficult of description, among them being light and dark salmon, old gold, tan, biscuit, pink, dark blue, sky blue, white, and natural wool. The pants are adjustable, finished with heavy satin band, deep enough in front for three buttons. These goods are very stylish, and should find a ready sale among lovers of neat, soft underwear. This firm have also recently received a line of hose branded "Silkene," in various colors, for Summer wear, which are very fine and silky in feeling and appearance. Another line which is expected to meet with ready sale is made of thread cotton, fleece lined, with French toes. These are a strong, durable sock, and should prove very warm and comfortable.

Glover & Brais, Montreal, report business good in all lines and are looking to see an increase in their business over last year of fully 50 per cent. Glover & Brais are showing windsors in all shades, pure silk, for ladies' and children's wear, which will sell at \$1.50 in ten-dozen lots.

Cookson, Louson Co., Montreal, report business very good, especially in fancy goods, neckwear, etc. They are making a line of neckwear in new shades of blue of various styles that are very attractive and which should interest all live retailers. They will be placed on the market before May 24. They are in receipt of large orders for colored shirts. The favorite seems to be a good French cambric with wide cross stripes for starched goods, the up-and-down stripe meeting with a ready sale in soft front shirts only.

Glover & Brais, Montreal, have secured control of a new line of umbrellas. They are made with steel rod, natural wood handles,

IT SELLS
AT SIGHT.



S·H·&M·

**Bias Brush Edge
Skirt Binding.**

*U.S. Patent No. 621059. March 14, 1896.
Canadian Patent No. 62044. Dec. 13, 1898.*

Would women ask for and insist on having the S. H. & M. Bias Brush Edge Skirt Binding unless they knew it was the best

Would Notion Departments that sell S. H. & M. Bias Brush Edge Skirt Binding constantly increase their orders unless they found it a

BIG SELLER

These two questions ought to appeal very strongly to the merchant who is still in doubt, and convince him of the vast superiority of the S. H. & M. Bias Brush Edge Binding. The Brush is the thickest and handsomest ever put into a skirt binding; the S. H. & M. Bias Velveteen adds elegance and finish, and last, but not least, the NATURAL CURVE causes it to conform perfectly to the edge of the skirt.

If your buyer has overlooked it, make a memorandum asking for Sample Cards and Prices, and ask him to forward it.

THE STEWART, HOWE & MAY CO.

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

24 Front Street West, TORONTO, ONT.

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

**Finley, Smith
& Co.**

Importers of . . .

**WOOLLENS and
TAILORS'
. . . TRIMMINGS**

29 VICTORIA SQUARE

WM. C. FINLEY
J. R. SMITH

MONTREAL

Sole Agents for

Trafalgar, Britannia and Royal Navy Serges.

JOHN FISHER, SON & CO.

Cor. Victoria Square and St. James Street

MONTREAL.



**Woollens and
Tailors'
Trimmings**

Letter orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

MEN'S FURNISHINGS—Continued.

paragon frame and covered with a new goods called "Silkene." They will sell at from \$12.50 to \$15.

The rapidity with which neckwear styles change makes it imperative that a furnisher must keep his eye on the fashions if he would be up-to-date. The puff, which was all the rage a few days ago, is now on the wane, and has been superseded in the estimation of the devotee of the mode by the pointed-end flowing-end tie. These are shown in bold checks and stripes, cut on the bias. If these designs are not cut on the bias, their best effect is gone and the goods do not hold well.

NOVELTIES FOR WOMEN.

MORE than usual interest attaches this year to the question of bustles, dress improvers, etc., as these things are fashionable. A full line of the novelties of the season have been brought out by Brush & Co., Toronto, and there has been a specially great demand for bustles, particularly hip pads. The introduction of the wire bustle is an important feature in these goods, because almost all the bustles in the past have been made of filled material, either hair or some other material, which were bound in time to become flattened and soiled. It is no longer necessary or useful to employ a daily paper for this purpose, as the construction of braided wire bustles renders it impossible to get them out of shape.

The goods are well protected and cannot be broken, and the manufacturers claim for it that it is the only bustle which in this respect does not suffer by handling. The application of braided wire is not confined to bustles, but is also used for hair rolls, which are desirable for the various modes of dressing the hair now in vogue, namely, the pompador, side roll and back puff. They weigh less than half an ounce—are comfortable, cool and cleanly. Made of the finest tempered wire, covered with knitted lace to match any shade of hair. The hair cannot become musty or damp from perspiration if the braided wire rolls are worn. No obstruction to hair-pins. They are made in six lengths, 4, 6, 8, 12, 15 and 18 inches long.

Dress forms are another novelty to which the braided wire has been adapted. Brush & Co. are manufacturing a line of oval-shaped forms which are as light as a feather, comfortable and non-heating. Another novelty is the "Peerless" skirt and waist supporter, which, the makers claim, is the only supporter made that is complete in itself, holding the skirt up and the shirt-waist down without the necessity of sewing attachments onto the garments. The supporter is concealed by waist and skirt, excepting small sections of the pins, which the narrowest belt will cover. It will support the heaviest of Winter skirts, prevents their sagging, and, by properly distributing the weight of the skirts, does away with that strain on the back which is so tiresome and injurious. One supporter can be used with any number of costumes. The "Peerless Sanitary" safety belt is another article that will be appreciated by every woman. The belt is made on hygienic principles, the special point of merit being that the patented pin-clasp is permanently attached. It is always ready, cannot come unfastened by accident and is made in all sizes.

There has been a large increase this season in the sale of B. & C. corsets, which, owing to improved facilities in machinery, have been turned out in larger quantities than ever before; as well as dress stays, both "Peerless" and "The Rubber Tipped," which have been on the market for a number of years, and this year have sold more largely than ever before. Brush & Co., Toronto, intend to bring out a large range of "Featherbone" corsets next season, which is a fact of much interest, as the trade generally agree that "Featherbone" is the best stiffening material in existence for making corsets.

PRICES IN THE CANADIAN MARKET.**FALL LIST OF MAGOG PRINTS.**

THE DOMINION COTTON CO. are now showing Fall samples of Canadian prints to the wholesale trade, and the price-list for the Fall of 1899 is as follows:

Salisbury.....	7 1/2c	Napped sateen (aniline and in- digo).....	11 1/2c
Fancy costume.....	7 3/4c	Heavy twill (aniline and in- digo).....	10 1/2c
Fall suitings.....	7 3/4c	Heavy moles.....	14 c
Fancy wrapperettes.....	9 1/2c	Extra heavy moles.....	16 c
Steel grey wrapperettes.....	9 1/2c	Ottoman cretonne.....	8 c
Reverable flannels.....	9 1/2c	Oatmeal cretonne.....	10 c
Costume twills.....	9 1/2c	S. C. indigo.....	7 1/2c
Coat linings.....	10 c	H. H. H. indigo.....	10 c
Napped fancy weaves.....	10 c	D. C.....	9 1/2c
Napped welt cord.....	10 c	G. C.....	12 1/2c
18-in. napped skirting.....	12 c		
Moreen skirting.....	10 c		
Ladastweeds.....	10 c		

CARPET WARPS.

The price of carpet warps was advanced by 5 per cent. on May 1.

This applies to the warps of The Canadian Colored Co., The Dominion Co. not having advanced its prices on this line yet.

Although there is a feeling that all cotton goods in which there is a good deal of solid cotton must advance, no definite reports of any increase were circulated up to May 2 when THE REVIEW went to press. The increases announced briefly in our last issue, relative to the goods of The Merchants' Cotton Co., affected all their lines. Prices were increased from 1/4 to 1c. per yard on white and grey cottons, sheetings, frills, ducks, etc.

HIGH PRICES FOR FURS.

At C. A. Lampson & Co.'s sale in London on March 25, a single sea otter skin sold for £260, or well onto \$1,300, while a silver fox brought the enormous sum of £340, or something less than \$1,700. These are said to be the highest prices ever recorded for these skins.

Lampson's circular says that, with but one exception, all the articles catalogued at this sale reached substantially higher figures than last year. The tendency of the market was best reflected by the prices realized, in many instances beating all previous records for such valuable furs as sea otter, silver fox, blue fox, Russian sable, martin, mink, chinchilla, etc.

All these furs are to be leading articles next Winter, and nearly all show an advance of from 20 to 50 per cent. over last sales.

ADVANCE IN CASHMERE.

THE REVIEW was shown several cables the other day from English and French manufacturers stating that as merino wool had advanced in price, they could not fill repeat orders at old prices, in fact, could not guarantee price as this class of goods was continuing to advance steadily.

Cashmeres have gone up from 10 to 15 per cent. during the past month, and from all indications are good for a further rise. This is owing to scarcity of merino wool, which comes principally from Australia, where, owing to drought, which has played havoc with the sheep, and to the crossing of the merino with the southdown, owing to low prices for merino during the past few years, the merino has become much reduced in numbers.

Authorities claim that while it only takes from three to four years crossing for a merino to become practically a southdown, thereby producing a larger and coarser fleece, it takes quite seven years crossing to result in a merino, and, therefore, as the last named has become much scarcer during the last couple of years, and as the demand for fine goods is on the increase the chances for continued high prices are very good.

To the Retail Merchants of Canada

NO MORE MIDDLEMEN.

"GOLD MEDAL"

Black Dress Goods

Direct from the **manufacturer** to the retail merchant. We have decided to **withdraw** all contracts from the wholesale trade. In view of the high quality of these goods, the exclusiveness of designs and the very large assortment, it is scarcely necessary to say that such an opportunity to buy the most up-to-date materials at manufacturers' prices has never before been offered the retail merchants of Canada.

Our Office is located at **No. 10 Front Street West**, and will be under the management of **Mr. H. C. Fletcher**. Merchants desiring to look at our line for Autumn and Winter will please communicate with us at above address.

Levison Bros. & Co.

Mills : { ELSTERBERG, Saxony.
ROUBAIX, France.
BRADFORD, England.

BOOTS AND SHOES.

IMPORTED GOODS.

FOR Spring and Summer wear, light tan is the most popular shade with men and boys. The dark brown or ox blood shoe of past seasons is not holding its own this year against the lighter shades. Almost all styles and sizes of footwear for the street are now being shown in colors, ranging from a dark tan to a light yellow, the latter color in a low-laced heavy-soled shoe, with dark soles, dark stitching and dark laces, being somewhat of a novelty and not likely to meet with a great sale.

A shoe for men's wear that continues good taste is made of vic kid in either high or low shapes.

The elastic side boot has almost disappeared in fine goods, and the demand for buttoned footwear for men is limited, though a strong effort is being made by some manufacturers to introduce this style again.

For dress wear, enamel or patent leather is the correct thing, and the demand for these goods is increasing with the best shops.

LADIES' FOOTWEAR.

There is little change in ladies' footwear, the principal feature to note being the increasing demand for laced in all lines. Kid, patent leather and cloth tops are equally popular with laces, and, the shoe being heavier than heretofore, a nice, neat effect is given by this method of fastening.

Cloth tops in black are very scarce, but vesting tops are still worn, both in high and oxfords.

BOYS' BOOTS.

Boys' boots and shoes are now being made in better and neater shapes, following the lines for men's wear. They are better finished, and a wide range of colors and styles are being shown.

White canvas shoes will be largely worn this Summer by ladies, and white canvas and scarlet will be leaders for children's wear.

A BONUS VOTED.

The town council of Lachine, Que., has decided to grant a bonus of \$13,000 and exemption from taxation for ten years to The Silver Boot and Shoe Co. The terms of the contract state that the company must give the town a first mortgage of \$16,000 on its immovable property, which includes the ground, buildings, and plant. The company must employ one hundred persons, forty of whom must be heads of families residing in the town, and to pay \$30,000 annually in wages. The factory is to be erected in centre ward, but the site therefor has not yet been settled on.

THE CANADIAN MARKET.

Manufacturers of boots and shoes say that this Spring's business has been exceptionally good, losses from bad debts being smaller than for some years, and that the outlook for a continuance of stiff prices and large sales is most promising.

The prevailing prices for raw hides are very strong, with an upward tendency, and a consequent advance in sole leather is sure to come. While goods are still being offered to jobbers at old prices, the likelihood is that an all round increase in values will soon be experienced, the market being very firm at present.

A SIGHT OF THE NEW SAMPLES.

Manufacturers who sell to jobbers have about completed their samples, some of them being already in jobbers' hands, but those

whose business is chiefly with the retail trade are not hurrying their new goods, in view of the anticipated advance in prices.

A representative of THE REVIEW had an opportunity of viewing the samples (which are now nearing completion) of a couple of the large manufacturers, and noticed that the shapes of both men's and women's wear are not much altered from last season. The broad pointed, easy-fitting last is generally adopted, the principal change being that the bulldog last has been rounded off a little in the toe, making an equally comfortable and more slightly boot, to be known as the "Little Minister."

The demand for colored leathers, especially light tan, is steadily increasing, and will be much worn during the next year, a large range of hockey and skating bals in light tan being arranged for.

The dark tan and oxblood shades of a couple of years ago have almost disappeared, lighter shades having become the correct thing.

Ladies' wear tend more and more towards the mannish shapes, with $\frac{3}{4}$ to $\frac{1}{2}$ heels. The new goods are neat, comfortable, and durable, and should give universal satisfaction.

For purely dress and evening wear, the fancy, low beaded slippers in opera shapes are the correct things for women's wear.

Men's dress and evening wear is also on the opera toe last, only slightly more rounded.

The golf boot, with rubber sockets to prevent slipping, is meeting with a ready sale, as are also the heavy soled English-looking walking boots.

The general tendency is towards comfortable, easy-fitting, broad-toed, low-heeled footwear for all street purposes, and the same principles are being largely adopted for the more dressy article.

TRADE DISCOUNTS.

Editor DRY GOODS REVIEW:

SIR,—Referring to your item in the April number of THE REVIEW, we beg to advise that your statement regarding the discontinuing of trade discounts by the cotton companies is too general. We beg to advise that The Montreal Cotton Company never gave trade discounts.

Yours truly,

STEVENSON, BLACKADER & Co.,

Selling agents, The Montreal Cotton Company.

Montreal, April 13.

MOVING STAIRCASE.

The moving staircase of the variety employed in the Grand Magasins du Louvre at Paris and in the store of Bloomingdale Bros., of New York, has recently been introduced with great success in Harrod's Stores, Limited, of London. The Drapers' Record gives an interesting description of this novel mode of elevating shoppers from one floor to another. The moving staircase recently placed in the London emporium is situated in the centre of the main avenue of the store, and connects the main floor with the second. It consists of an endless floor, made of 224 pieces of leather strongly linked together, traveling in an upward direction, and is set in a case of polished mahogany and silver plate glass. The passenger has simply to step onto the movable stairway and place his hand on one or other of the rails which move in accord with the stairway. He is then carried some 40 feet along an easy gradient, and safely landed on the floor above, without any movement whatever on his own part. There is no possible chance of injury in ascending this easy incline, and the sensation experienced is novel and pleasing. The rate of motion is one yard in two seconds, the gradient being one in three. The journey from the first to the second floor occupies about 25 seconds. The carrying capacity of the moving staircase is about 3,000 persons per hour, and there is no waiting, as with the ordinary elevator.

THE REVIEW'S WANT DEPARTMENT.

BUSINESS OPENINGS.

THE largest and best furnished dry goods store in Ridgetown to rent; also a good clean shoe stock, all bought within eight months, new, for sale in Ridgetown, also a shoe stock at Galt for sale, good clean stock, the reason for selling is poor health. Apply to John Brown, Galt, or R. J. Brown, Ridgetown.

WANTED—live manager for old established cash clothing business, good salary for a man who could invest about six or seven thousand; worth investigating; principals only. Apply W. H. Hunter, Temple Building, Toronto.

MANAGING partner wanted—young man of steady habits and undoubted ability, to manage branch ready-to-wear clothing and furnishing business in good town, must be prepared to invest from one thousand to fifteen hundred dollars; this is an exceptional chance for the right man. Box 588, Globe, Toronto.

A MANUFACTURER of ladies' wear in a thriving town wishes an energetic partner with some capital, to take a half interest in the business and represent the goods on the road. Apply Box 378, Globe office, Toronto.

FOR sale—Fancy dry goods business in Neepawa, best stand in town, no opposition; \$550 stock. Reason for selling—health. Address, Box 78, Neepawa post office, Manitoba.

SPLENDID business opening for ladies' dress goods, millinery and mantle making, good live town, population 4,000, only one opposition. Address B. Lucas, Dundas, Ont.

SITUATIONS VACANT.

SALES LADY—For millinery department in Montreal, wanted; one having experience in trimming; state experience and salary expected. Box 15, Citizen Office, Ottawa.

WANTED—50 experienced necktie makers, and apprentices willing to learn. Apply at once at Gault Bros.' Factory, St. Helen street, Montreal.

WANTED—A smart young salesman, of good address, for the retail hat trade; must have a thorough knowledge of the business and best references. R. J. Devlin, Ottawa.

WANTED—A very experienced saleswoman for the millinery. W. H. Scroggie, Queen's Hall Block, Montreal.

SKIRTMAKERS—Experienced, wanted immediately. Apply Mantle Department, Robert Simpson Co., Limited, Toronto.

WANTED—A few good woollen weavers can find work by applying to the Richelieu Woollen Mill, Chambly Canton, Que.

SALES LADIES wanted—25 English-speaking, for new store to be opened May 1 next, by Bernier & West, at corner St. Catherine and University streets. Address R, 2945, Star Office, Montreal.

SKIRT hands wanted—first-class. Apply to head dressmaker, Hudson's Bay Stores, Winnipeg.

A STORE INTERIOR.

THE illustration of Messrs McCrimmon & Henry's store, which is shown on page 30 of this issue, is a nice display of what taste can accomplish in store interior decoration. The season was the millinery opening at Easter. Only a part of the store is shown in the illustration and this fails to do justice to the pretty window display, which was not the least admirable feature of the whole arrangement. The floor of the store was carpeted with wool and axminster carpets, and, says a local writer: "There were flowers everywhere. Right in front of the mirror was a bush covered with gorgeous yellow roses, whilst in the foreground green leaves and flowers of all kinds were strewn about. Fairy-like curtains were looped up and caught hither and thither with bow knots and bouquets of flowers. Colors of every shade outvalued the rainbow. Sweet peas and mignonette were prominent on the mirror, which was tastefully draped with gauze." THE REVIEW congratulates the firm on the care and taste shown, which could not fail to please the people of the town and district and thus tend to keep the trade where it belongs—that is, at home. Mr. N. McCrimmon and Mr. R. J. Henry, the members of the firm, are both Canadians,

WANTED—Respectable lad, residing at home, age 17, for wholesale dry goods warehouse; to commence at \$100. Box 295, Telegram, Toronto.

FIRST-CLASS cutter for an old established blouse and underwear factory; must be able to draft patterns, good salary to right man, applicants must state experience and where employed for the past three years. Apply, in confidence, Box 166, Telegram, Toronto.

YOUNG man of good address wanted, with a knowledge of the dry goods business, to act as assistant floorwalker in fine city trade, references. Thomas C. Watkins, The Right House, Hamilton.

VESTMAKER wanted—strictly first-class man, for custom tailoring. Wm. St. Pierre, 63 Beaver Hall Hill, Montreal.

MILLINER wanted—thoroughly experienced, capable of accurately copying trimming from foreign models, state experience and salary expected. Address P, 2244, Star Office, Montreal.

SALES MAN wanted—first-class, dry goods, for general store; applicants to state age, experience, salary expected, and furnish testimonials. Gladney, McDonnell & Co., Marinora, Ont.

SALES MAN—Dry goods; one who understands the business thoroughly and can dress windows, must be first-class. Apply, stating references and salary required, to The Robinson Co., Napance, Ont.

WANTED—A young man having a couple of years' experience in a wholesale dry goods office or warehouse, must write a good hand. Apply naming references and salary expected. D, 3897, Star Office, Montreal.

TRIMMING cutter wanted in our shirt department, one who has some knowledge of shirt cutting preferred. Montreal Suspender Co., 568 St. Paul street, Montreal.

WANTED, immediately, skirt and sleeve hands, also apprentices to mantle and dressmaking. Miss Fletcher, 205 King street east, Hamilton.

TRAVELERS WANTED.

WANTED—A first-class man to carry a full range of samples of men's cloth caps, also a line of ladies' coats, on commission, for Province of Quebec. Apply by letter, giving references and experiences, to The Standard Cap Co., 14 Front street west, Toronto.

WANTED—Traveler with connection—Manitoba and West—to handle shirts, collars, cuffs, overalls, smocks, suspenders, ladies' wrappers, blouses and winter undershirts, on commission. Apply at once, with reference, Box 327, Winnipeg, Man.

WANTED—For the Northwest and British Columbia, three first-class travelers for a wholesale millinery and dry goods house, best references required. Apply P.O. Box 2037, Montreal.

WANTED—Two respectable agents to sell dry goods and clothing on instalments, those with connection among respectable working class will find it to their advantage. Address N, 3496, Star Office, Montreal.

TRAVELLER wanted to carry clothing as a side line on commission. Apply 1920 Notre Dame street, Montreal.

the former being from Lindsay, the latter a son of Dr. Henry, of Harriston.

FISHY.

There are fish and fish stories. This partakes of both. For a long time, Mr. R. G. Hector, of The W. R. Brock Co. staff has posed as the pioneer fisherman, whose catches in the Lake Superior region each Summer were unapproached by the average sportsman. But, at Easter, Mr. A. A. Cockburn, of the same company, made a trip to the Bay of Fundy, and while there went out fishing. He returned with a halibut, which he brought back by express on ice. It weighed 180 lb. and measured 6 ft. 2-in. long. Every one of the 75 employes of the company dined off fish steak the day after it arrived, and now Mr. Hector is looking up the Ontario Government's regulations to see how big a fish he can bring down from Lake Superior next Summer without incurring the hostility of the game wardens.

A. A. Hunt, dry goods dealer, Brandon, has sold his stock to Gordon, Mackay & Co., on behalf of Nash & Hunt, for 64c. on the dollar.

CANADIAN BUYERS, BACK FROM EUROPE.

COLORS FOR AUTUMN FABRICS.

MR. G. B. FRASER, of S. Greenshields, Son & Co., who has recently returned from a business trip to Europe, gave a representative of THE REVIEW an opportunity of looking over samples of the newest goods, and demonstrated the fact, which has previously been mentioned, that purples and blues are the coming colors. Plain box cloths with fine twilled effects are the correct thing in a handsome dark purple called "Automobile." The same goods in a light purple "Viole," and a blue purple "Aide," vie with a dark blue "National" and a light blue "Sirdar" for highest honors. These several shades, ranging from a deep purple to a fairly light blue, are very handsome, and will, no doubt, prove ready sellers.

Reds, ranging from a dark shade known as "Khartoum" to a bright color labeled "Pluton," will occupy a prominent place and will be sold in the same grades and classes of goods as the blues and purples.

For Winter wear, the blues and red effects will continue popular, some handsome, fine amazon cloths being now on the market.

Dark checked and striped tweed effects are being largely imported for tailor-made gowns, these gowns being good taste in Paris at present.

Some handsome goods in a combination of silk and mercerized cotton are being shown. These goods have a very fine effect, and, as they can be sold at a comparatively low figure, should meet with good demand.

Plain silks and serges continue to meet with good demand, notwithstanding the many beautiful lines of fancy goods shown.

All the latest shades are being used in the printed "Liberty" goods from Lyons. Some very effective lines in purple, blue and red grounds with figures and flowers of same or other colors are now being shown. Glace silks and old-fashioned faille, in plain colors for skirts, underlinings, etc., continue to meet with good demand.

TRADE AND PRICES ABROAD.

Mr. A. W. Grasett, of Wyld, Grasett & Darling, Toronto, who has returned from a business trip through Great Britain and the Continent, found the British dry goods business in a prosperous condition.

"The wholesale houses in London," said he to THE REVIEW, "had, up to the middle of March, experienced the busiest Spring trade they had done for years. Manufacturers of cotton goods, especially in Manchester, are very busy. The feature of the moment is the demand for mercerized sateen. Orders for these goods from the United States have been so large that many Manchester and Bradford houses are sold ahead until next October. The colors in favor are blue, cerise, cardinal, and black.

"Heavy advances have taken place in the silk market, which is very active, the rise averaging 15 to 20 per cent. In fact, the demand for silks is greater to-day, perhaps, than it has ever been.

"In dress goods, too, the tendency is strongly upwards. Fine goods are particularly affected, because of the scarcity of Botany and merino wools. The British home demand is unusually brisk this year. The activity in all manufacturing circles is making work more plentiful, and there is a freer movement of money among all classes. The feeling of buoyancy was never more marked than it is to-day, and woollens are naturally largely affected by it.

"The demand in dress goods for Fall seems to be decidedly in favor of plain colors. Black figures are likely to be very popular.

"The linen market, though not affected to nearly so marked an extent as are woollens, is firmer than it has been. The increase in the export demand, together with the rise in yarns, has naturally caused the linen manufacturers of Belfast and Dunfirmland to ask for higher prices."

DRESS FABRICS AND THE INCREASED PRICES.

Mr. P. H. Burton, of The Merchants Dyeing and Finishing Co., who lately returned from Europe, states that the advances in price which have been taking place on all classes of goods will be maintained. The grounds for this conclusion are the greater activity of trade abroad, the heavy expenditures upon the navy in Great Britain, the greater feeling of confidence, and the fact that millions of money, which were on deposit a year or two ago at a low or no rate of interest, have been invested in industrial enterprises. People, in short, are making a profit and are not working at a loss. The immense production of gold will also have its effect in raising and maintaining prices.

Questioned as to the outlook in dress goods, Mr. Burton replied: "I think there will be a continued demand for plain colors and mixtures, and that the demand for fancies will be largely confined to tartans, plains, checks and bouche effects. Covert coatings, amazons, venetians and cloth finished fabrics will be favorites. Poplins and henriettas seem to be growing in favor. Black raised figures have been very popular and promise to so continue. It is pleasing to note that the demand is for better goods.

As to colors, Mr. Burton said that the indications were for bright colored goods in about the following order: Blues, reds, purples, browns and greens.

On account of the change in duty from last July, and the advance in the prices of the goods, certain lines of French fabrics, such as henrietta serges, would, at to-day's prices, be 20 to 25 per cent. dearer than last Fall's ranges, and in buying for Autumn people will have to be prepared to pay the advanced prices, as the position of manufacturers is such that they must either have the advance or do without the business. This applies also to cashmere hosiery and gloves. In silk goods, the advance, although not so marked, is decided, with every possibility of its being maintained.

NEW STORE IN BRANTFORD.

Lately, Messrs. Dunn & Lindley have opened out a first-class men's furnishing establishment in Brantford, and the local papers have written up their enterprise with great cordiality. The young proprietors are two bright men from Chatham, and their business is called "The two C's." from their own first names, C. H. Dunn and C. F. Lindley. Before they got their stock in extensive alterations were made in the building, new shelving was put in, the place was painted outside and in, in checkered blocks, and it took on an altogether new appearance. Nice as the shelving appeared, it was enhanced by long mirrors between each row. Three beautiful silent salesmen (better known as showcases) were placed in instead of counters, and in the windows were built what might be called huge showcases with plate glass mirrors at the top, one side and back. In the lighting of the store and windows, Messrs. Dunn & Lindley have surpassed the lighting of any other store in Brantford. In each window are placed 39 incandescent lights, and in the store proper a very liberal number of lights are placed to the best advantage. At night the appearance of the store is very fine. Looking from east of the market, the windows are one glare of light, surpassing and shining out conspicuously above all others on Market street, which makes a standing advertisement for the firm. Added to this the very neat and natty way in which each window is dressed, one for furnishings and the other for hats, it is no wonder that people stop and look at their display when passing.

**DOMINION COTTON COMPANY'S
PROSPEROUS YEAR.**

THE annual meeting of The Dominion Cotton Mills Company, Limited, took place last month, at the general offices of the company, in Montreal. Mr. A. F. Gault, the president, occupied the chair, and amongst others present were ex-Mayor Grenier, Charles Garth, J. P. Cleghorn, Samuel Finley, C. E. Gault, F. L. Beique, Q. C., James Wilson, Samuel Carsley, James Crathern, Rodolph Forget, Gustave Grenier, A. S. Hamelin, D. Morrice, jr., W. J. Morrice, Alex. Pringle and others.

The meeting was of considerable interest, and the report was considered satisfactory. The rumors which had prevailed for some days regarding Hon. J. O. Villeneuve's retirement from the directorate were made a reality, when it was announced that the Senator had resigned on account of ill-health, and that such resignation had been accepted amid general regret, as Hon. Mr. Villeneuve had been for many years a firm friend of the company.

The succession on the board falls to Hon. L. J. Forget, and it was the unanimous opinion of the shareholders present that the choice was a happy one, and that the president of the Montreal street railway would bring additional strength to the Dominion Cotton Mills directorate.

Mr. Gault, in his brief address, referred to the company's past and present, and said that the business of the company had invariably taken precedence in his many occupations. Mr. Whitehead, the manager, thanked the directors for the support they had given him. He had, he said, made heavy demands upon the company, but he believed the results achieved during the year had justified his action.

The report showed that the profits for the past year had amounted to \$435,888.98, and out of this the dividend, interest on bonds, etc., had to be deducted. The company had sold, during the year, goods to the amount of \$2,325,000. They had earned 10 and paid 6 per cent., and, instead of paying \$73,000 in commissions as formerly, the work was now done for \$28,000. The total assets of the company reached \$8,000,000, the capital being \$3,000,000, and it was reported that they had on hand \$900,000 worth of raw cotton. All of the mills owned by the company were being fitted-up with the best and most modern machinery, and, as the demand for the output is good in Canada, the outlook was considered good. There was an increase in the profits over the preceding year of \$129,000, and the sum of \$148,000 was carried forward.

The following are the holders of Dominion Cotton stock, possessing 100 shares and over :

Hochelaga Bank.....	650
Banque Nationale.....	405
E. J. Barbeau.....	100
Dominion Bank, in trust.....	615
G. C. Boulton, in trust.....	475
Merchants Bank of Halifax, in trust.....	580
Caisse d'Economie.....	715
S. Carsley.....	100
Mrs. Sarah Hudon Chaloult.....	100
J. P. Cleghorn.....	300
J. Comie.....	200
Quebec Bank, in trust.....	1,456
Crathern & Caverhill, in trust.....	120
Jas. Crathern.....	500
David J. M. Darling.....	100
Molsons Bank, in trust.....	300
Estate A. C. Leslie.....	325
Estate John McDougall.....	528

Estate J. B. Strathy, Kingston.....	120
Estate C. A. Terroux, Montreal.....	136
Estate W. J. Withall, Montreal.....	110
A. S. Ewing.....	100
S. H. Ewing.....	200
Executors John McLennan.....	144
Executors Hon. Louis Archambault.....	106
Samuel Finley.....	674
Dr. Fred. G. Finley.....	100
Charles Garth.....	100
A. F. Gault.....	1,026
A. F. Gault, in trust.....	175
C. E. Gault.....	101
Mrs. Elizabeth J. Gault.....	580
Mrs. Elizabeth J. Gault, tutrix A. F. Gault.....	152
Mrs. Elizabeth J. Gault, tutrix Edith Gault.....	152
Miss Emily Gault.....	150
Mrs. Allport.....	122
P. R. Gault.....	127
Mrs. Henry Gault.....	152
J. Y. Gilmour.....	125
Jacques Grenier.....	100
Bank of Toronto, in trust.....	1,040
Canadian Bank of Commerce, in trust.....	1,809
Bank of Nova Scotia, in trust.....	300
Bank of Ottawa, in trust.....	400
J. B. Larue.....	132
Leviston Bros., Enfield, N.H.....	100
David H. Lyon.....	132
Dr. Geo. W. Major.....	100
McCuaig, Rykert & Co.....	100
Mrs. Lizzie A. McGowan.....	134
Hugh McLennan.....	1,000
Duncan McLennan.....	100
Frances and Bartlett H. McLennan.....	100
Hon. Donald McMillan.....	308
Merchants Bank of Canada, in trust.....	672
Mrs. Louisa Molson.....	280
John Thomas Molson.....	1,436
H. Markland Molson.....	100
City and District Savings Bank.....	2,468
James Rodger.....	305
John Theodore Ross.....	150
Mrs. E. J. Snyder.....	152
Trustees of La Banque du Peuple.....	320
Hon. J. O. Villeneuve.....	200
J. B. Vinet.....	120
C. R. Whitehead, in trust.....	170
C. R. Whitehead.....	494
Mrs. Louisa Whitehead, in trust.....	135
James Wilson.....	500
Mr. A. F. Gault was reelected president, and Mr. Jacques Grenier, vice-president.	

IMITATION LEATHERS.

The Celluloid Co., 30 Washington Place, New York, have added to their regular line an entirely new product, viz., imitation leathers. A book of samples of these goods has been got out and will be sent to any reader of this paper who is interested in the line. At present they are only making the lightweights, suitable for blank books, pocketbooks, belts, card cases, and small articles, but before long will be ready to supply heavier weights for upholstery goods, etc. The material is waterproof, its wearing qualities are perfect, and prices are very low. From the appearance of the samples, the line is a very successful one and well worth examination.

A Russian shopkeeper recently posted the following announcement in front of his place of business: "The reason why I have hitherto been able to sell my goods so much cheaper than anybody else is that I am a bachelor, and do not need to make a profit for the maintenance of a wife and children. It is now my duty to inform the public that this advantage will shortly be withdrawn from them, as I am about to be married. They will, therefore, do well to make their purchases at once at the old rate."

JEWELRY NOVELTIES

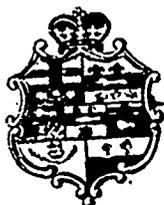
For Spring and Summer Trade.

We have secured the exclusive Canadian Agency for the following line of fine quality Enameled Jewelry. These goods are made of gilt bronze and the best hard enamel, in bright colors. Appearance and wearing qualities are equal to sterling silver gilt. Prices are from 50 to 80 per cent lower:

BROOCHES.



No.	Description	Per doz.
No. 220/10	Union Jack	\$1.50
No. 220/25	Union Jack, extra fine	2.00
No. 220/11	Red Ensign	1.50
No. 220/12	White Ensign	1.50
No. 220/14	Blue Ensign	1.50
No. 220/16	Royal Standard	1.50
No. 220/17	Scotch Standard	1.50
No. 220/19	Canadian Flag	1.50
No. 220/21	Stars and Stripes	1.50
No. 220/24	Scottish Burgee	1.25
No. 220/22	Royal Canadian Yacht Club	1.50



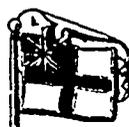
No.	Description	Per doz.
No. 220/36	Canadian Coat of Arms	\$4.00

HAT PINS.



No.	Description	Per doz.
No. 220/18	Scotch Standard	\$1.50
No. 220/20	Canadian Flag	1.50
No. 220/23	Royal Canadian Yacht Club	1.50
No. 220/26	Union Jack, extra fine	2.00
No. 220/37	Canadian Coat of Arms	4.00

TIE CLIPS.



No.	Description	Per doz.
No. 220/35	Assorted Union Jacks, Red, Blue and White Ensigns	\$2.00

STICK PINS.



No.	Description	Per doz.
No. 220/31	Union Jack	\$1.25
No. 220/32	Red Ensign	1.25
No. 220/33	White Ensign	1.25
No. 220/34	Blue Ensign	1.25

BROOCHES.



No.	Description	Per doz.
No. 220/1	Maple leaf, with inscription, "Canada"	\$1.50



No.	Description	Per doz.
No. 220/8	Shield emblem	\$2.00

HAT PINS.

No. 220/2	Maple leaf, with inscription, "Canada," like 220/1	doz. \$1.50
No. 220/9	Shield emblem, like brooch 220/8	per doz. 2.00

LACE PINS.



No. 220/7	Can be used as a lace or belt pin	per doz. \$0.80
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STICK PINS.



No. 220/4	Maple leaf	per doz. \$0.80
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BLOUSE BUTTONS.



No. 220/6	Set of three front buttons	per doz. sets \$2.40
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CUFF BUTTONS.

No. 220/3	Large size	doz. pairs \$3.00
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CUFF LINKS.



No. 220/5	As in cut	doz. pairs \$2.00
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TERMS—5% 30 days, or 6% for cash with order.

SAMPLE ORDERS SOLICITED.

Nerlich & Co.,

35 Front St. West
TORONTO.

Woollens and Clothing.

HOW NEW YORKERS WEAR THEIR CLOTHES.

IN writing about what is being worn in New York this season, a correspondent says that the first garment of consequence this Spring is the raglan. This bids fair to be popular for years. It is a loose-fitting overcoat, made now of waterproof covert cloth, without lining, and falling to the knees. It comes in more than one shape, sometimes being cut up the sides so as to make it perfectly comfortable for riding. In fact, it is the only topcoat which has adapted itself to all conditions of life and society. The American tailors, when they make it of covert cloth, have the same heavy box stitching around the cuffs and collar, do not line it with silk, nor do they put a velvet collar on it. A covert coat with a velvet collar is an unnatural device. Very handsome raglans for evening and street wear in the city and country are made of dark gray whipcord or Oxford mixtures. These topcoats, fitting loose, have velvet collars.

There has also come into existence a species of raglan, a compromise between the short covert coat and the Chesterfield. These reach just to the knees, and are made of gray mixed goods, with black velvet collars. They are popular just now, but it is doubtful if they have come to stay.

Cheviots and Shetlands have a green tendency, with red, gray and brown worked into the pattern in broad stripes, horizontal or faint impressions of tartans and plaids. There seems to be a sprig of red and a suspicion of green in nearly all the cloths which are not uncompromisingly gray. The browns come in as a background, but not too pronounced. The snuff and deep brown suits of some years ago are not seen any more. In these cheviots and other Scotch cloths are the sack suits.

There is not much difference in the style of this year and last, except that the preference is for unlined goods. In some coats the outside breast-pocket has been restored. The coats are single-breasted, with an ordinarily high collar, and with or without, as has been already stated, the outside upper pocket. The corners are round when the fabric has a plain or check pattern, but they must be square if the pattern is striped. This is the dictum of a London authority, which is correct, because for once it follows the lines of common sense.

The same Englishman suggests that all single-breasted sack coats should have four buttons down the coat for a tall man and three for a short.

Fancy waistcoats are being worn with sack suits. These waistcoats come in all patterns from the loud checked Tattersalls to the dark greens and reds with or without a small striped pattern. Some very pronounced waistcoats of spinach green and pigeon-blood red have been worn this Spring, and leather waistcoats of a dark tan are considered very smart for the country. The trouble with the latter is they are apt, if not well cured, to have a very pungent smell. Single breasted and double-breasted waistcoats seem to be worn indiscriminately, although the English rule is a double-breasted waistcoat with a single breasted coat, and vice versa.

The three buttoned cut away sack is another popular coat. The fronts are cut very much away from the waist line and the corners are rounded, there is no upper breast pocket and three buttons are on the coat. The material is a fancy cheviot, a Scotch tweed or a homespun. The trousers made from the same material—as

they are in all these sack suits—are cut about the average width, but a bit tighter from the knee downwards.

The suit which always remains popular is the blue or black serge sack. This is useful at all times in Summer, and when well made is about the most serviceable a man

can wear. There is all the difference in the cut and quality of the material, and the cheap and the good can be distinguished at a moment's glance.

The single-breasted blue serge sack suit is the favorite in this country. The coats are square or round-edged, and are well fitting, but not too tight. The trousers are of the usual fashion, a little full near the hips, but tighter below the knee.

There is also quite an array of flannels in the market. The English striped and figured flannels are growing more popular every day. They make delightful Summer and outing suits; they are just smart enough and well made, giving no evidence of negligence. The coats are sacks, and frequently double breasted with double stitched edges and square corners. The waiscoat is either single or double-breasted and the trousers are cut with the prevailing fashion and have side seams welted.

The coats are unlined and the principal colors are in blues with white or red stripes, although there are some beautiful soft grays in stripes.

CLOTHING IN WESTERN GENERAL STORES.

A large per cent. of the clothing business is now done by the general stores, says The Dry Goods Reporter, of Chicago. This statement does not need to be modified by excepting the large towns, as would have been necessary a few years ago, for the general store has become quite a factor in the clothing trade of every city. Some specialty clothing men, while admitting the fact that the general or department stores are selling a large amount of clothing, claim that they can handle only the cheaper grades.

It is a fact that some stores use clothing as a leader, and hence carry only the staples, but the majority of general stores are catering successfully to all classes of trade. To ascertain more definitely the truth of this assertion, several large clothiers were asked what per cent. of their business was with general stores. It was found that it varied in the different firms from 50 to 90 per cent., but the increase each year was on the side of the general store. Wholesale clothiers who formerly made capital of catering only to exclusive clothiers now say nothing about it, and hustle for the general trade as hard as anyone.

Boys' and children's clothing is sold better in the dry goods and general stores than in the exclusive clothing houses, for the women buy the children's suits, and they prefer to get them at a dry goods store. Many merchants start their clothing department by putting in boys' and children's suits, and later add the men's clothing. They carry work clothing and furnishing goods, so it requires less than half the additional capital for a dry goods store to add the clothing line than for a clothing store to carry the same sized stock. Considering the saving in expense, the benefit of other lines and the advantage in buying which comes from a better rating, it is not to be wondered at that the general man is now selling so much clothing that the wholesalers are eager for his business.

REGENT STREET AS A SHOPPING CENTRE.

Regent street, which some years ago threatened to sink to a somewhat second rate level so far as shops were concerned, is fast regaining its ancient prestige as the finest shopping thoroughfare in London, says Minister's Gazette of Fashion. In that part between

REGISTERED



TRADE MARK

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

Registered Trade Mark, as above.

This Trade Mark means that the goods are

Salt's Belwarp Cloths

and are made at the famous mills of

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

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

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

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

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

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



“TIGER BRAND”



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

“Tiger Brand” Clothing has a “winning way”—it’s the acme of good tailoring. Its styles are, *par excellence*, the neatest and most perfect fitting. A kind of ready-made clothing that the consumer has always been willing to pay for, but which he couldn’t find amongst the trade—it’s made its way to the top on merit. “Tiger Brand” travellers are on the road now “booking” for Fall Trade, and the big department floors are loaded with plenty of the biggest kind of values in newest styles for present trade. Write, 'phone, or wire.

E. BOISSEAU & CO.

Wholesale Tailors

TORONTO

W. Y. KENNEDY

Wholesale and
Retail

DRY GOODS

HALIFAX, N.S., March 27, 1899.

THE TRURO KNITTING MILLS CO.

GENTLEMEN,—Having sold your Stanfield's Unshrinkable Underwear for the last four years, and worn it for two years past, I have no hesitancy in saying I believe it to be the best underwear in the world.

It not only retains its elasticity and softness—being pleasant to the wearer—but after the severest tests has proved absolutely unshrinkable.

It is a pleasure for me to recommend Stanfield's to anyone wishing a healthy and durable garment.

Respectfully yours,

(Signed) W. Y. KENNEDY.

Truro Knitting Mills Co.

TRURO, NOVA SCOTIA,

Sole Manufacturers for Canada.

MILL YARNS

is a line of which we have a very large output. We make them in

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

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

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

Eureka Woolen Mfg. Co.

Limited

EUREKA, N.S.

A FEW REASONS WHY

you should sell

TIGER BRAND UNDERWEAR.



You are not in business for pleasure, but to make money, and you should handle the best money-makers.

Tiger Brand Underwear is profitable. It will serve your customers well, and their best interests are your best interests.

If you have an up-to-date business you'll handle Tiger Brand. In fact, Tiger Brand Underwear is one factor in making your business up-to-date.

You can heartily recommend it, for we have a reputation to sustain as well as you, and every garment bears our trade mark.

You can assort any season of the year, for you buy direct from the manufacturers and not from the wholesaler.

We handle a complete line of Men's and boys', in both **PLAIN WOOLS** and **FLEECE LINED.**

Write to us about our Astrachan Cloakings and Eiderdown Specialties.

THE GALT KNITTING CO., Limited, GALT, ONT.

SOLE MAKERS OF TIGER BRAND UNDERWEAR.

Tiger Brand

Underwear.

WOOLLENS AND CLOTHING—Continued.

Beak street and Oxford Circus, all the smaller tradesmen have been quietly either bought or squeezed out, and their shops absorbed by the numerous extensions of the larger houses, which are vying with each other in the splendor of their shop-fronts. Several improvements are in progress now. Swears & Wells, the well-known high-class ladies' and juvenile tailors, have just completed a new enlarged front, and make a display which, for taste and class, stands, we venture to say, absolutely unrivalled in London. Higher up, on the other side, the handsomely-decorated new building which stands on the site of the ugly old Hanover Chapel gives quite a new character of its own to the neighborhood, and foreshadows what Regent street may be expected to become when the present leases fall in, about 20 years hence. Rents have gone up, too, correspondingly to all this splendor, but money seems really no object to any of these big shops.

AN ADVERTISING DEVICE.

Jamieson, the Toronto clothier, advertised his "clean sweep" sale last week in a unique manner. A handsome drag carrying an orchestra drove through the streets of the city playing popular airs. Each player wore a red hat and beside each was a broom with the straw end sticking up in the air. This was to signify the "clean sweep." The display attracted a great deal of attention.

UNITED STATES WOOLLEN COMBINE.

The formation in the United States of a woollen trust is discussed there just now. The articles of incorporation of The American Woollen Company were recently filed with the authorities at Trenton, N.J. The capital stock will be \$65,000,000. The incorporators are J. Clifford Woodhull, of Newark; Samuel B. Lawrence, John B. Summerfield, Henry C. Everdell, Armitage Matthews, Henry M. Haviland, George S. Spencer, Leavitt J. Hunt, Charles B. Hill and Robert P. Barry, jr., all of New York.

Concerning the policy of the combine, Mr. Woodhull said: "It will be the policy of the combination to attract the trade to them, as any merchant would do, by making popular goods at popular prices and catering to the trade in every way to invite confidence and patronage. No radical steps will be taken in the methods of dealing with the trade, to whom we intend to extend every courtesy and accommodation consistent with a successful management of the business. Great economies are expected to be made in numerous directions, which can easily be done in the interests of great profits. Those who have the impression that the object of the combination is to advance the price of goods will be mistaken.

"We expect to meet all competition, and ought to do so easily with the facilities at our command. We have the best talent in the country, and the greatest assortment and the finest goods will be turned out and sold at low prices, which is in line with the general history of similar combinations in other industries."

FALL CLOAKING IN THE UNITED STATES.

The Fall lines shown by the woollen houses in the United States are now practically complete, says Crerand's. But the assortments of materials presented for the consideration of the cloak trade show a dearth of novelties, the offerings being largely along the lines formerly followed. There are kerseys, meltonettes, venetians, whipcords, vicunas, boucles and astrakans, coverts, cheviots and beavers, in average varieties of qualities and colorings.

Probably the most noticeable feature of the woollen goods market is the extensive showing of reversible cloths, which are adapted primarily for capes, but may also be utilized effectively for ulsters or newmarkets. All the efforts of the millmen to bring out novelties seem to have been centred in the production of these reversible materials.

A. Roland Williams, who represents in Canada Messrs. J & J.

Taylor, Limited, of Batley, England, has removed his office from 10 Wellington street east, Toronto, to the McKinnon building, 9 Melinda street, Toronto.

END OF AN OLD BUSINESS.

Galt is losing from its mercantile life one of its oldest places of business, and a name which, for more than half a century, has been displayed on Main street, is to be withdrawn when Mr. E. J. Wilkins retires from his store to private life. This tailoring establishment, now about to be dissolved, was started in the year 1847, by the late William Wilkins, in a little frame store. In 1856 he moved into a frame store on the site of the present establishment. This building was, however, burned down in the year 1861, and the present handsome stone block was in 1863 put up upon its ashes, and there the business has been situated ever since without change. Mr. Wilkins' two sons, Messrs. Nicholas and E. J., succeeded their father in the ownership of the business on March 16, 1868, carrying it on until Nicholas retired in 1894, leaving his brother the sole proprietor. Now he, too, has decided to withdraw, and the business, which is one of the most widely known in these parts, will terminate when the stock is disposed of.

THE INSOLVENCY BILL.

The council of The Montreal Board of Trade unanimously adopted the following resolution regarding insolvency:

"That the council of The Montreal Board of Trade, believing that the commercial communities of this country are agreed with it in earnestly desiring, without further delay, the passing of legislation by the Dominion Parliament, providing for the equitable distribution of the assets of insolvent traders, has given consideration to the bill respecting insolvency, introduced last session by Mr. Thos. Fortin, M.P., and generally approves of the provisions thereof, but is prepared to favorably consider the changes suggested by The Bankers' Association to Articles 46 and 48 of said bill;

"That the council is most anxious that the long-sought-for and much needed insolvency legislation may be passed during the present session of the Dominion Parliament."

Late reports say that fancy mohair braids are going to be all right for dress trimmings. A new novelty is a mercerized embroidery cotton which answers the same purpose as silk embroidery at one-third the price. Buttons are coming back again and the favorite styles are steel, as well as covered buttons in silk and mohair. They are chiefly used at the back of the dress.

There is little to note in the glove trade at this season of the year, the only new thing being the tendency which seems to prevail towards the six button undressed kid, and it is expected that this line will soon be in large demand again. The two and three-clasp dressed kid still leads and there is little or no change in style or color, though a large dealer said that bright colors were likely to disappear soon and be replaced by the standard colors, tan and drab.

It begins to look as if Montreal was soon to lose one of its most prominent manufacturing establishments, and one which gives employment to a large number of its citizens. The town council of St. Henri recently decided to grant Tooke Bros., shirt and collar manufacturers, a bonus of \$35,000 and 10 years' exemption from taxation, provided they moved their factory to that town, the conditions being that buildings should be erected costing, including plant, at least \$100,000, 600 hands should be employed and \$150,000 be disbursed annually in wages. The by-law has been submitted to the ratepayers and adopted, the assessed value of those in favor being \$1,035,000, as against \$185,000 in opposition. Ratification thereof by the Provincial Legislature is now all that is necessary to complete the deal.

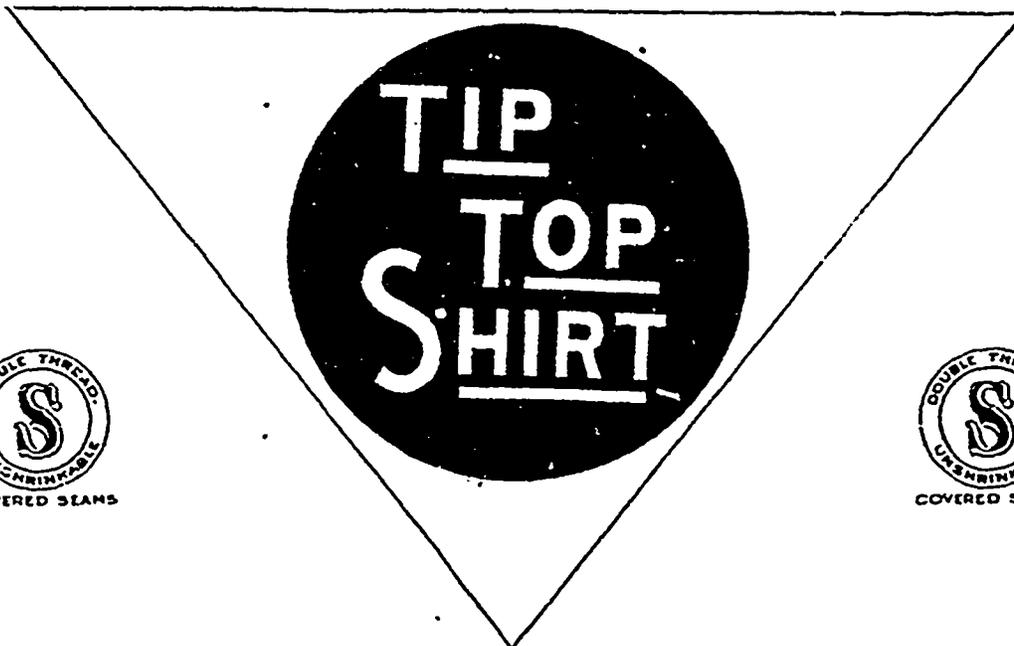
The Schofield Woollen Co., Limited, Oshawa

is the only firm in Canada making these goods.

THE
TIP TOP SHIRT
 READY TO WEAR
 Guaranteed
 Fast Color & Non Shrinkable

MONARCH

 EXTRA HEAVY



These are their SPECIALTIES and are sold by all first-class wholesale houses. Ask their travellers to show them to you.

You will know them by these Tickets.

Our "double thread" "unshrinkable" underwear is something new and meets with approval wherever shown. Make sure that our label is sewn on every shirt.

MILLICHAMP, COYLE & CO.

Selling Agents

MONTREAL.

TORONTO.

VICTORIA.

Carpets, Curtains and Upholstery.

THE PRICE OF WINDOW SHADES.

ACCORDING to The New York Carpet Trade Review: "The manufacturers of mounted window shades and shade cloth have advanced prices on oil and water color opaque shades and shading and felt shades. This action is due to the very sharp and strongly sustained advance in raw materials and other costs of manufacturing. The advances made in the past two weeks only partially cover the increased cost of materials, and, if the prices of the latter remain at the present high rates, further advances must be made on shades and shade goods. These advances come none too soon, for it is an undisputed fact that unwise price cutting had brought prices of shades down to a point where adequate profits no longer existed. The big increases in the prices of cotton cloths, benzine, oil, etc., have absolutely forced the window shade manufacturers to protect themselves. The advance is general among all manufacturers."

This advance in the United States has not, up to date, been followed by a positive announcement of an advance by Canadian manufacturers, but, as the advance in the price of materials applies to this market as well as the United States, higher prices for window shades are expected here too.

VALUE OF CARPETS NOW-A-DAYS.

One of the best-informed men in the carpet trade, speaking recently about the quality of the carpets made in these days, said: "We often hear middle-aged or elderly people talking about the wonderful durability of the oldtime carpets, especially Wiltons and Brussels, and contrasting them with the goods now made, the contrast drawn being, of course, unfavorable to the carpets of to-day. I think that such comparisons and conclusions are unfair and misleading. These people forget that the old-time carpets were rarely or never subjected to such wear as they must now endure in most cases. In former days each family, as a rule, had its own particular dwelling house, and the parlor in it was usually reserved for special occasions. Callers were generally received in the sitting-room, and it was understood that the parlor must not only be closed nearly all the time, but also be kept about as dark as a tomb. It was not, therefore, surprising that the Wilton or Brussels carpet on its floor should look well after ten, twenty, or thirty years of such careful treatment. But very different is the fate of the parlor carpet to-day. In most private houses the parlor is no longer regarded as a place of rare resort. Afternoon teas and receptions are held in it. Children and cats are not barred out of it, and, in the average flat or apartment, it is generally in constant use. Indeed, in flats, the floor coverings of no room can escape continual wear. Every room is in use, and, as the rooms are never very large and usually just the reverse, no part of the carpets or rugs can escape wear and tear. There is, consequently, nothing very wonderful in the fact that floor coverings do not last so long now as they did in old times. So far as quality is concerned, the carpets now made in this country are in all respects fully equal—to say the least—to the best of the old-fashioned goods." —Carpet Trade Review.

AMERICANS IN THE RUG WAREROOMS.

One of the things I have invariably noticed in visiting the various Oriental houses in New York, says a writer in The Carpet Journal, is the seeming plethora of help. I do not mean small

boys and girls, but big, able bodied, fine looking men, oftentimes with heavily be-whiskered countenances.

I went in one busy Oriental rug loft the other day in New York (rather a small one, however), and besides the proprietor and his partner, there were exactly twelve men

working, or apparently working, over the various piles of Oriental rugs. There were doubtless two or three others back in the mending-room.

I have talked with some of the rug importers about this, and it seems to be a sort of a laughing matter with them. One of them said recently: "They don't cost much money, you'd better believe, or we wouldn't have such a crowd of them around." They look very imposing, however, and, when a buyer goes in and sees a place full of workmen, he naturally, and very properly, supposes that there is "something doing there" all the time. Of course, these workmen are all Armenians, and can hardly speak any English at all. Many of them come to New York almost helpless, and, were it not for the work given to them by their fellow-countrymen who are established in business here, they might starve to death before they learned the language and were able to battle for themselves.

I remember some years ago when there was a certain firm on lower Broadway who had a little room at the end of their loft set apart for their rug menders and help. It was just a little room, but oftentimes there was as many as 15 men seated around in the room, mending rugs and working. I have often glanced in the half-open door and noticed that they did not seem to mind the being crowded at all, and that they were smoking and chattering away as they worked.

THE EMPIRE CARPET CO.

The interesting announcement of the Empire Carpet Co., of St. Catharines, in this issue will be read with attention. That the present is a genuine "growing time" with many Canadian industries is admitted on all sides, and it is a pleasure to note that the above concern is not an exception. From small beginnings they have by close personal and practical attention to the details of their business attained a position in their respective lines second to none in this country.

Finding the demand for their standard brands of ingrain carpets and art squares increasing beyond their capacity, they have recently purchased the commodious premises lately occupied by the St. Catharines Saw Co. The buildings have been altered to meet the requirements of the Empire plant, which has been largely augmented by new and improved machinery. In addition to the advantages derived from the increased space and machinery, they have also acquired a cheap and reliable water-power, which is an important item of economy in the production of their line. The firm is now comfortably settled in their new factory, and in a position to attend promptly to orders for the sorting season. Their range of new designs for Fall and sorting trade is now in the hands of their travelers. They will have a much larger variety of colorings and designs in all grades for the coming season than they have ever before shown, and their values will be found to compare favorably with any in the market.

Mr. J. F. McAllister, their eastern representative, is now on his semi-annual pilgrimage. Mr. W. W. Anderson, who looks after the territory west of Toronto, is "coming soon," and Mr. E. R. Cooper, of Victoria, B.C., is on the trail of the carpet buyers of Manitoba and British Columbia.

The Empire Carpet Co. will be pleased to forward samples to the trade at any time, or, if preferred, will have their travelers call. A line to the factory will bring either samples or travelers.

"THE GROWING TIME"
 THE
Empire Carpet Co.

St. Catharines, Ont.

Have removed to their NEW FACTORY.

Enlarged Premises
New Machinery
Increased Capacity

Our **NEW DESIGNS** for Spring and Fall Seasons are now on the road. Our Travellers are enthusiastic over their beauty. You will be, too, when you see them. Values, designs and colorings equal to anything in the market. If you are not already a customer, we would be pleased to have a

Sample Order This Season.

**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

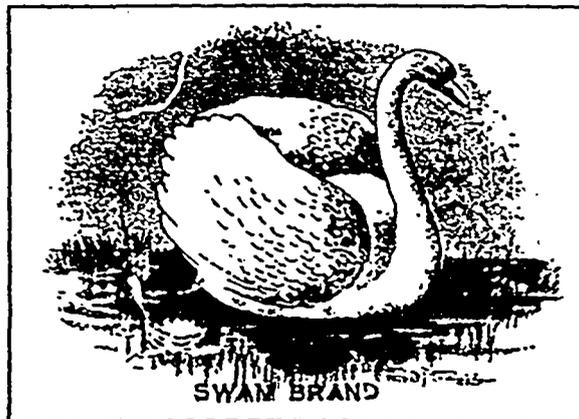
27 Front Street West, TORONTO.

Down Comforters. Bed Pillows.
Cotton Comforters. *— All Up-to-date Goods.*

CAMP
 COTTAGE
 AND BOATING

CUSHIONS

in great variety, to
 retail from 50c.
 upwards.



White
 Cushion and Cosie
 Forms.

All Sizes and Grades.

ASK FOR PRICE LISTS.

LETTER ORDERS PROMPTLY AND ACCURATELY FILLED.

SAMPLE ORDERS SOLICITED. SEE OUR GOODS BEFORE MAKING ANY PURCHASES.

The Toronto Feather & Down Co., Limited

Office, Sample Room and Factory, No. 74 King St. West, TORONTO.

CARPETS AND CURTAINS—Continued.

A NEW DEPARTURE IN COVERINGS, ETC.

Geo. H. Hees, Son & Co. have recently added to their old-established business of the manufacture of window shades, etc., that of manufacturing and importing furniture coverings, draperies, portieres, fringes, lace curtains, etc., and everything appertaining to window draperies.



No. 1228—Lace Trimmed Shade.

They have gone into this line with the same energy displayed in their old business, and, as a natural consequence, have already secured a strong foothold in the trade, and the business done already has simply been wonderful, considering the short time they have been engaged in it.

It requires good taste, and great judgment, and some experience to buy a stock of this kind of goods, but the firm

have with them some experienced men in that line who have aided in the selection of stock. The trade speak highly of the superior quality of the goods they have manufactured and imported, and close buyers are satisfied that this enterprising firm have made no mistakes in the selection of goods or the prices at which they sell them.

Mr. Stephen Haas, of the firm, has been in Europe for some time making a selection of goods in this line, some of which are already arriving. While engaging in this line, they are not neglecting their old business of window shades, curtain poles and new trimmings of all kinds, etc. Their well-known brand of opaque shades, are not only sold throughout the Dominion, but are exported in considerable quantities to other countries. They have immense factories on Davenport road and Pear's avenue, Toronto, where these goods are made, which they sell to the trade at prices that afford a retailer a large profit. Their new illustrated catalogue should be in the hands of every dry goods, furniture, and upholstery dealer in the country, and any of the trade who have failed to get a copy can do so by dropping a card to the firm.

Their new location at 71 Bay street, has been fitted up in a very convenient manner for the trade. Their offices and sample-rooms are large, commodious, and well arranged for the display of goods, and if the trade is not connected with this firm they cannot do better than open up communication with them. They have eight travelers on the road visiting every town of importance in the Dominion, and will be pleased to receive requests from dealers where their travelers have not called yet. The accompanying illustration shows one of their most popular lines of lace trimmed window shades with insertion. It is mounted on a spring roller, ready to hand, and is made of their best quality standard opaque shade cloth and can be sold readily at a good profit for 90c. Illustrations of their factories in Canada as well as of those in Detroit, Michigan, can be seen on page 71.

CURTAINS IN CANADA.

The commercial agent of France at Montreal has made an interesting and valuable report to the French Government on the curtain trade in Canada. He says: "Curtains, as used here, may

be divided into four classes: Muslin, lace, embroidered press-point, and ready-made curtains. 1. Muslin.—These are divided into printed and embroidered muslin. Printed muslin curtains are generally very broad (28-38 inches), and, in many cases, take the place of lace, but they have the disadvantage of spoiling more quickly from the effects of heat and damp. Their low price (12 to 15 cents per yard) places them within the reach of the working classes. Printed muslin curtains are used for the windows of kitchens and lower rooms, and often for hangings. American muslins are used for this latter purpose, the others being English. Embroidered is preferred to colored muslin, as it is of richer appearance, whilst it intercepts less light; it is not so broad as printed muslin. Spotted or sprigged muslin is no longer popular. Embroidered muslin is generally used for bedroom windows. Muslin varies in width from 27 to 29½ inches, and it is rarely retailed at less than 20 cents per yard. English lines are sold, but Swiss muslins are most in demand owing to their good quality and the good taste employed in the choice of the designs. 2. Lace or guipure curtains are often preferred, as they can be purchased by the yard at prices cheaper than those of muslin. They are sold in yards of different breadths according to the use for which they are intended; thus for ordinary curtains the width varies from 25-29 inches, but for large double curtains it runs from 43-54 inches. The prices range from 13 to 28c. and from 15 to 40c. per yard for small and large widths respectively. This latter class does not touch very high prices, as, in this case, the buyer finds it more advantageous to purchase ready-made curtains of which the designs, instead of recurring every quarter yard, form one artistic whole. Guipure curtains are either white or cream colored, the former being preferred, as it intercepts less light. They are almost exclusively of English origin, and the prices are determined by the quality and fineness and type of design. 3. Embroidered Grecian press-point, largely used for French windows, drawing-rooms, and small band curtains seem to be a Swiss specialty. 4. Small ready-made curtains, stores or blinds, of guipure or embroidered press-point, do not sell much, people preferring to buy the stuff by the yard. Still, the following sizes and prices are those that are in demand:

Width.	Length.	Retail price.
26½ inches.....	2½ yards.....	\$0 85 pair.
29 ".....	2½ ".....	1 25 "
29 ".....	2½ ".....	1 75 "
28 ".....	3 ".....	1 75 "

Large ready-made curtains, he says, play an important part in Canadian trade, being considered an essential for drawing-rooms and parlors, those for drawing-rooms being always the richest. The public only recognize two kinds of double curtains, viz.: English or Nottingham paint lace and Irish point lace. The former class is simply the guipure or lace curtain, the manufacturing centre of which is at Nottingham; the Irish type is nothing more nor less than an embroidered curtain. Large curtains are almost exclusively of English origin. Their width ranges from 1 yd. 7 in. to 1 yd. 22 in., their length being from 3 to 4 yards; prices run from 90c. to \$7 per pair. Some fishnet curtains are also sold, but guipure is preferred.

Irish lace curtains are only within the reach of the well-to-do, their prices being very high, running from \$3 to \$20 per pair and more. Brussels lace curtains are dearer than these. The figures will give an idea of the importance of the curtain trade in general:

	Great Britain.	U.S.	Switzerland.	France.
1891.....	\$157,916	\$39,834	\$ 5,153	\$ 1,658
1892.....	189,001	55,648	9,339	6,858
1893.....	216,817	64,237	15,242	12,475
1894.....	185,787	73,757	16,626	8,411
1895.....	165,520	67,113	23,239	3,525
1896.....	190,592	69,231	19,478	13,733
1897.....	169,192	58,692	21,376	13,518

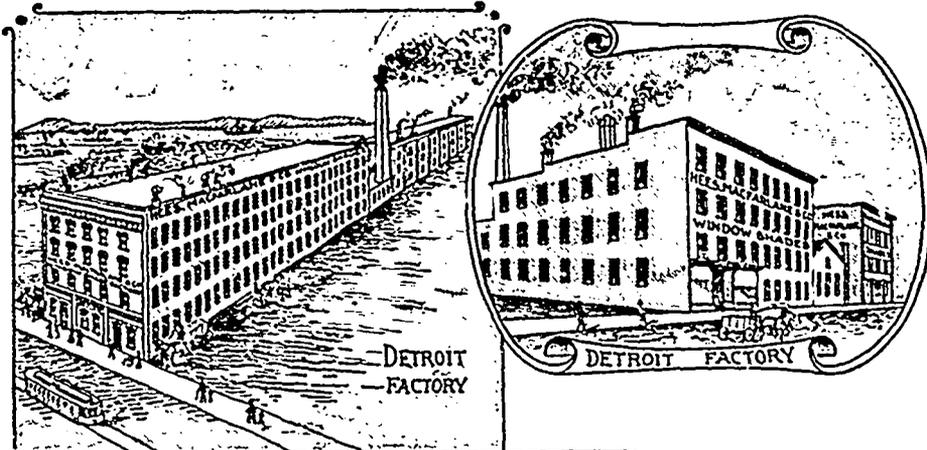
Geo. H. Hees, Son & Co.

Manufacturers of **WINDOW SHADES**

OF ALL KINDS

And Manufacturers and Importers of Lace Curtains,
Furniture Coverings, Upholsterers' Sundries, etc.

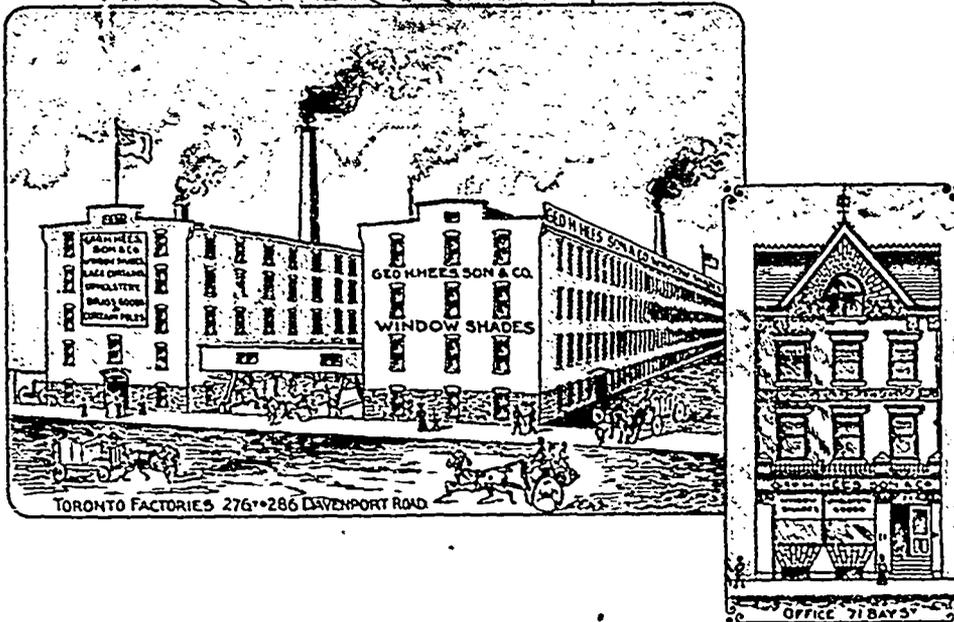
Our
New
Illustrated
Catalogue
Mailed on
Application.



We have a
Special
Department
For Special
Orders.

Prompt
Attention to
Mail Orders

71
Bay
St.



71
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Our New Department

is replete with the best values in LACE CURTAINS, PORTIERES, DRAPERIES and UPHOLSTERERS' SUPPLIES, CURTAIN POLES, WOOD and BRASS CURTAIN POLE TRIMMINGS, DRAPERY PINS, etc.

We manufacture everything and anything in WINDOW SHADES, and sell them to the Trade at prices that afford a LARGE RETAIL PROFIT.

We manufacture STORE SHADES ready to hang, either Plain Lettered or with Emblems or Trade Marks. ESTIMATES FURNISHED.

71 BAY STREET, - TORONTO.

We take this opportunity

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

We have the

LARGEST AND BEST EQUIPPED CLOTHING FACTORY

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

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

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

Samples submitted free on application.

CLAYTON & SONS

HALIFAX, N.S.

Wm. Taylor Bailey

27 and 29 Victoria Square

..... MONTREAL

**Upholstery and . . .
. . . Drapery Goods**



Selling Agents for

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

Jaeger & Schmiedel, Fancy
Silk Villosart Plushes.

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

The Dominion Oil Cloth Company

....LIMITED

MANUFACTURERS OF

FLOOR Oil Cloths 3 Grades

STAIR Oil Cloths Canvas and
Painted Back.

MATS or Rugs All Sizes.

TABLE Oil Cloths

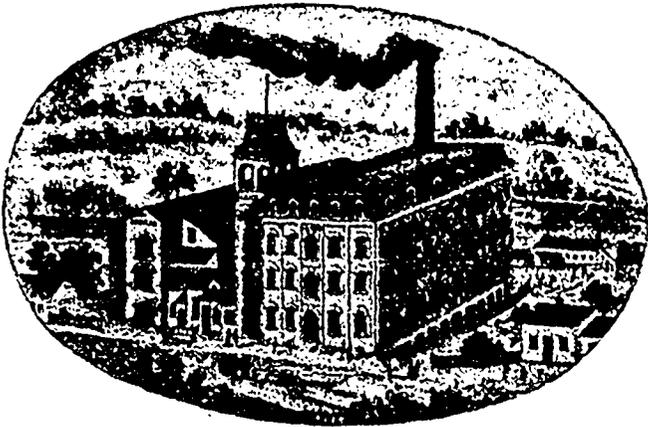
SHELF Oil Cloths

STAIR Oil Cloths Cotton and
Duck Back.

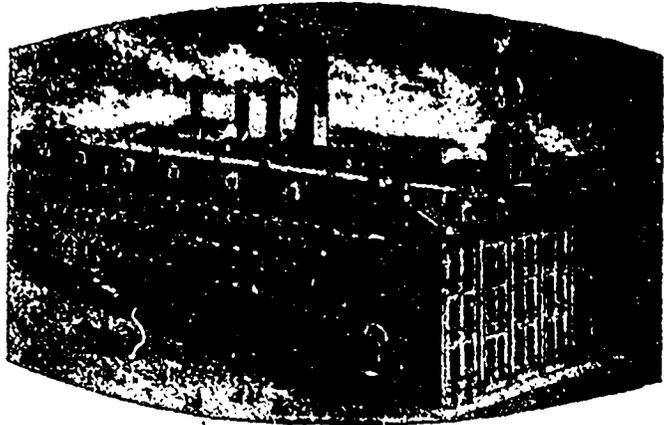
ENAMELLED and LEATHER CLOTHS.

Satisfaction guaranteed in Quality and Price. Jobbing trade solicited.

Office and Works, St. Catherine and Parthenais Streets, **Montreal.**



MILL NO. 1



MILL NO. 2

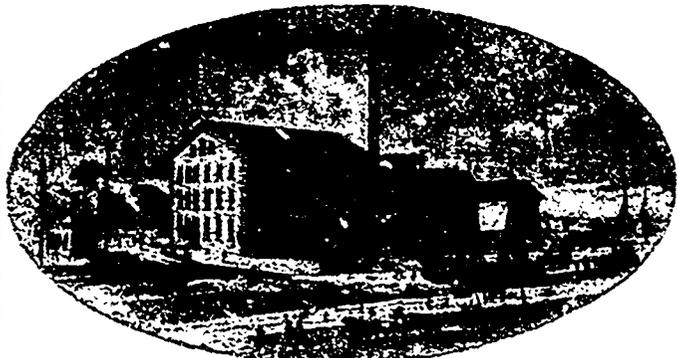
The Penman Manufacturing Co. Limited

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

Head Office - PARIS, ONT.

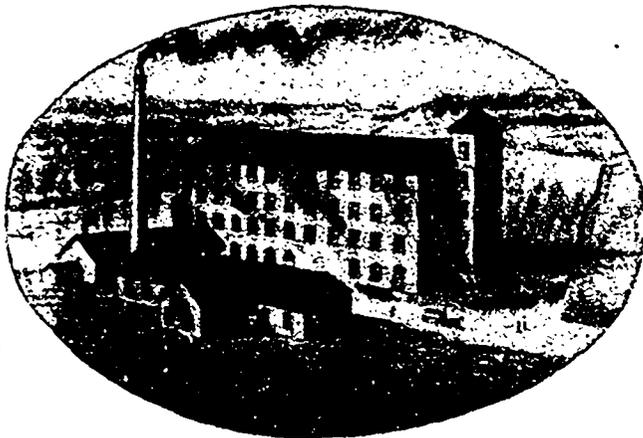


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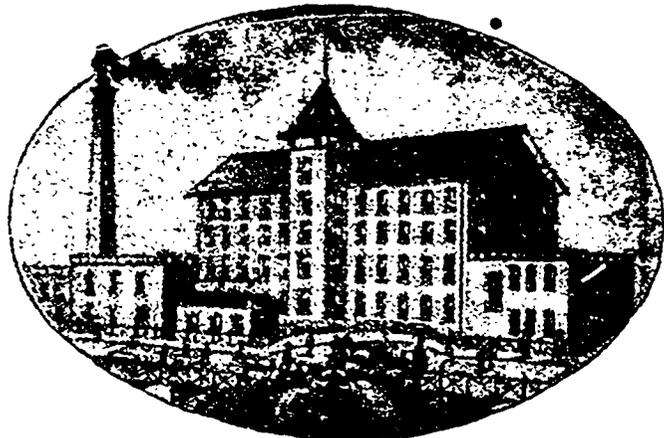


MILL NO. 4

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



MILL NO. 5



MILL NO. 6

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

SMALL STORE IN A LARGE CITY.

EXPERIENCE OF A MERCHANT

(Given to the THE DRY GOODS REVIEW.)

THERE is no branch of retailing that has felt the competition of the departmental stores as severely as the dry goods trade. Despite this fact, however, there are over sixty small dry goods stores in Toronto which have held their ground and successfully withstood the competition of their large rivals.

The writer had an interesting talk with one of the most successful of the dry goods dealers in the east end of Toronto the other day.

This merchant's business is largely a local one, but also includes patrons from the extreme north and west as well as the east of the city.

"It surprises me," said he, "how far some of them come for small purchases. Why, yesterday afternoon, two young girls came over here from Yonge street (about three-quarters of a mile) to buy hosiery. They told me that they used to live near here and could not get their hosiery as well anywhere else as they do here. Instances like this are continually turning up. I know most of these people personally, and try to do the square thing with them."

"Is your trade different from that of a dry goods store in a country town?"

"Yes, in several ways. Competition is more severe, and prices are closer. On the other hand, we are right on the market, and are in a better position to pick up any job lots offering. Then, we turn over our stock four or five times a year, whereas the average country merchant turns his but twice or three times a year."

"Do you feel the competition of the big stores as much as in former years?" "The competition of the departmentals never troubles us; our customers never mention them. You know we can sell as cheaply as they do, and when we can do that we have no cause to fear them, because we are more trusted by our customers than are the big stores."

"We only carry in stock what is termed staple dry goods, and do not handle the fancy costly lines. For instance, in table linens we carry goods up to 50c., while down town they are kept at all prices up to \$3. And we sell 20 yards of this linen at 25c. to one we sell at 50c."

The merchant was called away for a moment, and the writer had an opportunity to look around. The store was small, but well lighted. The doorway was in the centre of the front. Immediately in front of it a good part of the floor space was devoted to displaying wash goods, dress goods, etc. To the right of the door, men's furnishings were displayed on shelves, counters, and on hanging rods. Similar rods running from side to side were devoted to curtains. To the left, dress goods, fancy goods, and ladies' wear were shown. The rods at this side were used to show shirt waists. Price tickets were everywhere.

"Do you always make a feature of price tickets?" I asked him when he returned. "Yes," said he, "I do. There are two rules I consistently follow. One is to display everything I can; the other is to put a price ticket everywhere I can. It is astonishing how many articles are sold by a customer seeing it in the window, on the shelf, the counter, or one of the rods. I do as much in this way as possible. I put a good display of goods in front of my store every morning, in addition to my window display, to which I give a great deal of attention."

"Have you any other rules of this nature?"

"No, I don't— Yes, I have. You see that small tray of pins, buttons, etc.? As you'll notice, they are arranged according

to price, from 1c. to 4c. Those are always kept there for the convenience of customers who don't like taking coppers away. We often take in from \$1 to \$2 in a day from this source."

"How do you find business now?" "Very good. We did \$70,000 more business last year than in the previous year. That we consider an improvement."

PARASOLS AND UMBRELLAS.

As usual—when the sorting season begins—there is always a run on some special color, and, in ladies' umbrellas, navies in plain and shot silks effects are in large demand. These are made in 23-inch steel rods, close rolled, with handles and ribbon tassels to match, from \$36 per doz. up. In fancy parasols, plain centres with fancy hemstitched borders are the newest thing, and can be had only from The Irving Umbrella Co., Limited, 20 Front street west, Toronto.

A LARGE CONTRACT AWARDED.

The Alaska Feather and Down Co. have received the contract to supply the new steamer Toronto, and the factory is working to its full capacity to fill the order. This handsome new St. Lawrence River boat will have 426 berths, all of which The Alaska Feather and Down Co. are filling with high-class mattresses, best feather pillows and "Puritas" comforters. The effect of the Klondyke trade is still being felt, and the demand for sleeping-bags is large, returned miners and prospectors speaking highly of their value.

Among the laces for the coming season for dress trimming purposes are black silk laces, 4 to 6-in. wide, in which ribbon is skillfully intermixed with the pattern.

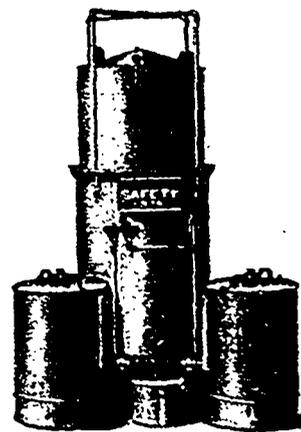
JOHAN NORMAN, Commission Traveller, the Ottawa Valley and Eastern Ontario routes, calls on dry goods, clothing, and general stores. Samples from manufacturers and others solicited. Cash advanced on consignments. 4500 St. Catherine, Westmount, Montreal, Que.

The Detective and Confidential Agency.

Room 12, James Building.

75 Yonge Street, - TORONTO.

Investigate all matters in secrecy—Burglary, Robberies, Fires, Embezzlements; Lost friends Located; Legal and Private Reports; Movements of Employes or Friends.



Acetylene Gas

Simple and Safe.

WATER JOINTS
SELF SUSTAINING.

The ONLY Machine that Automatically removes the ash from the Carbide, leaving both dry. No Danger of Explosion with this Machine.

Manufactured by

The Safety Light and Heat Co.

The only firm permitted to use the celebrated
CLIFF-WARDLAW SAFETY GENERATORS.

Dundas, Ont.

Send for Booklet and Price List.

THE **Maritime Wrapper Co.** LIMITED
Woodstock, N.B.

LADIES' HOUSE GOWNS

Extensive range for the Fall Trade

All new styles and materials at prices to make quick sales.

Agents in ST. JOHN, N.B., MONTREAL, TORONTO, WINNIPEG AND VICTORIA.

LADIES' CLOTH DEPARTMENT.

Novelties in

Linen Suitings.

Hand-made Homespuns, Fancy Stripes. EXCLUSIVE.

Hutchison, Nisbet & Auld, Toronto

The Celluloid Company

30, 32, 34, 36 Washington Place

NEW YORK

ORIGINAL and ONLY Manufacturers of

"CELLULOID" Interlined Waterproof Collars and Cuffs . . .

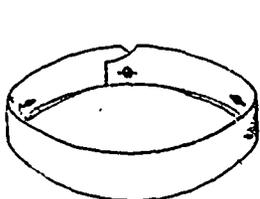
All goods made by us are stamped as follows :

Absolutely No

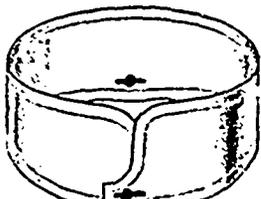


Others Genuine

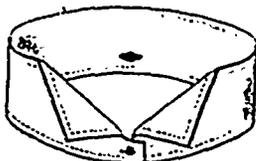
Positively waterproof. When soiled simply wipe off with a damp cloth or sponge.



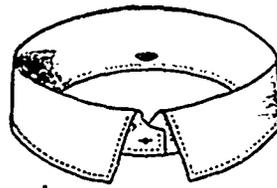
ROMAN



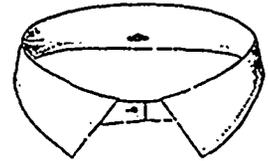
BERKELEY.



TITAN.

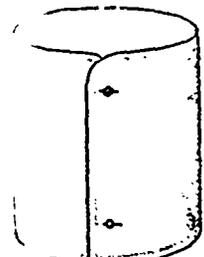


BICYCLE.

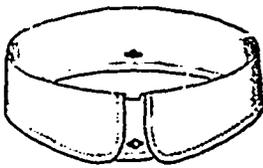


ROYAL

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



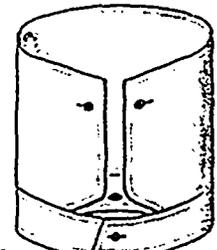
EXCELSIOR.



SAVOY

CAUTION

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



The Celluloid Company

FIFTH AVE.

PRESENT TRADE IN MANITOBA AND THE WEST.

FALL FURS—WINDOW APPLIANCES FOR HATS—PARISIAN NOVELTIES—KIPLING COSY CORNERS—
THE CARPET TRADE.

From THE DRY GOODS REVIEW'S Special Correspondent.

WINNIPEG, April 22, 1899.

W PECK & CO. are showing their Fall samples of furs. Coons are fully 20 per cent. higher than last year. Wombats are increasing in favor, especially for sale to farmers, and are quoted at about the same price as last year. Russian buffalo is one of the new lines which is making its way into favor, as is also the Australian coon. This coat is not so prettily marked as the Canadian racoon, but is very heavily furred and is considerably cheaper. Though Persian lambs have advanced in the primary markets, the prices so far are about the same here as last year, though the market is firm with an upward tendency. Business is very good and orders for Fall stocks large, not only in furs, but in all classes of clothing. Travelers are out for the house all through the country with Fall samples.

Messrs. Myron, McBride & Co. are showing very full lines of washing neckwear, and Ascots are made up in graduated shapes instead of the old style of narrow bands and wide ends. A very pretty range of ladies' stocks are also shown; neckbands of white cord for washing goods and white corded silk for silk ties. This firm find an increased sale for Canadian underwear in preference to imported. There has been a large sale for bicycle goods, and travelers are now carrying sorting samples as well as Fall lines. The sale of linen hats has been quite unprecedented and it would seem that the linen hat is, to a large extent, to replace the straw. This house is making a specialty of a revolving hat cabinet, which protects the hats from all dust, and revolving garment forms for the sides and bottoms of windows, or for displaying coats in the inside of stores, and are meeting with large sales for these goods.

R. J. Whittle & Co. are not allowing the meditated move into new premises to interfere at all with business. All departments are busy, and the orders booked for Fall goods, particularly in staple lines, are very large. They have just received a shipment of 37 packages of gloves and hosiery, which is really a repeat cable order for certain lines of these goods in which sales have been unexpectedly heavy. Merchants at country points who were a little apprehensive of not receiving their goods in time will be set at rest. Mr. Campbell, the buyer of the house, who is at present in Europe, expects to return about the end of May.

Archibald Wright, of the London house, is one of the best known retail importers of fancy dry goods in Manitoba and the Northwest, and the fact that he is extending his business to a jobbing trade in specialties and novelties will be hailed with delight by many dealers in small towns, whose opportunities for picking up novelty goods are of necessity limited. Mr. Wright makes a trip twice a year to the United Kingdom and Europe, and personally attends to the purchase of the whole of his large stocks. He enjoys special facilities for buying in Paris, and to see his Parisian novelties unpacked was indeed a treat.

TRIMMINGS.

Dress trimmings are positively epidemic, and Paris is the place to buy them. Mr. Wright's selection is very choice, and shows a wide range of widths, designs and materials. Among the very new trimmings are the double puffs of fluted gauze, with a tiny band of steel in the centre, shown in both white and black; silk fringes, with headings so narrow they are only a thread to sew it on by—

the strands are close together and flosslike in their softness. These fringes come in black, white and cream, and are only about $\frac{1}{4}$ in. wide. Black silk braid trimmings, with chenille centres, are also a good line. Narrow jet trimmings, in butterfly pattern, are a novelty. Ribbons are made into every species of trimming it is possible to imagine. Narrow white and black gauze ribbons are box-pleated and stitched in the centre with a chenille thread. Narrow bands of Roman stripes have tiny gauze ruffles on the edge, scalloped with floss. Almost all the ribbons that are not already pleated have drawing-strings either at the edge or in the middle. In all trimmings, great prominence is given to combinations of black and white. A pretty idea in trimmings are the bodice fronts and collars of real lace applique in designs of Easter lilies and true lovers' knots. Then, there are the small individual figures for applique in patterns, and here also the true lover's knot is in evidence. These small pieces may be put on individually, on anything from a bonnet string to a dress skirt.

CHIFFONS.

Imported direct from a house that carries no other fabric, the chiffons were especially beautiful. Plain and embroidered, in every shade of heliotrope, pink, pale blue, Nile green, deep yellow, black, and crimson. One very pretty effect was produced by a hair stripe of white on a pale pink ground, with embroidered polka dots. Plain white chiffons spangled with silver was another novelty. These goods are all 44 inches wide, and are suitable for either dress or millinery purposes.

FRENCH ORGANDIES.

Among the many beautiful designs in these goods perhaps the prettiest was a white and lavender stripe with a tiny moss rosebud on the white stripe.

Dress goods are a speciality of the house, and among the newest lines are the silk delaines with satin stripes and checks and large flowered patterns that have the effect of hand-painted designs. These goods have all the lightness of gauze and all the softness of fine wool.

Speaking of dress goods, among the novelties for ball gowns was a skirt of white silk Brussels net, appliqued up the front and round the bottom with a design in real lace of deep ecru tint, being wreaths of smilax tied with true lovers' knots. There was a bodice piece of similar design.

The embroideries of the house are all made to order in Switzerland; the lines are full and the patterns choice.

CHILDREN'S GOODS.

Very full lines of children's goods of every kind and description are displayed. It would be difficult to think of anything in children's wear that could not be found in this stock.

As is well known, Mr. Wright makes a speciality of linens, and this department is more than ever up-to-date, and the novelties from Scotch, Irish and German manufacturers would gladden the heart of any housewife, whilst the prices are sufficiently reasonable to enable all to purchase.

BLOUSES.

The Parisian blouses are very dainty this season. One pretty creation was made of striped foulard in blue and white with forget-me-nots on the white stripe. A charming effect was produced by

BRUSH & CO'S SPECIALTIES.

—Sole Manufacturers of—



CORSETS.



BRUSH'S
B & C



BRUSH'S
COMFORT



SUMMER



NURSING



BRUSH'S
ATHLETIC

BRAIDED HEALTH FORMS.



THE BRAIDED WIRE HAIR ROLLS.

For the Latest Styles of Hair Dressing.



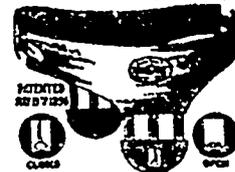
PEERLESS Skirt and Waist Supporter.



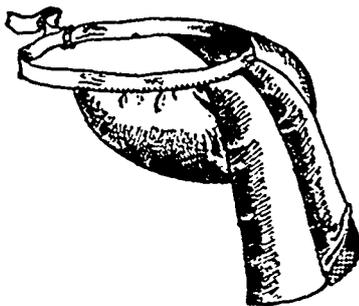
HYGEIA DRESS FORMS.



PEERLESS Sanitary Safety Belt.



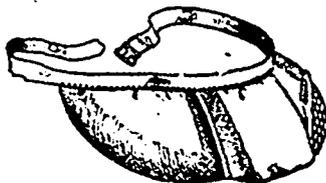
IMPERIAL HIP.



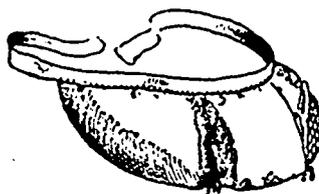
Made in Six Lengths:

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

COMBINATION NO. 1.



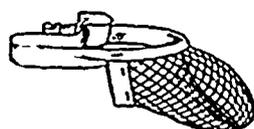
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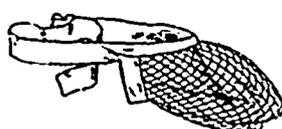
LA MODE.



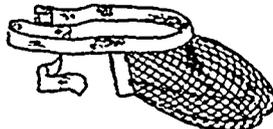
BEAUTY.



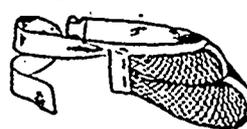
GEM.



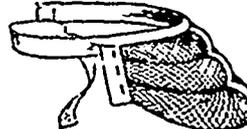
EMPIRE.



QUEEN, 2 ROLL.



QUEEN, 3 ROLL.



Sample Orders Solicited.

BRUSH & CO., TORONTO.

PRESENT TRADE IN MANITOBA—Continued.

A corollary vest of white surah over which the full fronts of the blouse crossed, fastening at the left side. The edges of the fronts were decorated with backward turning frills of the silk trimmed with velvet ribbons in stripes on black and white. This style was reproduced in a number of different shades. An exquisite assortment of blouse silks are also shown in taffetas, foulards and failles.

BANFIELD'S

Mr. Banfield spent several months in Europe during the past winter selecting goods for his large carpet and furnishing establishment, which is the only one of the kind in Manitoba and the North-west Territories. The goods arrived just in time to be placed before the housekeepers of Winnipeg gave their minds seriously to the business of Spring cleaning. The opening was quite as well attended as any of the millinery displays.

Year by year the demand grows for the choicest goods and Mr. Banfield, having been many years in the business and personally attending to the buying, is able to present a stock strictly up-to-date and well in accord with the demands of the West.

The first things worthy of notice were the Axminster and Kensington squares from Templeton's world famous looms. These squares are in all sizes, shades, tints, and designs, and among the several hundred on exhibition there was not one that did not challenge admiration. The gem of the collection is an Axminster pile rug imported specially for the Winnipeg Industrial Exhibition. This rug is 13 feet square, woven in one piece, and with colors so exquisitely blended that the flowers look as if they might be plucked.

The latest thing in carpets is the plain Wilton with watered ground and Empire wreathed border. It is particularly effective in sage green with wild rose border. Between 600 and 700 rolls of carpet, all beautiful in design, were to be seen.

Linoleums were shown in all the new inlaid and carpet patterns. This form of floor covering grows in popularity in the West, as it keeps out the wind, is easy to clean and looks handsomer than the cheaper grades of carpet.

CURTAINS.

Some very new and dainty things were shown in lace curtains. The greatest novelties perhaps are the creamy fawn Brussels curtains with applied patterns of poppies in natural tints. The effect is striking and handsome. In white curtains, dotted Brussels with hand-darned patterns of smilax, lily of the valley, and true lovers' knots, are the newest. Ivory Brussels, with heavy applied patterns finished with cord and button-hole work, are shown in very

beautiful lines. A decided novelty for bedrooms are the gopher ribbon striped muslin curtains in effective minglings of pink and white, cream and pink, blue and cream, white and green.

Rope portieres are again in favor and many of the sets are very beautiful. For more solid portieres were the rich damask, Oriental silk and brocaded stuffs.

The display of Irish lace work, covers and drapes, appeared to be without beginning or end.

INDIAN GOODS.

Indian goods are very popular this season, due, no doubt, to the popularity of Kipling having introduced cosy corners (called by his name) and finished in Indian stuffs. To meet this demand, Mr. Banfield has imported direct a full line of Indian curtains, dhurries and mats. Grouped in a corner of the showrooms they formed a splendid mass of Oriental coloring.

In addition to these goods for cosy corners, and cushions, are fine lines of "Liberty" art cottons, denims, and muslins.

E.C.H.

MR. A. M. IVEY MARRIED.

THE DRY GOODS REVIEW begs to congratulate Mr. Arnold M. Ivey, secretary of The Jno. D. Ivey Co., Toronto, wholesale millinery, upon his recent marriage, which took place at Almonte, April 12, to Miss May Thoburn, youngest daughter of Wm. Thoburn, Esq., woollen manufacturer, of Almonte. Mr. A. M. Ivey is one of the most promising and active young business men of Toronto, and the trade will be glad to join in wishing him well.

Reports from Nottingham show an increasing demand for laces this season.

"Are these real down pillows?" "Oh, no; they're only marked down for this sale."

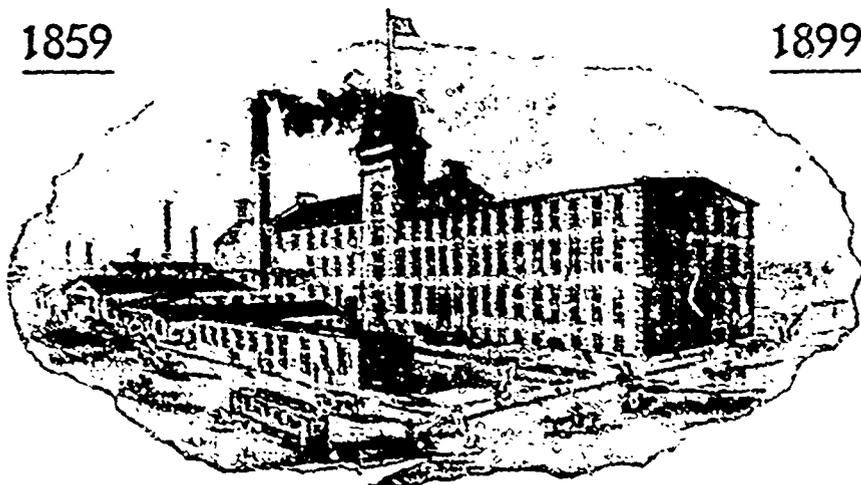
The continued and almost universal cry is increased prices for hosiery and silks for neckwear.

Piques with lace insertion are among the newest goods, and several houses report large demand for them.

T. G. O'Connor, who has carried on an extensive dry goods business in Fredericton, N.B., for several years, intends selling out his extensive stock and retiring.

A returned buyer reports that mercerized cottons are in great demand, and that the mills at Bradford are unable to fill orders. An order for 10,000 yards from a United States importer was declined recently, as the mills could not deliver till next November.

1859



1899

This is Our Growing Time.

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

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

GOULDING & CO.,
27 Wellington St. West, Toronto.

JOSEPH W. WEY,
7 Bastion Square, Victoria, B.C.



S·H· & M· Bias Velveteen Skirt Bindings

Have you these bindings in stock? If not, don't delay in sending for shade card and prices. For BEAUTY, DURABILITY and ECONOMY they are unsurpassed, and the trade mark "S. H. & M." stamped on the back is a full guarantee.

We carry in stock the following lines :

S. H. & M. REDFERN Bias Corded Velvet
1 3/4 in. wide.
S. H. & M. PRIDE Plain Velveteen
1 3/4 in. wide.

S. H. & M. BELLE Plain Velveteen
1 3/4 in. wide.
S. H. & M. WATERPROOF Cord Edge.

Sample and Shade Card, with prices, mailed upon application.

The Stewart, Howe & May Co. 24 Front Street West, Toronto, Ont.

Originators and Manufacturers of S. H. & M. Bias Velveteen and other Bindings.

Manchester, Eng.

New York

Boston

Chicago

St. Louis

Cleveland

San Francisco, U.S.A.



HOW TO HYPNOTIZE DEAD STOCK

You are worried over the many yards of dress goods that cost you good money, but that drag and hang month after month—the dearest of stock.

You long for some magician's wand or good fairy who would turn these goods into saleable stuff.

The solution is in these works. Only ship the goods here and allow us to dye them to the fashionable color of the season, and they will sell as well as anything that has come out of the cases this year. And we dye goods in such manner that the sharpest-eyed woman in your town will fail to see that the goods have really been just redyed.

Nor will the dye come out in the wear. Our dyes last until the fabric is worn out.

In more than 20 years' successful dyeing we have saved thousands of dollars to thousands of merchants in all parts of Canada, and we have yet to record a single complaint of dissatisfaction.

Whether dress goods or ribbons or braids or feathers we dye everything well.

R. PARKER & CO., Dyers and Cleaners

Head Office and Works:

787-791 Yonge St., TORONTO.

Good Advertising

For Wide Awake Retailers

By F. James Gibson.

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

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

ONE sometimes reads curious things in advertisements. Here's a milk company which calls itself absolutely pure. This being the case it was scarcely necessary later on in the advertisement for them to say that their milk was also absolutely pure; an absolutely pure milk company would not be likely to sell adulterated milk. The Alexander Campbell Milk Co. is a large concern

Facts.
ALEX. CAMPBELL
MILK COMPANY.

"ABSOLUTELY PURE"

POOR Milk is DEAR at any price.
PURE Milk is CHEAP at any price.
Price should not be considered where

Health is Concerned.

Our Milk and Cream are the finest dairy productions possible, and

"Absolutely Pure."

MILK.

8 Cents Per Quart in Glass Jars.

Sold by All the Leading Grocers.

Telephone 41 Brooklyn, or address 82 Full-st.

doing business in Brooklyn, New York City, and I happen to know that they deal in good milk. But this advertisement would never have made a convert of me to their milk. In the first place, the words "absolutely pure" belong, by all kinds of advertising rights, to the Royal Baking Powder Co. The

Campbell people, even if they are "absolutely pure," have stolen the expression from another concern and now that they have got it they don't know how to use it. If the Campbell milk were no better than the Campbell idea of business ethics I certainly would not use it as I do every day. The moral to be learned is: When you appropriate another man's shoes don't wear them on your hands, but on your feet. Another moral which some of us might heed is: Don't steal other people's advertising catch phrases, they may prove to be boomerangs.



Ordinary Detachable Tires roll. G & J's don't. They grip the rim in such a way that there is no lunge motion. The "second groove" does it. Free on new wheels. Specify them.

Goodrich-Radlex Single Tubes don't leak. They have Goodrich Rubber.

You jump 'em once a month. Jiffy Kit mends 'em in a minute.

Easy. Yes. Specify 'em on new wheels.

American Tire Co., Limited, Toronto.

This advertisement of the American Tire Co., of Toronto, strikes

me as being a good one. I notice that a series of them are being run in the Toronto papers. The typographical display is such that one can't miss these advertisements, and the ornament is good.

Here are two silk hat advertisements—one fairly good, the other poor. The Renfrew advertisement assumes that every reader of the advertisement knows enough about the Scott silk hat to make him want to go and buy it. The Lugsdin advertisement, while only a fairly good one, tells enough about the Youmans' hat and the Christy hat to take a man to their store, if he wanted a silk hat, rather than to Renfrew's, unless he were in possession of information that would nullify what the Lugsdin's say. If a perfectly unprejudiced person, like myself, were to read both advertisements, I am sure he would go to Lugsdin's instead of Renfrew's.

It is important, in advertising to advertise one thing at a time. This rule applies particularly to proprietary goods. A merchant may, with advantage, give a list with their prices of small things, especially if these articles belong to one department of the business. But a manufacturer of cocoas and chocolates who also deals in coffee should not waste his money in putting out advertisements like this of Cowan's. In criticizing this advertisement I shall skip over the fact that the whole effect is weakened by the obvious misstatement with which it commences (no particular brand of cocoa

and chocolates and coffee are really "necessary" in any household) and confine myself to the fact that the ad. attempts to

Store Open Until 10 p.m.

Be in Style

and get a

Scott. . . .
. . . . Silk Hat

...for the...

HORSE SHOW

We are sole agents in Toronto for this celebrated maker's hats.

G. R. Renfrew & Co.

King Street East, Toronto.
25 and 27 Dundas Street, Quebec

to Renfrew's, unless he were in possession of information that would nullify what the Lugsdin's say. If a perfectly unprejudiced person, like myself, were to read both

The affair of affairs this week is the Horse Show—and Silk Hats will lend not a little to the occasion as a necessary adjunct to correct dress for gentlemen patrons of this much heralded social event.

Some men wouldn't wear any, other Silk Hat but a

YOUMANS'
\$8.00

It's the finest Silk Hat made, and Lugsdin's is the only place in Canada you can buy it—but if you must go lower in price—and yet have a good quality and good style—have a

CHRISTY'S
\$5.00

We have the latest blocks from both these makers.

J. & J. LUGSDIN

122 YONGE STREET.

THE REVIEW'S DIRECTORY OF AGENTS.

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

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

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

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

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

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

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

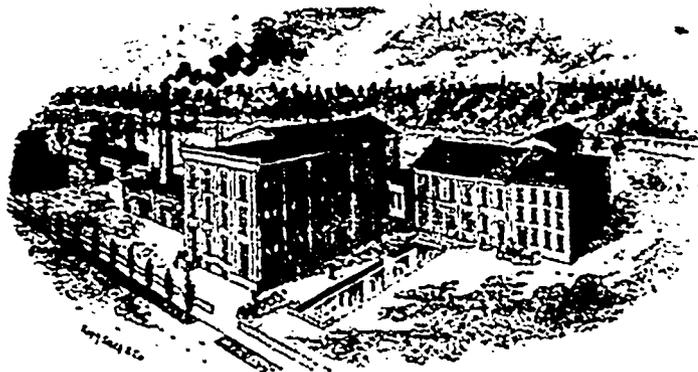
Representing: { Wm. SIMPSON, Sons & Co., Philadelphia, Pa., Prints, Linings and Draperies.
 CARTWRIGHT & WARNERS, Limited, Loughborough, England, Hosiery and Underwear.
 D. SANDEMAN & Co., Leicester, England, Yarns and Warps.

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

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

A. ROLAND WILLIAMS Manufacturers' Agent,
 Room 509 McKinnon Bldg
 19 Melinda St., Toronto
 J. T. & J. Taylor, Limited, Hatley, England. Hope St. Factory, Limited, Belfast
 Shaw, Wallace & Co., Belfast. Straus & Ullich, Annaberg. Baker & Brown, Montreal

MANUFACTURERS OF
*All Wool and
 Union Flannels.*



Tweeds, Serges &c.

A.H. BAIRD,
 SECY TREAS

H. STROUD,
 MGR

The Paris Wireweave Mills Co.
Paris, Ontario.

Use the "Derby Link," No. 2



Patented Nov. 23, 1898.
 FOR ALL CUFFS.

Use the New "Star" Cuff Holder



Patented.
 For Link and Plain Cuffs.

For Sale by Principal Jobbers Everywhere.

Keep your trousers up with the
 "Automatic" Bachelor Button



WRITE
 TO YOUR
 JOBBER.

NO
 NEEDLE
 REQUIRED.

The New Automatic



U.S. Patent June 3, 1894. Eng. Patent No. 11630.

"As Fast" Scarf Retainer



Patented.
 Opens Wide at Mouth.

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

GOOD ADVERTISING—Continued.

much. It aims to advertise cocoas, chocolates and coffees, all in one breath, as it were. The result is that nothing is remembered by the reader, and that the money spent for the advertisement was thrown away. But, supposing the advertisement had read like one of those given below?

Three things that are necessary in every household.

Cowan's Cocoa Chocolate AND Coffee

Pure and healthful.
Sold by all grocers.

have referred to this subject in *THE REVIEW*, on a former occasion, but, like Mrs. Partington, I keep on using my broom in the hope of finally conquering.

A plainly false statement in an advertisement throws a certain measure of doubt on the whole of the advertising of the person

Advice to young and inexperienced housewives.

Have the coffee good, no surer way to a man's heart.

Cowan's Coffee is good coffee.

Cowan's Hygienic Cocoa is the pure cocoa bean ground very fine, and with nearly all the oil pressed out, the oil is the indigestible part—all cocoa beans have it

Delicious.

Made in a minute, with either boiling water or milk

If your grocer hasn't got it, go to a good grocer

Cowan's Pure Chocolate is a cooking chocolate, bitter to the taste, not a confection

It is bitter, because it is pure (all chocolate is bitter before it is sweetened) If you buy bitter chocolate, you know you are getting the right thing. You are doubly sure of it if Cowan's name is on the wrapper in half-pound packages.

Cowan's Sweet Chocolate is chocolate, sugar and vanilla flavor only, some people use it as a confection, some for cooking some for both—it's good either way.

It is cheaper than the bitter chocolate, for it has sugar in it, but everyone likes sugar. Eat a little every cold day, it will help keep you warm.

Halves andarters.

using circulars in order to reach the buying public in his vicinity.

If I kept a store in a country community, and found it necessary to get out circulars, I would make an arrangement with a "bang-

* * *

The habit of making obviously incorrect or exaggerated statements in advertising is a very foolish one. It is more foolish than mere lying, for lying may be so artistically done that no one is any the wiser. I

foolish enough to indulge in such an unbusiness-like proceeding. It is what some people would characterize as "worse than a crime—a blunder." I can easily understand a man lying and keeping it covered up, but a false statement that any one can easily see to be a false statement would seem to indicate softening of the brain.

Does circular advertising pay? If well done it always pays, but as it costs a great deal more than newspaper advertising it should not be resorted to when newspapers can be used. But there are scores of villages throughout Canada where there are no newspapers published of much use as advertising mediums. In a case like this, there remains but little choice for the merchant between doing no advertising and

up" printer in the nearest large town to print them for me. I would prepare my advertising matter, say a week in advance. I would then have it typewritten and sent to the printer, with instructions for typographical "set-up." I would have an attractive name for my circular, which, if possible, I would have illustrated with the latest fashions in women's garments, millinery and such goods. I would have a select list of names to send the circulars to; some, of course, by hand, balance by mail. I would have the circulars bristling with prices. I believe that the reason why so many people of country communities go to large towns and cities to buy their goods is because no really intelligent effort is made by the country storekeeper to keep them at home. I am sure a good circular, properly distributed, would greatly help to this end.

* * *

I herewith reproduce two advertisements taken from *The Woodstock, Ont., Sentinel-Review*. One of these ads. is re-

markable for straightforward business-like simplicity. I don't know exactly what "Cash Trade Marks" means, but there can be no doubt this advertisement of Mr. Richards is a good one and will probably sell groceries. The other ad. (Mr. Buchanan's) is of the "smart" variety, but it lacks the business force which is clearly evident in the Richards announcement. I haven't any doubt but that several of Mr. Buchanan's acquaintances have, since this ad. appeared, slapped him on the back and told him what a smart

Cash Trade Marks

Teas, new, extra value, 10 per cent. off on \$2.00 purchase.
Best cleaned currants, 3¼ lb. for 25c.
Best Valencia raisins, 3¼ lb. for 25c.
5 lb. starch for 25c.
Orange and lemon peels, vet; fine, 15c. lb.
Cooking figs, good, per lb., 5c.
Mince meat, 8c.
Liberal cash discount on other lines.
Fresh Nuts, Oranges, Lemons, Candles, etc. Verdict of our Baking Powder—best ever used—sample, 13c.

5 O'Clock T Store

J. H. Richards

Phone 103.

537 Dundas St

Mr. Janus of Olympia

• • •

Janus was the original two-headed boy who traveled with the great Olympia Circus years and years ago, and when he grew up he was made doorkeeper of Olympia, because he could take tickets and at the same time keep his eye on the small boys who attempted to crawl under the tent behind him. Well, we are not troubled with the boys crawling under our store, but they must be attended to when they want

SKATES

as well as the ladies who are constantly after the incomparable kitchen utensils,

THE

HAPPY THOUGHT RANGE

which works so perfectly and lovely with either coal or wood, and HEAVY NICKLE-PLATED KETTLES and BOILERS, WHITE and COLORED GRANITWARE, TINWARE, ETC. to be found at the West End Hardware.

J. H. BUCHANAN.

P.S.—Mr. Janus has no connection with this store, except as an advertising agent.

fellow he is. For myself, I would much prefer to have a man come in and ask for some goods I had advertised than to be complimented on my smartness. What Mr. Buchanan clearly does not understand is that the buying public, particularly the women,

NOTHING DECEPTIVE

— ABOUT —

Patent Roll ✦
Cotton Batting
North Star, Crescent,
Pearl Brands

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

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

STOREY
Spring Trade.

- Gloves.** New and desirable lines.
- Travelling Bags.** The latest designs.
- Women's and Men's Belts.**
 New patterns and styles of excellent value.

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

W. H. Storey & Son
THE GLOVERS OF CANADA
 — ACTON, ONT. —

NOW IS THE TIME TO PLACE YOUR ORDERS FOR NEXT FALL'S DELIVERY.

FOR THE FAMILY

WRIGHT'S
 GENUINE HEALTH
 UNDERWEAR

The Attention of the Trade

is called to the new and improved styles we have placed on the market

FOR 1899.

These garments are constructed for durability and sightliness, and if you are striving for an enduring business no underwear stock is complete without these goods. They are for sale by all the leading jobbers in the country and are extensively advertised.

Qualities and sizes are always uniform and never vary in the slightest degree.



✦

SHIRTS
 and
DRAWERS
 IN ALL
 Durable
 Qualities.

✦

COMBINATION
SUITS
 FOR
Men, Women
and Children.

WRIGHT'S HEALTH UNDERWEAR CO., NEW YORK CITY

GOOD ADVERTISING—Continued.

are much more interested in kitchen ranges than they are in "Mr. Janus of Olympia." If the Buchanan advertisement had been cut off just above the words, "The Happy Thought Range," it would have been just as good, if not better, than it is now, and Mr. Buchanan would have saved nearly half of the money he spent. This custom of delving into the classics, roaming over the field of politics and of the news of the day, and jumping from the Klondyke to darkest Africa in search of headlines for advertisements, is really ludicrous when one considers that the most interesting subjects for women (who buy most of the goods sold at retail) are: What shall I buy? and Where shall I buy it? Here is the way a large Brooklyn-New York house handles the headline problem:

WILLIAM BERRI'S SONS	WILLIAM BERRI'S SONS
Carpets and Other Furnishings.	
<p>When furnishing a house, see that the carpets, the walls, the ceilings the woodwork the draperies the decorations and the furniture harmonize with one another (don't use a scarlet colored carpet with a terra cotta colored wall nor a green carpet with a light blue wall). And the purpose for which the room is to be used must also be considered (don't put a delicate colored carpet in a dining room).</p> <p>The easier way to furnish a room is to start with the carpet and work up, for the carpet is really the background and the foundation for the whole decorative scheme. Besides this, it is much easier to color the walls and ceilings to any desired shade than to work the other way. And there are many more patterns in wall papers than in carpets; many more in furniture coverings, many more in drapery materials and so on.</p> <p>But whether you start with the carpet or end with the carpet our services as home furnishers are at your command. It is our business to solve the difficult problems as well as the easy ones this is the leading carpet and furniture store of Brooklyn</p> <p>We can furnish and decorate your house completely from top to bottom.</p> <p>Established 1848.</p> <p>CARPETS, RUGS, FURNITURE, UPHOLSTERY GOODS, DRAPERIES AND OTHER FURNISHINGS.</p> <p> <small> Retail Stores 522 to 528 Fulton St Furniture Factories 600 to 604 Degraw St 473 Hudson Ave </small> </p>	
WILLIAM BERRI'S SONS	

What a contrast between this advertisement and the Buchanan one! How much more business-like it is!

A MERCHANT'S NARROW ESCAPE FROM LOSS.

The value of a habit of observation has often been proved. This was so in the case of a merchant's wife who, relates The Montreal Trade Bulletin, saved her husband a big loss. She was at a prayer meeting where one of the leaders in prayer was her husband's largest customer. She noticed that he prayed with special fervor for those threatened by impending calamity. On reaching home she asked her husband if Mr. Blank owed him much just then. The merchant admitted that Mr. Blank was pretty heavily in debt to him at that moment, "but surely, my dear, you haven't heard of his being in financial difficulties?" "Oh, no," rejoined his wife, "but I feel certain he is going to fail, because when he prayed so earnestly for the Lord 'to save us from impending calamities,' he appeared so distressed that I could see he was praying chiefly for himself." The next day the merchant made inquiries, and discovered that his debtor had not been as prompt as usual in meeting his obligations, and, consequently, he at once commenced reducing his account, and managed to get out pretty well before the "impending calamities" of his friend ended in a bad failure. Owing to his wife's warring he escaped with a small loss. That woman was a close observer.

LADY TRAVELERS FOR LADIES' GOODS.

THE methods employed by the Canadian branch of the S. H. & M. Co., Toronto, to place their goods on the market are unique.

That S. H. & M. goods appeal particularly to women and are for women's wear, has been considered a good reason for putting four lady travelers on the road instead of men. The duties of these travelers do not solely consist in convincing the merchant of the value of the goods, but their services are given for three days or a week to one merchant in each town, and a practical demonstration of the value of the goods is given to customer.

To further aid the merchant in selling their goods, the S. H. & M. Co. supply with liberal orders a display rack for showing the goods, a framed advertising card, and an abundance of advertising matter. Samples of the special line, S. H. & M. bias brush edge velveteen are attached to an illustrated circular, which is given for free distribution. The goods are advertised in nearly all the important papers in Canada.

This method of reaching the consumer as well as the merchant has proved a great success, for, though the S. H. & M. bias brush edge velveteen is a high-priced line of goods, it has, in less than eight months, been introduced to and is now in regular sale by the majority of the best dry goods houses of Ontario, and is rapidly gaining ground in the other Provinces. The S. H. & M. people claim that the quality of their goods, especially their bias brush edge velveteen, is the basis of their success, as has been proven in their ten years' business in the United States, but their advertising methods are also a big factor.

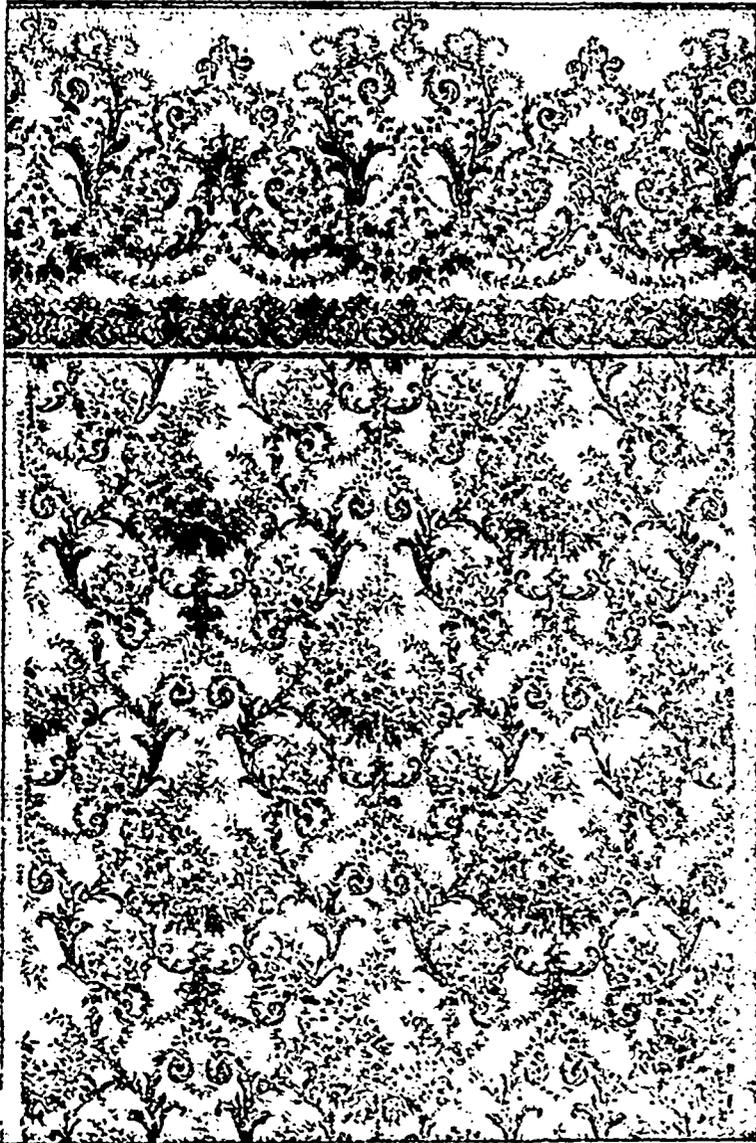
ALLOA A FORTUNATE TOWN.

Alloa can now be bracketed with Paisley as one of the most fortunate towns in Scotland. For the long period of 35 years, says The Stirling Observer, it has continued to receive benefactions, representing many thousands of pounds, from the Paton family, the world-renowned yarn manufacturers. In the first place, the late Mr. Alex. Paton, of Cowden, bequeathed £5,000 for the erection and endowment of a school for poor children; then, Mr. David Paton gifted a commodious mission chapel; 10 years ago, Mr. John Thomson Paton presented the town with its beautiful town hall and public library, costing about £40,000; two years ago, Mr. A. P. Forrester Paton, of Inglewood, handed over a well-equipped secondary school; last year, Mr. J. Thomson Paton backed up his previous munificence by gifting the fine pile of buildings which embrace the public baths, gymnasium and recreation rooms, costing about £35,000, and, recently, Miss Forrester Paton, Marshall House, presented one of the finest-equipped hospitals in Scotland to the town, while Mr. A. P. Forrester Paton and Mr. Robert Proctor, also of the Paton firm, each presented a cheque for £2,000 for its partial endowment. Talk about Utopia!

MISSOURI'S BILL AGAINST BIG STORES.

The House of Representatives of the State of Missouri has passed the bill introduced by Representative Slate, by which it is proposed to tax department stores out of existence. The bill classifies merchandise into 73 classes, and then makes 56 groups out of the classes. The group is supposed to represent a single line of business, and no additional tax is imposed thereon, but, for each article added, a special tax of \$500 a year is imposed. It is said that, under the terms of this bill, some of the large department stores in St. Louis would have to pay \$100,000 a year in special tax. The local authorities are empowered to increase the special tax of \$500 if they desire, but it is the minimum permissible. Manufacturing establishments, wholesale houses, warehouses and auction houses are exempt.

Our Goods are Sellers



Pattern No. 706.

We will send a line of Sample Books, express prepaid, to any dealer who desires to replenish his stock.

**WRITE
QUICKLY.**

COLIN McARTHUR & CO.

1030 Notre Dame Street,

— Montreal.

DOWN BY THE SEA.

Mr. Frank P. Lillie, formerly of The Gale Manufacturing Co., has been fortunate enough to receive the samples for the Maritime Provinces of The W. R. Brock Co., Limited. Mr. Little is a born



Mr. F. P. Lillie.

dry goods, woollen and carpet house should carry.

drygoodsman, being the son of Mr. John Lillie, favorably known for many years to the dry goods trade of the west. He has worked up a good connection in the Provinces of New Brunswick, Nova Scotia and Prince Edward Island, where, no doubt, his friends will be glad to learn that they will be able to enlarge their business dealing with him on account of his representing one of the leading houses in Canada, who carry everything that a legitimate

DEATH OF MR. GALE.

Death removed a prominent and respected member of the business community in Toronto April 9, when Mr. James W. Gale, senior member of The Gale Manufacturing Co., passed away somewhat suddenly from heart failure. Mr. Gale had been a resident of Toronto almost all his life. He was born in Kingston October 6, 1831, and came to Toronto with his parents in 1832. At an early age he entered the employ of the late Mr. John Robertson, wholesale merchant, Yonge street, as bookkeeper, and continued with that gentleman until he opened a retail dry goods business at the corner of Yonge and Adelaide streets in 1863, conducting a branch at the corner of King and Jordan streets also. Here Mr. Gale remained until 1881, when he established The Gale Manufacturing Co., manufacturing shirts extensively. The deceased was a member of the Board of Trade and an adherent of the Church of England. Deceased leaves two sons, William and George, who were associated with him in his business.

Wm. Maxwell, late of Geddes Bros. Sarnia, has left to begin an engagement with the important dry goods firm of Northway, Anderson & Falls, of Simcoe.

"Silas, we can't take your umbrella to Europe with us," said old Mrs. Stiggins. "The advertisement says that no cotton will be carried on the passenger steamers." "Then we'll stay at home," said Silas. "I ain't a-goin' across anything so wet as the Atlantic ocean without me umbrella."

Several dry goods houses suffered severe loss recently by fire in Halifax. Angus Taylor's men's furnishing store was destroyed, loss being about \$3,300; insurance, \$2,000. W. H. Cabot, dry goods, lost \$20,000; insurance, \$12,000. Wm. Crowe, fancy goods, lost \$3,000; insurance, \$2,500.

John A. Robertson, Montreal, has recently been appointed Canadian agent for one of the oldest established and strongest houses in England making mercerized cotton yarns, and he expects to secure a good business for these goods which are now becoming popular. He has also secured an agency for cashmere hosiery yarns that promises to develop into a good trade.

The belt season is now about over, except for white belts, and, while it is a recognized fact that this color is most popular, the ease with which it soils operates against it. A new article is now being placed on the Canadian market by the Keratol Company, of Newark, N.J., which, it is claimed, will overcome this difficulty in that it is waterproof, can be washed and so kept fresh and clean. They are made in seal and morocco patterns, and also in moire and other silk effects.

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

CAPITAL CITY BUSINESS COLLEGE.

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

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

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
Toronto	Queen's Hotel
"	Walker House
Winnipeg	Leland
"	Winnipeg Hotel
Ottawa, Can	The Windsor Hotel

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)

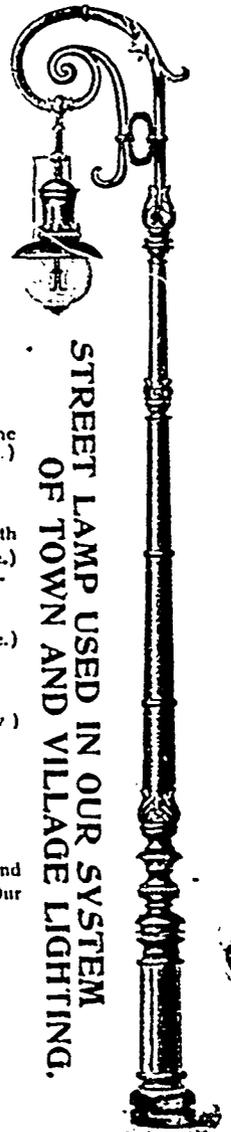
The "Crescent" Acetylene Burner,
Acetylene Gas Meters, etc.

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.**
LIMITED

Head Office, LONDON, ONT.

Capital, \$300,000.



THE PRESS CLIPPING BUREAU . . .

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

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

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

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

THE PRESS CLIPPING BUREAU

Board of Trade, MONTREAL

THE

CANADIAN COLORED COTTON MILLS COMPANY

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

Only Wholesale Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

Dry Goods Merchants

in Manitoba and the Northwest will find it greatly to their advantage to send their orders to

ARCHIBALD WRIGHT

Corner Main St. and Portage Ave.

P.O. Box 1398.

WINNIPEG.

Importing direct, and visiting London, Paris, etc., each season, I have always the newest Dress Materials, Silks, Trimmings, Laces, etc. Samples on application.

LIBERAL DISCOUNT TO THE TRADE.

Mail orders filled very promptly.



Crompton Corsets

"Are the Best"

The perfect fit for each of the different proportioned wearers is provided for in these elegant models.

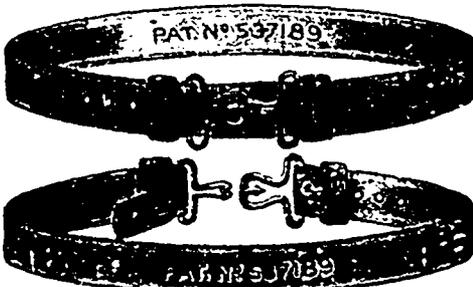
Victoria, Contour, Queen Moo, Magnetic, Gebeh and Yatsi.

There's both pleasure and profit in selling Crompton Corsets.

Correspondence Solicited.

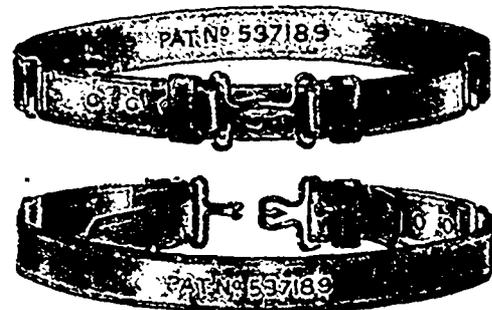
The Crompton Corset Co.
TORONTO, Limited

THE P. & P.



HOOK AND EYE BELT.

Pat. July 27th, 1897.



SPRING SEASON, 1899

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

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

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

Canadian Branch in charge of

MR. F. H. CRAGG

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

Manufactured exclusively by ...

SCHEUER & BROTHER

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

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.

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

The Toronto Patent Agency

Limited

CAPITAL, - - \$25,000.

W. H. SHAW, ESQ., President.

JOS. DOUST, ESQ., Vice-President.

J. ARTHUR MCMURTRY, Sec.-Treas.

79, 80, 81, 82 Confederation
Life Building

TORONTO, ONT

General Patent Agents in procuring Home and Foreign Patents and all matters pertaining to Patents and Patent Causes, also the buying and selling of Patents, and the organizing and promoting of Joint Stock Companies. List of 500 inventions wanted and list of Canadian Patented Inventions for sale, mailed to any address free, address

Toronto Patent Agency, Limited, - Toronto, Ont.

SYSTEMATIC SAVING

Can be accomplished by taking out an

Unconditional Accumulative
Endowment Policy

IN THE

Confederation Life Association

HEAD OFFICE - - TORONTO

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

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

W. C. MACDONALD,
Actuary.

J. K. MACDONALD,
Managing Director

BEAVER LINE

ELDER, DEMPSTER & CO.'S

Regular Weekly Sailings Between

MONTREAL AND LIVERPOOL

From Liverpool.	Steamer.	From Montreal.
Sat. April 15	LAKE HURON	Wed. May 3
Sat. April 22	LAKE SUPERIOR	Wed. May 10
Sat. April 29	LAKE ONTARIO	Wed. May 17

RATES OF PASSAGE :

FIRST CABIN Single, \$12.50 to \$25.00 Return, \$20.00 to \$40.00. SECOND CABIN—Single \$31.00 Return, \$61.75. STEERAGE—Outward, \$12.50. Prepaid, \$21.00.

For further particulars as to passage or freight, apply to any Agent of the Company or to

ELDER, DEMPSTER & CO., MONTREAL.

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.

WHITE

Keratol Belts

Waterproof

Can be

Washed

Always fresh and clean.

MADE IN

Seal and Morocco patterns, also Moire and other silk effects.

If you want White Belts
that can be washed . . .

Write to . . .

THE KERATOL CO.

P. R. BRADLEY,
Manager.

Newark, N.J.

Silk House in Canada.

Our travellers, who are now on their respective routes, are showing an entire collection of Japanese Plain Colored Silks, Silk Handkerchiefs, and Novelties for Autumn and Christmas trade of 1899.

Place your order with us at once and import your goods on time direct from Factory at the Minimum Cost.

K. Ishikawa & Co.

Manufacturers and Importers

Toronto, Ont.

Main Office:
YOKOHAMA, JAPAN.

LUXFER PRISMS

Placed in windows echo the outside brightness to the very rear of your warehouse.

"Investment, not speculation," say our thousand odd patrons.



EATON'S—WITH PRISMS



EATON'S—WITHOUT PRISMS

Your next door neighbor knows what it will cost to light his store; why don't you also?

Write for Descriptive Book.

The Luxfer Prism Company

Limited

58 Yonge St., Toronto.

"April Showers Bring May Flowers"

This month we expect to be an extra busy one. During April, daily shipments of new goods for the Summer trade were received, including novelties in Silk, Wool and Cotton Textiles; also in Carpets, Housefurnishings, Men's Furnishings and Haberdashery. May is our semi-annual stocktaking month and any odds and ends that we may have will be cleared out at a discount; our policy being not to carry any goods over from season to season, but constantly to have in stock goods that are in demand.

Our latest shipments are a very low line in English Prints; novelties in Silk Check and Stripe Scotch Chambrys; the last repeat of our famous number 94 Scotch Gingham; also in China and Japan Mattings; novelties in Lace Curtains and Curtain Muslins; repeats in our rapid selling 8/4 and 16/4 Linoleums; White, Cream, Black and Colored Satins; Colored Taffeta Silks. A full assortment in Victoria Laxons, Ribbon Check and Stripe Muslins, Apron Laxons, Cotton and Cashmere Hosiery, and a beautiful assortment in New Veilings, direct from France.

WE ARE ALWAYS ABREAST OF THE TIMES.

Filling Letter Orders
A Specialty.



John Macdonald & Co.

Wellington and Front Sts. East,

*** TORONTO.