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Special Pointers on Men's Furnishings, etc.



VOL. IX.

MONTREAL AND TORONTO, MARCH, 1899.

No. 3.

The Pioneers

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

E. & H. Tidswell & Co.

3 and 2 WOOD STREET, LONDON, Eng.

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

WOMEN'S BLOUSES;
LINEN COLLARS and CUFFS;
APRONS, SILK FRONTS, FRILLINGS;
VEILINGS, LACE FICHUS and BOWS;
CRAVATS, FANS and PINCUSHIONS.

Canadian Buyers when in England should call at 3 Wood Street, if
they wish to see Stylish Novelties for the best class of trade.

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.
"Eminent" London.

14 Cannon St. and City Road
LONDON, ENG.

THE NAME ...

"PRIESTLEY"

IS SYNONYMOUS WITH

Richness and Fineness of Texture.

THE DRESS GOODS

WHICH BEAR THIS NAME ARE NOTED

IT WILL PAY YOU TO
HANDLE THEM.

FOR THESE QUALITIES.

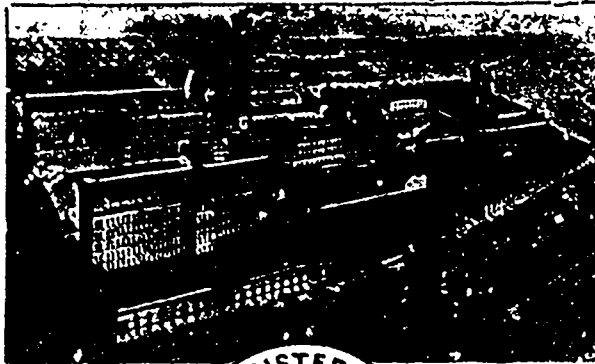
LISTER & CO., Limited, Manningham

Silk
Velvets

FOR ...

Millinery and
Dress Trimmings.

Mantle Velvets
AND
Silk Sealettes



Silk
Plushes

FOR ...

Upholstering,
Etc.

Mohair Plushes

FOR ...

Railway and
Street Cars, Etc.



BLOOD ROOSTERS

Always wear our

Duck Pants
Serge Coats
Crash Suits and
Negligee Shirts

And their Best Girls wear our

CRASH and
PIQUE SKIRTS.

Robert C. Wilkins

Manufacturer of
Hot Weather Specialties

MONTREAL

✓ CROW OVER ALL.

FREDERICK WYLL, President. ANDREW DARLING, Vice-President. A. W. GRASKY, Director. R. D. MALCOLM, Secretary.

The Wm. Gray & Darling Co.
WHOLESALE DRY GOODS, LINENS, WOOLLENS, DRESS GOODS,
SMALLWARES, MEN'S FURNISHINGS AND CLOTHING.

SPRING, 1899. *Returned 13 March 99*

To Buyers throughout Canada who may visit
Toronto during the Spring Season of 1899.

THE President and Directors of . . .

The Wm. Gray & Darling Co. take
much pleasure in extending to you a cordial invitation,
and ask you to favor them by visiting the Company's
warehouse and examine critically their magnificent stock,
which you will find Fresh, Bright, New and Well-Assorted,
with Latest Novelties in each department, all bought
by experts.

The keenest and largest buyers have expressed them-
selves as highly pleased that the company's able and
popular representative, MR. THOMAS McQUILLAN,
is now manager of our Staple Department, ably assisted
by MR. L. M. HARRIS.

Yours respectfully,

The Wm. Gray & Darling Co.

S. GREENSHIELDS, SON & CO.

MONTREAL, and VANCOUVER, B.C.

WE HAVE MORE

Clearing Lines

THAN EVER TO OFFER YOU

in Cotton Goods at **MILL PRICES.**

These are **BARGAINS**

AND

We have Novelties to show in

ALL DEPARTMENTS.

Sole Agents

for

BRIGGS PRIESTLEY & SONS, BRADFORD,
EMIL PEWNY & CO., GRENOBLE, FRANCE,
"EVERFAST STAINLESS HOSIERY."



Japanese Habutai Silks

Our stock of plain Habutai Silks is complete. New Spring colors, which we have now in stock, are as follows :

Watermelon-pink, fuchsia, coquelicot, garnet, turquoise, Havana brown, violet, royal, purple, grey, etc.

Fancy Silks

We have just received 500 pieces of Kaiki Silks in checks, plaids and stripes. New **crystal corded** silks are in this lot. We are offering these silks at special reduced prices. Send for samples.

Mattings

After filling our import orders, we have a lot of odd lines of our exclusive styles for sale. Goods ready for immediate delivery. These mattings have been made specially for the Canadian market. Quality guaranteed, and styles correct.

*

K. Ishikawa & Co.

24 Wellington Street W.

TORONTO.

Handkerchief Department

NEW SAMPLES for

✦—✦—✦ **Fall 1899**

are now ready.

Hemstitched Silk Handkerchiefs
Initialed Silk Handkerchiefs
Printed Border Handkerchiefs
Black and Colored Mufflers

The trade are respectfully requested to inspect our samples before they place their orders for the Holiday trade. Our specials in Plain and Initialed Handkerchiefs cannot be excelled in value. A large collection of Printed Border and other Fancy Handkerchiefs are shown. . . .

100 styles of Fancy Mufflers to choose from—Stripes, Checks, Plaid, Brocade, Persian Patterns, Embroidered Style, etc., etc.

Silk Department

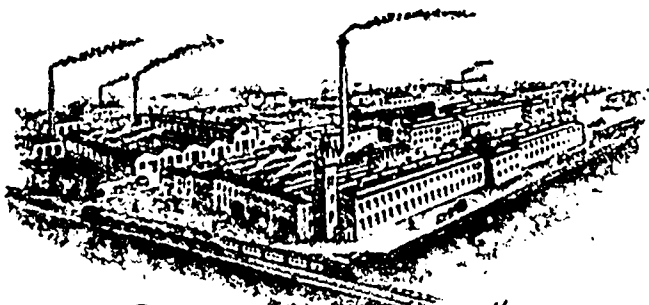
We are showing five grades of Japan Habutai Silks for Summer and Fall delivery. Price of raw silk is steadily advancing. It would be to your interest to consider about ordering your silks at once.

25c. Retail Lines Our Specialty.

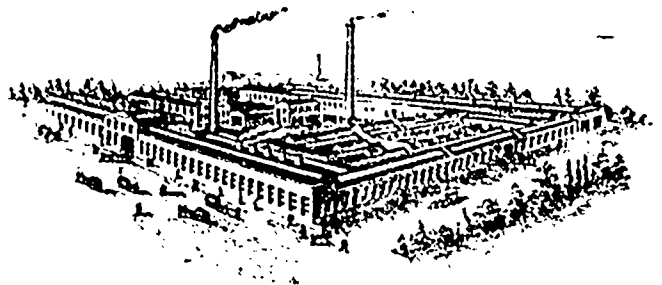
K. ISHIKAWA & CO.

24 Wellington St. W.

... TORONTO.



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. 10,740 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,

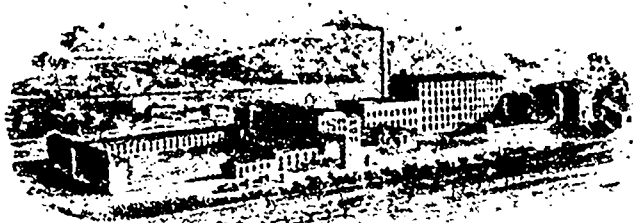
HECKMONDWIKE,

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, 32 Lemoine Street, Montreal.

Address after April 1st next, 18 St Nicholas St., one door from
Board of Trade Building, Montreal.

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

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

Tress' High-Class Hats & Caps

Dr. Jaeger's Sanitary
Woolen Underwear

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

Wreyford & Co.

Manufacturers' Agents and
Wholesale Importers

... TORONTO

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.

**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.

THE CELEBRATED OXFORD

Factories:

LONDON
OXFORD

BANBURY
CASTLEFIN

Flannelette and Flannel

UNDERCLOTHING

New Price Lists upon Application.

and Baby Linen



No. 732.



W. F. LUCAS & CO.

129a London Wall

LONDON, ENGLAND.



No. 791.

Finley, Smith & Co.

Importers of . . .

WOOLLENS and
TAILORS'
TRIMMINGS

29 VICTORIA SQUARE

WM. C. FINLEY
J. R. SMITH

MONTREAL

Solo Agents for

Trafalgar, Britannia and Royal Navy Serges.

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.

SPRING

— CLOTHS FOR —

Ladies' Tailoring.

OUR RANGE COMPLETE IN

MIXTURE
Worsted { 52 and 56-inch. "Pirle" Finish.
4 qualities, 20 shades.

Broadcloths { 5 qualities in Colours.
10 " " Black.

Whipcords and Coverts (Plain and Herringbone)

Serges in Black, Blue, Brown, and Scarlet,

— AND —

Scotch Tweeds, Homespuns, and Fancy Worsted

in Exclusive Designs, Finest Qualities, Best Values.

THE TRADE ONLY SUPPLIED.

Hutchison, Nisbet & Auld
TORONTO.

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 - REDDITON, ENGLAND.

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

The W.R. Brock Company, (Limited)

“IMITATION

is the sincerest flattery,” and another proof of the truth of the assertion that The W. R. Brock Company (Limited) is always **UP-TO-DATE.**

Prices have advanced and are still advancing :

Notably

in —————

Dress Goods

Silks

Embroideries

Ribbons

The W. R. Brock Company (Limited) are in the happy position of having placed exceptionally large orders, on a cash basis, in anticipation of the rise, when the markets were at the lowest notch and are selling to the trade at original prices, thus giving them the advantage of their special holdings.

Noted for Prompt and
Correct Execution of Mail Orders.

THE CANADIAN DRY GOODS REVIEW

Vol. IX.

MONTREAL AND TORONTO, MARCH, 1899.

No. 3.

THE POLICY OF THE BUSINESS MAN

Condensed from a paper read before the Chicago Credit Men's Association,
by Mr. John P. Byrne.

ALTHOUGH the standpoint of the writer of the following remarks is that of a jobbing house giving credit to smaller firms, it contains much valuable practical advice on business matters by an experienced merchant :

"Firstly, the cold and lifeless science of credit making should be relegated pretty well to the rear. In the place of this hard science, I would put some warm flesh and blood that would convince the prospective customer that his advances of friendship and patronage were being met in a cordial manner by a cheerful, satisfied soul, whose digestive organs were in good order; in short, by a credit man, not repellent but inviting.

"Of course, I admit that no one is in perfectly healthy mental and physical condition every day in the year, but the credit man, to whom his firm has intrusted so much of its policy, should, by practice and drill, himself acquire some 'policy,' and for the time being, assume a virtue, though he have it not.

"We have learned from our tenderest years how lasting are first impressions and how necessary it is for us to be ever alert to such impressions in our contact with others. The man of the world has but to hold, as it were, the mirror up to nature—his own nature—and profit by the reflection. And this habit (I don't exactly mean the looking glass habit) once acquired, one's cordiality of manner becomes second nature, and in turn makes a man loved by his wife and children, courted by his neighbors, admired by his friends, and he may even be elected to office in a club or association without salary.

"However, going hand in hand with this heartiness, publicly and above board, I should prescribe a moiety of common sense, begotten of a sound mind, polished and educated by experience and observation.

"My subject is the credit man as a salesman, and all that he should in my opinion do to increase the sales and multiply the friends of his house. It may be asserted that so much graciousness and bonhomie will encourage a debtor to ask favors with freedom. To this I will say that if a deserving debtor may not occasionally look to his friends when in need, then to whom would you direct him? As to an undeserving one, the experience and discernment of the credit man should dictate the course to be pursued. I freely confess that I am one of those who admit that moderately long and satisfactory dealings, give the debtor a moral right to ask and expect reasonable accommodations from the creditor. Some credit men (and all lawyers) insist that a renewal should always be backed

with personal or collateral security, but I beg to differ. Of course, there are times when this is prudent, but in the case of one who has earned your confidence by uprightness of action and length of business connection, I consider such demand an ending of business relations and friendship. The times when it is imprudent not to demand such security is when an extension is sought by a new customer, by one who has no claim upon you, or by one whom you believe to be in a failing condition. No self-respecting man will ask a renewal of his first bill, and a man without self-respect cannot be insulted by your reasonable demand.

"In this connection, I might say that we all know 'the old and valued customer,' who has been on the books long before the present generation of credit men left school or college; we know that he feels himself to be superior to all the rules that the wisdom of the house has caused to be promulgated. We know that the sentimentality of the 'governor' for him is the growth of many, many years; we immensely admire the 'governor' for it, and we would not be so heartless as to blight such a decrepit plant. Some day, we may find ourselves in the nursery business, and what would then be our opinion of the cruelly-pitiless barbarian of a credit man who would destroy this flowery link of friendship with the past? Perish the thought.

"But, nevertheless, the credit man knows that the aforesaid superannuated debtor is going from bad to worse. He asks for, and obtains, renewals on almost everything that matures, and his purchases do not decrease. To reverse the formula of a well-known credit man, he does not 'increase his remittances and decrease his purchases.' Yet, something must be done, but it must be done diplomatically. I have found it well, in such a case, to act as the guide, philosopher and friend, by financing his business for him—at least, as much of it as concerns my own house. Call in all his notes and acceptances, and make out a new set due so much per fortnight. Make each of the new ones small, then get him to sign them. You will find and he will find, in a comparatively short time, that the total indebtedness has been decreased amazingly. You will thus have accomplished your object and, at the same time, you will make the customer feel that you have been his good friend, as indeed you have been. You have, besides, brought some order and system into his business life."

"Write pleasant letters, whether it be to a patience-trying customer or to an agreeable one. A soft answer turneth away wrath, and more flies are caught by the use of honey than vinegar.

"First and foremost, your own self-respect and that of your house will not admit of the vulgarity of quarreling; secondly, you were not commissioned by the Almighty to teach the moral law and good breeding to all of your customers, and, thirdly, you will be sure to prepare an unpleasantly warm (or maybe cold) reception for your

traveling man on his next trip. I know it is hard to put up with many unjust claims, impudent letters, and frequent demands for extensions, but you must remember the position of your house and its high reputation and must forbear, unless frequent repetition has made patience cease to be a virtue. In this latter case, your break with the offender must be final.

As showing the value of suavity and friendship in correspondence, I might remind you that one of the earliest Chicago credit men, as well as one of the foremost, invariably stamped on his letters the cut of a pair of hands in friendly contact, and underneath them the solitary word 'Shake.' The tremendous success of this firm which he helped to found, and the magnificent fortune which he left at his death, proved his wisdom and excellent judgment. He fully believed in the credit man's power as a salesman.

"Gentlemen, no credit man can hope to be even an assistant salesman who has too many rules. Rules too numerous naturally cause one to become too rigid in contact with his fellow men; delays, friction and enmities easily and surely follow. This line of conduct hardly serves to increase the popularity of the establishment—or its longevity.

"The credit man who hopes to be at the same time a salesman will not aspire to possess a large and assorted library of financial statements. An honest, well-to-do merchant will not sit down and make out such a document every time he opens an account with a new creditor. It is preposterous to expect it. He very likely will furnish it to a mercantile agency after taking his inventory, the creditor can inform himself there, and the courts have decided that such a statement is as good as if made to the creditor direct.

"The great majority of mankind is honest and the modern method of doing business on credit is based and founded on that truth. If the contrary were true, we credit men would be engaged at some other occupation.

"If you agree with me, and I hope you do, then do not, unless all other practicable avenues for information are closed, put such an obstacle in the way of the new applicant for credit, or I must again say you and your house will not be destined long for this commercial world. It is not the method of the credit man who aspires to be a salesman.

"A friend, in a recent paper, read before this association, wisely and tersely stated the duty of a credit man. He said it is 'to sell the largest amount of goods at the smallest percentage of loss,' and, after all is said and done, that is the main thing. We can run a credit department so carefully, so much by rule, that the losses will be almost nothing, but what of the profit on the business offered but turned down? What of the discouragement to the salesmen? What of the enmities incurred on the part of the applicants? Risks must be taken by a house in the days of its prosperity as well as in the time of its early poverty. Good and profitable accounts may be made by unhesitatingly lending and taking a risk when the applicant's integrity, alertness and good prospects are his principal claims for credit, and we all know that some of the best customers and staunchest friends of a large establishment to day are men whom this description fitted years ago, when the creditor's business was so small that he was salesman and credit man combined.

"I believe in the practice of expressing congratulations to customers in the hour of any special success, as when their business has increased, and they have had to secure larger quarters, or the many other things that indicate prosperity.

"Per contra, when a death occurs, or a fire or an accident, I believe in promptly expressing condolence, and what is more, I be-

lieve in sincerely feeling what I express. Remember that there is something indefinable which stamps a letter as bogus or genuine. The late Lord Bowen, one of the lord justices of England, and quite a wit, used to say 'Truth will out, even in an affidavit.'

"The work and duties of a conscientious and successful credit man never end. There is no eight-hour day for him; that beneficent law was not made for his amelioration, that is if he desires his position to keep him. To him, it is well known that in order to make credits, sales must first be made. He must keep track of promised orders, or orders temporarily turned down, pending the getting of credit information or security. He must see that such orders are forthcoming, or the information or security forthcoming. He must follow up orders not positively given or held in abeyance for any cause. He must write pleasant letters in order to obtain them. He must keep the sales department posted as to the falling off of accounts, either in volume or altogether, that the proper remedy may be applied.

"He must see that a customer, when he comes to town, is shown personal attention, by either some member of the firm, by some leading salesman or by himself. They understand the necessity of this much more in Europe and the east, but we, of the west, are gradually improving in this particular.

"And, last of all, the credit man should make occasional short trips to call upon various customers, to become better acquainted with them socially and commercially, to see their manner of doing business, their stores and stocks, their surroundings and environments, and learn their local standing. He can thus become possessed of a store and a quality of information positively unequalled."

MISTAKES WILL HAPPEN.

Although every precaution is taken to prevent mistakes, typographical or otherwise, in THE REVIEW, an occasional error will now and then creep in, the origin of which is inexplicable. In some strange way a mistake occurred in the advertisement of Messrs. H. Sherwood & Co., manufacturers of the celebrated "H S" corsets, on page 97 of the January number, and though it may not have misled any of our readers, we wish to draw attention to this correction. At the foot of the page, the addresses of two of their large factories read as follows: "Victoria Stag Factory, Dartmouth," and "Reynard Stag Factory, Clerkenwell." These should have been: "Victoria Stay Factory, Portsmouth," and "Reynard Stay Factory, Clerkenwell."

In inviting the correspondence of the Canadian trade, Messrs. Sherwood & Co. emphasized their chief address, viz., London Wall, London, England, so we hope that the error just pointed out has not been the cause of any misdirected letters.

THE SALE OF KERATOL.

There are many retailers in Canada who do not appear to know what "Keratol," which is so widely advertised in the United States, really is. It is a clever substitute for leather that is used extensively in the manufacture of belts and similar goods. It is said that even experienced men cannot distinguish an article covered with Keratol from genuine leather. It was first placed on the market in April 1898, and now it is sold in every part of the globe, and the daily product of the factory during the Fall season of 1898 equalled 2,000 buffings. Some of its advantages are that it will not rot or crack, and is scratch proof; it wastes considerably less than leather; it is waterproof and stains can be sponged off.

Dealers who want to handle Keratol belts and who cannot obtain them from jobber, should write direct to the Keratol Co., South St. Newark, U. S. A., who will forward a list of Canadian houses from whom they can be obtained.

WINDOW DRESSING.

SEASONABLE HINTS.

Additional attractiveness can be given a dress goods display by using only black and white goods and introducing a few ladies' hats in black and white, parasols and gloves. For instance, let it be black dress goods. The drapings should be all white, the millinery white and black, the parasols white and the gloves white and black. A combination of this kind can be made in a store with a limited stock. It will surely cause much favorable comment.

A display of mourning millinery can be made very easily in a small window, as follows: The sides and back are covered with plaited white cheese cloth, up to a height of about six feet. Let it end in a ruffle, and then from this line drape alternately black and white satin ribbons to the centre and top of the window in the form of a canopy. Folds of black and white cheese cloth can be used instead of the ribbons, but the latter give a far richer effect. Not more than a dozen pieces of millinery are necessary to make a good showing and they are placed about the window on the regulation stands.

If the man who dresses the windows in a store wants to hear criticisms of his efforts that may be of great assistance and value to him, let him stand out in front of the store when shoppers are the thickest and listen to the remarks passed on the displays in the windows by onlookers. Sometimes comments are made that are valuable to the trimmer, and, whether it be favorable or unfavorable, it is certain that it comes from an unbiased mind. The remarks may have some bearing on what ought to be displayed.

Here is a case in point. There was exhibited at a certain store a window display of low-priced percale and wrapper prints in the blue and white combinations that have been popular in challies and silks. A stylishly-dressed lady in passing made the remark, "I was going to get a blue and white dress this Spring, but since they are copying the styles into calicoes, I won't have one." In such a case the store ought to be cautious showing such goods if they are going to "queer" the sale of silks and other goods that may be in stock.—St. Louis Drygoodsman.

CHANGING THE TRIM.

The rapidity with which the window trims are changed in the large retail stores is simply nothing short of remarkable, continues the same authority. For, when all the show-window fronts of some of the large department stores undergo entire decorative alterations, it seems quite incredible that the transformation was wrought within the space of but a few days.

Yet, the scenes are shifted with such regularity and with so little disturbance of the exhibits, that the change from scene to scene, or from one display to another, is beheld in the result. The work of carrying out the detail is seldom witnessed save by passers-by during the evening hours, for it is after the store closes that most of the work is done.

Such a state of things simply goes to show what skill and system can accomplish. There is no idling away of time with the artists who hold positions that demand such decorative ability.

While the writer does not wish to prod unduly the trimmer who thinks he is doing his best when he tells him that to keep the curtains drawn during shopping hours is adverse to good window trimming principles, he does desire to set him right by citing plain facts. The custom is so general throughout the country, especially

in small and medium towns, for the trimmer to make his changes during the day that too much cannot be said favorable to the plan of evening and early morning work.

With all the stock selected for display and a good helper, it should require only a short while to put in a new scene. And such a method is surely more businesslike than to darken the front with drawn curtains during the day when the street is thronged with shoppers ready to investigate the display.

The trimmer who will suggest this plan to his employer would undoubtedly find him appreciative and willing to make due time allowance in consideration of it. Drawings of the windows, showing their dimensions, should always be kept in the workroom so that any special framework may be gotten out before entering the window to begin work. It is not unfrequently the case that lumber, saw and hammer are worked within the window when that part of the work could be better accomplished outside.

A VEILING DISPLAY.

A recent veiling display, in one of the large retail stores of New York, impressed the writer in *The Economist* as worthy of description. The scheme was simple. At the same time, it exhibited the goods to splendid advantage. Above the shelving were placed nickel stands with a number of bracket arms, over which were draped the various novelties in pattern veils. Behind each, bright green tissue paper was placed, which, on account of its brilliancy, forced the attention of every person passing down that aisle. The meshes and dots over the bright background could easily be seen from the aisle, when, without the aid of the device for throwing the veils into sharp relief, the pattern effect would have been lost.

At another counter was a similar trim of veilings in the bolt—the goods thrown over purple paper. The crowd which gathered about the veiling department gave every evidence of their appreciation of the trim, and many were heard to commend the beauty of the goods, as well as the display. The trimmer who will bear in mind the moral that this teaches, working, in every instance, with a view to creating such pleasing effects as will elicit approval, may feel assured of results that will, both directly and indirectly, prove beneficial to his employer, and as a natural corollary, to himself.

PICTURES THAT ATTRACT.

There is one retail establishment in Chicago, says *The Dry Goods Reporter*, which manages to keep interesting pictures in its show windows at all times. The pictures have nothing to do with the goods displayed, but they simply cause people to stop and look, and the display is supposed to do the rest. It would seem difficult to always have something that people would stop to see, but it needs only to be well managed. It is not necessary to go to much expense to obtain these pictures, for lithographs are cheap, if obtained from the right sources. There are certain weekly and monthly papers which give lithographs that are usually of sufficient interest to be attractive in a window.

A sufficient number of pictures of current events can be obtained to keep the assortment fresh and the "between times" may be filled in by pictures of historical events. The centre pages of such papers as *Puck* and *Judge* furnish something fresh, and the large lithographs which are being given with *Truth* are worthy of notice. The battle scenes of the recent Spanish-American and of the English Egyptian wars will attract attention, and the prominent battles of the civil war have still a magic charm. The pictures of war heroes and the battleships have been rather overdone of late.

To get the most benefit out of this sort of a window attraction the goods must be shown with such taste or the prices placed so con-

WINDOW DRESSING—Continued.

spicuously that the persons who stop to observe the picture cannot but notice the display.

MIRRORS FOR INTERIOR DECORATION.

There are several reasons for the constantly increasing use of mirrors in the interior store decoration. Prominent among these is the desire of most ladies (and some gentlemen) to see how they look. This point is evidently kept in mind by the ingenuous merchant, says The Reporter's window dressing authority, for the mirrors, whatever their location, are arranged so they will reflect the image of one standing outside the counter. Another reason for mirrors is that they add size to a store by reflecting the displays from side to side.

An effective location for mirrors is on top of the shelving, and inclined downward, so the customer may get the benefit of them. These mirrors, as a rule, are about two feet high, and extend along the full length of the department. Where centre shelving is used, the ends of these broad shelves are convenient places for mirrors. In some shelving, long panel mirrors are set in the uprights.

Large pillars through the room are often boxed with square frames about three feet high, and placed three or four feet from the floor. Heavy French mirrors are set in these. Mirrors are often used for advertising purposes. Some write in white letters across the bottom or top of the glass the special attraction of the day, or call attention to some department; others make a small rack just above the mirror where a display card may be inserted. These cards are changed frequently. It would be impracticable here to attempt to describe the different methods in which the mirrors are used, but it might be in order to suggest that some bare spots or eyesores in nearly every store would be relieved by a mirror.

While it is important to have show windows that will bring people into the place of business, it is equally essential that the interior display should be such that he will be constrained to make a purchase. Since the deep show cases have become so common, there has opened up a distinctive branch of trimming. The sort of display that would look well in a window would be entirely unsuited to the show case.

By means of glass shelves the space is divided according to the necessities of the display. Jewelry, ribbons, china and small notions allow a number of shelves, while gloves, handkerchiefs and laces show to better effect when but one shelf is used. In the most modern dry goods stores, the heavy bolt goods are about the only line that is not shown in or over these cases.

THE MERCHANT'S COTTON COMPANY.

The annual meeting of the Merchant's Cotton Co. was held at their office in Montreal on Tuesday, February 14th. Among those present were Messrs. R. B. Angus, Robert MacKay, J. P. Cleghorn, James Crathern, A. Kingman, J. McKergow, J. Crawford, T. B. Brown, J. K. Ward, Jas. Tasker, John Turnbull, Geo. A. Greene, J. H. Scott, Jas. Walker, A. Robertson, H. Barbeau and others.

The annual report showed a substantial surplus, and in the discussion upon it a number of leading shareholders expressed themselves as being well pleased with the year's business. Mr. A. A. Ayer was re-elected president and the following were chosen as directors: R. B. Angus, J. P. Cleghorn, James Crathern, Jonathan Hodgson, Robert MacKay and W. G. Cheney.

A large addition to the plant of the St. Henri mill has been made during the past year and over 1,200 operatives are now employed regularly.

MONTREAL COTTON COMPANY.

There was a somewhat slim attendance at The Montreal Cotton Company's annual meeting in Montreal on February 14. This was due not so much to a lack of interest in the company's affairs as to the fact that many shareholders were attending the annual meeting of The Richlieu and Ontario Navigation Co., which took place at the same hour. Mr. A. F. Gault, the president, presided. The annual report and statements were considered to be eminently satisfactory, but they were devoid of any specially interesting features. The usual votes of thanks to the manager and staff of the mill and to Stevenson, Blackader & Co., the selling agents, were passed. The old board of directors was reelected as follows: A. F. Gault, Chas. Garth, Jacques Grenier, Hon. J. K. Ward, S. H. Ewing, R. R. Stevenson and Samuel Finley. At a subsequent meeting of the directors, Mr. Gault was elected president, Mr. Chas. Garth, vice-president, and D. F. Smith, secretary-treasurer.

Frank Stanfield of the Truro Knitting Mills Co., Truro, N. S. is on his way to the Pacific Coast on a business trip and reports trade good.

The Spring ranges of ladies' gloves do not appear to contain many novelties. In some makes 3 fasteners seem to have superseded the two fastener style which has been so much in vogue lately. This lengthens the glove slightly, and is, perhaps, neater in appearance. Where three are used, the fasteners are a size smaller than those used heretofore. White gloves will play an important part this season, and will be worn at matinees, afternoon teas, promenades, and in fact at all swell functions where the fair sex congregate. Both self and black trimmings are correct and the demand for either style will be regulated by individual taste. The embroideries are much the same as former years. Last season's colors are still worn though the shades are a trifle milder than those we have become accustomed to.

**A SUFFERER.**

Mrs. Goodwyfe—"Here, my poor famished man; here is a nice meat sandwich and a piece of pie."

Lazy Fritters—"Madam, haven't you got it in capsule form? I am actually too tired to chew it."

We are not Jingoese, but

We've got the Goods,

We've got the Men,

We've got the Styles and Novelties too.

One of the strong features of our business is :

High-Class Dress Goods

another—

LOW AND MEDIUM PRICED DRESS GOODS

another—

OUR SILK DEPARTMENT

another—and one we specially wish to draw your attention to, is

**Our Organdies, Zephyrs, Gingham,
Sateens, Lawns, Muslins, Piques, Prints.**

We have never shown more beautiful summer goods than those now in stock and coming forward weekly.

SPECIAL.

Our 118 and 122 Sateens are all NEW DESIGNS.
No other wholesale house in Canada has them.

In your Dress and Mantle Department you may have chic Berlin and Paris Models in Spring Capes, but have you the **right goods** to make them from? **We have**—in Lace Effects, Net Effects, Open Work Effects, Chenille Effects, and Brocaded Silk Effects, also the correct goods for the new Empire and Flounce Style Capes.

BROPHY, CAINS & CO.

23 St. Helen Street

MONTREAL

Carpets, Curtains and Upholstery.

THE CANADIAN TRADE.

LIKE other departments of trade, the business in carpets has shown considerable activity, and jobbers report that orders have been larger than ever. The stocks are now complete and deliveries to retailers have been taking place during the past few weeks. Canadian buyers have returned from the British and other markets, and report that the English and Scotch manufacturers recognize that they are doing a larger trade with Canada than before the preferential tariff, and expect to do more in the future. There are no startling novelties in designs or patterns purchased for Autumn trade in this market, the medium styles, as usual, proving the best sellers.

The total imports of carpets into Canada during January were valued at \$60,000, against \$51,000 in January, 1898

BOBBINETS IN IMMENSE DEMAND.

The Nottingham Guardian says: "Bobbinets are very dear, and some of the machines are engaged with orders for months in advance. Not in the history of bobbinet machines has there been such a demand for qualities adapted for the manufacturer of bobbinet ruffled curtains; the orders placed by the principal manufacturers of these curtains would produce several million pairs, and would take over a year to make. The fashion has extended to the United States, where large quantities will be required to supply the demand."

TALK OF A UNITED STATES CARPET TRUST.

A carpet trade paper in the United States says: "And now it is said that the man who is endeavoring to make money for the oilcloth and linoleum manufacturers by getting them to sell out to a trust for stock certificates, go to farming, or something else for a pastime and live on the big dividends obtained from the trust, has expanded his scheme so as to take in everything that covers a floor, to consolidate the carpet and rug manufacturers with the oilcloth and linoleum makers, and formulate one grand octopus for manufacturing and selling floor coverings. Truly, the Colonel Sellers are not all dead, and expansion of our territory by the fruits of war is also swelling the heads and chests of many heretofore good American citizens. Let us save the floor-covering industries from the rude awakening which is sure to come to those other industries which have recently rushed so blindly into delusive amalgamation."

FOREIGN EYE ON OUR TRADE.

Says The American Carpet Trade Journal. "The report of the American Consul General at Montreal shows that \$31,000 worth more of carpeting was imported into Canada from the United States in 1897 than was imported in 1893, and that a decrease of \$44,000 was noticed in the imports of carpet from Great Britain in 1897, as against those of 1893.

"These figures, together with the notable increase in the production in Canada itself, would seem to verify the many complaints heard in England that the Dominion was rapidly becoming non est as a carpet-consuming colony."

SWEDISH TAPESTRIES.

For centuries, even as late as the middle of our own century, the Swedish housewife kept woven stuffs to cover the walls and furniture of her home, and this old Swedish tapestry is of great

interest and beauty. It has a most curious resemblance to the work of oriental and southern Slav races, both in weave and design. Fletcher Bell, in an article on the subject in the House Beautiful, says:

"Two varieties only of old tapestry bear frank traces of their foreign origin. 'Fin-nvaek,' which was the name for a style be-

longing to the sixteenth century, betrays an eastern origin in its name, as well as in the traces of Byzantine influence in its patterns. It is a double woven tapestry, in which the color of the background forms a pattern on the reverse of the fabric.

"'Flamsk' is the name for the tapestries after the Flemish fashion which were produced during the sixteenth century. Workmen from Flanders were brought to Stockholm in 1540, and for nearly a century the close and laboriously woven tapestries of their native land were produced in Sweden. There was a tremendous gain in technical knowledge of the weaver's art, but after a while the peasant artisans returned to the old patterns, and the Flemish influence remained only in certain heraldic animal figures of the middle ages, which were constantly woven in. But the day has gone by when these beautiful old tapestries may be secured easily. They are still to be found, occasionally, in the chests of the wealthy peasant farmers, but they are being constantly bought and placed in museums and private collections. The modern tapestry, on the contrary, is now made in large quantities, and often copies the rarest specimens of mediæval work. It is not expensive, and is an unusual and interesting form of decoration. It is agreeable to know that this modern tapestry manufacture has been made possible by the earnest efforts of a little band of women who wished to find some worthy and artistic occupation for the peasant and farmer women of their country."

The Toronto Carpet Manufacturing Company, Limited, have just placed an order for carpet looms with The M. A. Furbush & Son Machine Company, Philadelphia.

Alfred E. Hewitt, of Hamilton, died Feb. 18, aged 38 years. The late Mr. Hewitt, who was a native of England, had resided in Hamilton for twenty years, and had a great many friends. For over ten years he was manager for the furniture firm of Frank E. Walker Company, Limited, in whose service he was at the time of his death.

The Dominion Oil Cloth Co., Limited, the chief shareholders of which are Messrs. Andrew Allan, Hugh A. Allan, J. O. Gravel, J. J. McGill and John Baillie, have been granted letters patent of Dominion incorporation. The capital stock is \$50,000.

The carpet in the Queen's private railway carriage cost £150. The curtains are hung upon silver poles which are suspended upon small gilt figures which cost ten guineas each. The door handles cost £150. The whole saloon cost £6,000.

The Toronto Carpet Co. issued a calendar for 1899 to emphasize Smyrna rugs. The illustration was a beautiful reproduction in colors of a dancing girl in an eastern harem. Readers of THE REVIEW may write to the company for one.

Mr. F. A. Quigley, of Amherst, N.S., was in Montreal the other day on his way to Vancouver, B.C. He has sold his Amherst business to Mr. McSween, formerly of Dunlop Bros. & Co., who will open a similar business in Amherst. Mr. Quigley will open in Vancouver about the middle of March in a new store built for his firm. They will deal exclusively in dry goods and ladies' furnishings. He made a number of purchases while in Montreal.

BUSINESS CHANGES.

PARTNERSHIPS FORMED AND DISSOLVED

D. LANTHIER & CIE, dry goods dealers, St. Louis de Mile End, Que., have dissolved, and a new firm has been registered, composed of Dame Rosa Alba, alias Delina Prefontaine, wife of David Lanthier; style unchanged.

Patten Bros., tailors, etc., London, Ont., have dissolved, C. H. Patten continuing.

Pattillo Bros., dry goods dealers, etc., Bridgewater, N.S., have dissolved. Both partners continue in individual business.

Leduc & Lebel, dry goods dealers, St. Hyacinthe, Que., have dissolved, Napoleon G. Leduc continuing under old style.

Henry A. Lazaire and James Legendre have registered as proprietors of Legendre & Freres, dry goods dealers, Montreal.

Dame J. A. Brown and L. N. Benoit have registered under the style of L. N. Benoit & Cie, general merchants, Sherbrooke, Que.

Joseph A. Decelles and Joseph C. Cordeau have registered as proprietors of Decelles & Cordeau, general merchants, Farnham, Que.

St. Jean B. Trehan and Eusebe Lamy have registered partnership under the style of Lamy & Trehan, general merchants, Montreal.

Campbell & Pentecost, dry goods dealers, Hamilton, Ont., have dissolved, A. L. Pentecost retiring. John Campbell continues, under the style of John Campbell & Co.

SALES MADE AND PENDING.

R. H. Kells & Co., dry goods dealers, Peterboro', Ont., have sold out.

The assets of S. Senecal, dealer in men's furnishings, Montreal, have been sold.

F. G. Grundy, dry goods dealer, etc., Lucknow, Ont., is advertising his business for sale.

Burke Bros., general merchants, Winnipeg, have sold their

stock and fixtures at 63c. on the dollar to Mrs. C. C. Coutier, and their book accounts at 19 1/2c. to G. H. Monkhouse.

The stock belonging to the estate of Walters, Bros & Co., dry goods dealers, Sarnia, Ont., has been sold.

Ferdinand Perrault, general merchant, Rimouski, Que., has sold his stock at 61 1/2c. on the dollar.

CHANGES IN FIRMS.

M. A. Lafortune & Co., tailors, etc., Montreal, have given up business.

J. H. Doherty & Co. have commenced business as custom tailors in Ottawa.

Mrs. Aron has registered as proprietress of A. Aron & Co., fancy dry goods, Montreal.

The Louiseville Shirt Manufacturing Co., Louiseville Que., are seeking incorporation.

Lusher Bros. have commenced business as dealers in wholesale tailors' trimmings in Montreal.

M. L. Weissman, manufacturer of neckwear, Montreal, is removing to Louiseville, Que.

H. N. Coursier, general merchant, Revelstoke, B.C., has been succeeded by Morris & Steed.

J. R. Fisher, general merchant, Newcastle and Callendar, Ont., has sold his Callendar branch to Robert A. Fisher.

Grafton & Co., dry goods dealers and manufacturers of clothing, Dundas, Ont., have opened a branch in Brantford.

Wellie Firth and Watson Watnuff have registered as proprietors of W. Firth & Co., wholesale dry goods dealers, Que.

R. W. McLeod, dry goods dealer, Portage la Prairie and Indian Head, Man., has sold his Portage branch to J. & E. Brown.

FIRES

J. R. Reid & Co., dealers in men's furnishings, Chatham, Ont., have suffered loss by fire.

Rodgers & Ray, dry goods dealers, etc., Rat Portage, Ont., have been burned out. Estimated loss, \$6,000; insurance, \$4,500.

This Month's Specials

from Four Departments :

Dept. "A"

- 56 inch Linen Tabling, No. 35 @ 27 1/2c.
- 60-inch Linen Tabling, No. 80 @ 37 1/2c.
- 16-inch Linen Towelling, No. 31 @ 6 1/2c.
- 23-inch Linen Towelling, No. 75 @ 8c.
- 36-inch Special White Cotton, No. 25 @ 4 1/2c.
- 36-inch Special White Cotton, No. 60 @ 6 1/2c.
- 36-inch Special White Cotton, No. 70 @ 7 1/2c.

Dept. "B"

- Black Twill Worsted, 896 @ 90c.
- Black Venetian Worsted, 903 @ \$1.50.

Dept. "C"

- Black Figured Dress Goods, No. 1317 @ 22 1/2c.
- Black Figured Dress Goods, D614 @ 18c.
- Tartan Dress Goods, silk over check, 3363 @ 24 1/2c.
- Special Victoria Lawns, @ 6, 8, 9 1/2, 11 1/2c.
- Swiss Spot Muslins, @ 9, 11, 12 1/2, 13 1/2, 15c.

Dept. "D"

- Ladies' Black Taffeta Gloves, No. 736 \$1.75; 710, \$2.25.
- Ladies' Tan Taffeta Gloves, No. 716, \$2.25.
- Ladies' Plain Black Cashmere Hose, H410, \$2.15; H430, \$2.65; 300, \$3.75.
- Ladies' Ribbed Black Cashmere Hose, D90, \$2.25; D95, \$2.25; 125, \$3.75.
- Ribbed Black Cotton Hose, R45, \$1.50; R50, \$1.80.
- Black Cashmere Half-Hose, 460, \$2.00; D1, \$2.25.

Above lines are lively sellers. Mention numbers when ordering by letter. OUR STOCK of Prints, Flannelettes, Shirts, Cottonades and General Staples is at present in excellent shape. If you are coming to the market GIVE US A CALL.

Knox, Morgan & Co., Hamilton, Ont.

Wholesale Dry Goods.

LEGAL DECISIONS OF TRADE INTEREST.

Reported by Peers Davidson Esq., of the Montreal Bar, for MacLean's Trade Journals.

IN this age of amalgamations and combinations, decisions in regard to joint stock-companies are of more than usual interest. The following decision was lately rendered by the English Court of Appeals, and as the Canadian Companies Act contains similar provisions to those interpreted by it for the first time, the judgment would be authority here.

The action was brought for a declaration that an agreement between the defendant corporation and certain of its shareholders was beyond the power of the company to make, and was, consequently, illegal. Certain shares had been forfeited by the company for nonpayment of calls, a proportion of their value having, however, been previously paid on them. The agreement provided that these shares should be offered to the other shareholders, for the balance of their total par value which was still due upon them.

The articles of association gave directors power to forfeit shares for nonpayment of calls, and article 26 was as follows: "Any shares so forfeited shall be deemed to be the property of the company, and the directors may sell, relet, or otherwise dispose of the same in such manner as they think fit."

The contention of the plaintiff, who was a shareholder, was as follows: The shares revert to the company and become its property. The company cannot be a shareholder in itself. All it can do is to reissue the shares. When issued, they must be issued subject to the payment of the full amount. Therefore, as the agreement in question in effect provided for their issue at a discount, it was illegal.

Lord Justice Lindley, Master of the Rolls, in rendering the judgment of the court, confirming that of Mr. Justice Romer, said:

"The point raised on behalf of the appellant has nothing in it. It has, however, the charm of novelty, and must be considered. I cannot see why a company which has power to forfeit shares for nonpayment of calls should be bound to ignore the fact that the company has received some payment for the shares. That does not follow from the decisions that shares cannot be issued at a discount, and what is proposed to be done in this case does not fall within the principle of those cases. Something has been paid by the former holders of these shares, and we are asked to say as a matter of law that the company must disregard that, and treat the shares as if they were shares to be issued for the first time. Why should we not look at the facts, and allow the company to treat these shares as shares on which something has been paid, and to give credit for the money which has been paid? I see nothing either in common sense or in law which prevents that. It might have been different if nothing had been paid upon the shares, but we have not got that case, but a case of shares on which something has been paid. Why should they be treated as if nothing had been paid upon them? Mr. Justice Romer was right and the appeal must be dismissed." (Morrison v. Trustees, Executors and Securities' Insurance Co., 68 L.J., Ch. Div., p. 11.)

BRITISH TRADE WITH CANADA.

A. B. Wade, representing Black & Wingate, Limited, Glasgow, was in Canada last month in the interests of the firm. It was his first visit to this country. The firm are developing trade with the wholesale firms in this country, especially in handkerchiefs, of which they have a varied range in cotton, linen, lawn, etc. The duties

on these goods in the United States are now very high, ranging from 50 per cent. upward, and an extension of business with Canada under our preferential tariff is probable. Like other British houses, Black & Wingate, Limited, are going to take advantage of the more favorable conditions existing in Canada.

THAT SPEAKING-TUBE.

A tailor named Sam Smith visited a large wholesale warehouse and ordered a quantity of goods. He was politely received, and one of the principals showed him over the establishment. On reaching the fourth floor the customer saw a speaking-tube on the wall, the first he had ever seen.

"What is that?" he asked.

"Oh, that is a speaking-tube. It is a great convenience. We can talk with it to the clerks on the first floor without taking the trouble of going downstairs."

"Can they hear anything that you say through it?"

"Yes, and they can reply."

"You don't say so! May I talk through it?"

"Certainly."

The visitor put his mouth to the tube, and asked:

"Are Sam Smith's goods packed yet?"

The people in the office supposed it was the salesman who had asked the question, and in a moment the distinct reply came back:

"No; we are waiting for a telegram from his town. He looks like a slippery customer."—Exchange.

FALL LIST OF MAGG 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	7½c.	Napped sateen (aniline and indigo)	11½c.
Fancy costume	7½c.	Heavy twill (aniline and indigo)	10½c.
Fall suitings	7½c.	Heavy moles	14 c.
Fancy wrapperettes	9½c.	Extra heavy moles	19 c.
Steel grey wrapperettes	9½c.	Ottoman cretonne	8 c.
Reversible flannels	9½c.	Oatmeal cretonne	10 c.
Costume twills	9½c.	S. C. indigo	7½c.
Coat linings	10 c.	H. H. indigo	10 c.
Napped fancy weaves	10 c.	D. C. "	9½c.
Napped welt cord	10 c.	G. C. "	12½c.
38-in. napped skirting	12 c.		
Moreen skirting	10 c.		
Ladas tweeds	10 c.		

The dry goods stock of Mr. W. McKay, Charlottetown, P.E.I., valued at about \$26,000, has been purchased by Prowse Bros., of that city.

A fire occurred in Scantlin & Co.'s flannel mill at Almonte on February 7. The new machines, which were recently installed, were severely scorched, and the loss will total up a large amount. It is partly covered by insurance.

Following the lead of The W. R. Brock Co., Limited, two other Toronto wholesale houses have turned their businesses into incorporated companies, namely, The Wyld, Grasett, Darling Co., Limited, and Gordon, Mackay & Co., Limited.

Ruttan & Co., Manitou, Man., sold out their general store to C. A. Gordon, who was burned out a few weeks ago. In writing THE REVIEW, they say: "We have appreciated your journal very much, and if we were continuing in business we would not care to do without it."

The firm of Kyle, Cheesbrough & Co. has been reorganized by the admission of Mr. Albert D. Kyle, son of Mr. James Kyle, the present senior partner. It now consists of the Messrs. Kyle and Mr. W. A. C. Cheesbrough. No change has been made in the name of the firm.

KEPT WAITING

Owing to increased demand

WE REGRET

Orders could not be filled promptly for

MORSE & KALEY GOODS

All Nos. now in stock and on way.

ASK FOR

M. & K. SILCOTON
 " SILKO
 " KNITTING
 " EMBROIDERY }
 SILCOTON }

ETC., ETC.

M. & K. TURKEY-RED }
 EMBROIDERY }

M. & K. VICTORIA }
 CROCHET }

ROBERT HENDERSON & CO.

181 and 183 McGill Street

SOLE AGENTS FOR CANADA.

MONTREAL

James Johnston & Co.

WHOLESALE DRY GOODS.

The following Departments are now complete:

Dress Goods, Velveteens, etc.
 Silks, Ribbons and Trimmings
 Hosiery, Gloves and Underwear
 Smallwares, Notions, etc.
 Gents' Haberdashery and Neckwear
 Muslins and Embroideries

Laces and Curtains
 Umbrellas and Parasols
 Prints and Cotton Dress Goods
 Cottonades, Flannelettes, Shirtings
 Tickings, Linings, Towelings, etc.
 Linen Napkins, Doylies and Tablings

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

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

MAKING OF PINS AND NEEDLES.

THERE is no record of the period when pins and needles were first employed in their primitive forms. The earliest needles were not pierced at the end opposite the point; but the prehistoric needle was rather an awl, which served to make holes in furs or skins that were worn ages before textile fabrics were invented. The long underground roots of plants or bindweed, and leathern thongs, were passed by hand through the holes thus made; and it was only in more recent times that the idea was conceived of attaching the thong to the primitive needle for forcing it to follow the path thus made, whence arose the first idea of the needle proper. In remains of the stone age splinters of stone, pierced with a hole at the end opposite the point, are met with: and it is evident that these tools, sometimes a little curved, served as needles in those remote periods.

Flat needles with a split in the end opposite the point are found among the remains of the bronze age, the two branches being slightly separated, then brought together again, and crossed at the ends, whereby a kind of eye was formed, while the two parts were sometimes united by a rivet. It is not known when the eye was first formed by piercing the end, which must have been a difficult operation on a cylindrical rod of iron or steel, so that, subsequently, the place was flattened where the eye occurs; but no correct idea can be formed as to the shape of these needles, because they could not withstand atmospheric influences, while, on the contrary, specimens of the early pin, for which bronze or the precious metals were often employed, have been very well preserved. The true type of a sewing needle was, so early as the Greek and Roman times, pointed at one end, and it was only when the sewing machine was invented that needles were made with the eye near the point.

Even if the period when the first true needle made its appearance be unknown as also its exact form, there can be no doubt that this essentially domestic implement had attained a very high degree of perfection in ancient times. So ancient a poem as Homer's "Odyssey" gives a detailed account of the mantle woven and embroidered by Penelope for Ulysses on his departure for the Trojan expedition. It was not, however, women only who used the needle, because needlework ranked among the fine arts, and it is probable that the embroiderers of the period made their own needles, just as, so late as a century or two ago, painters made their brushes and prepared their own colors.

It was only about 1785 that the first mechanical process producing the double steel rod, for making two needles joined together, was introduced. At first, needles, before they were completely finished, underwent a great many manual and mechanical operations, passing several times between the factory and the workman's dwelling; and it was only about 1870 that the needle was made for the most part by mechanical methods, while during the last 15 years only has it been entirely finished in this manner.

After Sheffield, Aachen, or Aix-la-Chapelle, has been celebrated for the needle industry during the last two centuries, and it is in this city that were established the first mechanical appliances connected with it. Before the invention and perfection of the pointing machine, a skilful workman could point 25,000 needles in a day of 10 hours; but a machine now performs this operation with greater precision on 300,000 needles in the same time and with one workman.

The needle manufacture is now concentrated in England, the

United States and Germany—namely, at Aix-la-Chapelle, which is by far the most important seat, and also at Iserlohn, Altona, Schwabach, Chemnitz and Ichtershausen. While no needles are made in France, that country produced a large quantity of pins—it is stated 10,000,000,000—while consuming more than 10,000,000 daily, so that French imports of this domestic article are considerable.

There are at least 250 varieties of the needle for sewing alone, to say nothing of those for embroidery, packing, cartridge-making, bookbinding, sail-making, knitting, larding (cookery), and many other purposes more or less connected with the original object.

The pin, called *steck-nadel* in German, has even more varieties than the needle, while being still more largely and generally used. The pin must also have been employed before the needle for connecting the skins which served as garments before the idea of sewing them together was conceived. Examples of artistically wrought pins are found among Egyptian as well as Greek remains; but it was especially the Romans who made very elaborate fibulae, which have developed into the modern brooch. Simple pins, with mere head, shank and point, were, however, largely used in antiquity; and the estimation in which they were held is proved by many proverbs and popular sayings connected with the pin in many languages.

Different kinds of wire are required for making the pin and the needle; for while that of the latter must be stiff and yet yielding, to a certain extent, as well as polished to the highest degree, that of the pin must also possess a certain amount of stiffness, while it must also permit of bending without being broken, though a too highly polished pin becomes easily detached. Scarcely 100 years ago the steel pin was rarely used; but this variety has now been so much improved that the steel pin may be said to have now come into general use. The lengths of steel wire are prepared in the same manner as those for the needle, so as to constitute two pins, separated into equal parts before the operation of heading; and one end must be softened before receiving the head. For this delicate operation alone an automatic machine has been devised, that brings each head in turn within the influence of small gas flames, and which can soften 150,000 shanks in a day, five or six machines being tended by one person. Very small brass or iron pins are headed by simple "upsetting" or crushing down the end, as in riveting; but for those of larger size, the heads must be prepared previously, in a particular and very ingenious manner, from a piece of wire twisted spirally, two and a-half turns being required to make the head, of which 500,000 may be produced daily by one worker. Whereas before 1835 each pin was headed separately by hand, between 5,000 and 6,000 pins may now be headed mechanically in 10 hours.

Enamel-headed pins constitute a branch of industry special to Aix-la-Chapelle, where was first conceived the idea of adapting the "enamel" or glass head to the steel shank. A manufacturer of that city, seeking means for utilizing the needles spoilt in manufacture, conceived the idea, after visiting some Venice glass-bead factories, of fixing the bead on the end of one of the "waster" needles, so as to form a pin; but it was only after long and tedious trials that he succeeded in attaching the enamel strongly enough to the shank, and also in finding a composition of glass sufficiently tough to stand the usage to which a pin may be subjected.

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.

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Write for samples at once
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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.

THE LACE WAREHOUSE of CANADA

We carry the most attractive and varied line of
Fancy Dry Goods shown in this market.

FOR SPRING AND SUMMER TRADE

we are daily receiving fresh shipments of the most exquisite effects produced by the manufacturers of England, France, Germany, and the United States, and selected with the taste and skill acquired by an experience of thirty years.

We are **constantly adding** new attractions to our large collection of Dress Goods, Laces, Curtains, Veilings, Trimmings, Gloves, Hosiery, Underwear, Ruchings, Chiffons, Belts, Ties, Hairpins, Ribbons, Silks, Muslins, Grenadines, and Summer Dress Fabrics of almost endless variety.

Look through our samples or give us a call. It is a **pleasure** to show our collection, and will be of **advantage to you**.

MAIL ORDERS GIVEN SPECIAL ATTENTION.

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

The Hat and Cap Trade.

THE SPRING SEASON.

MARCH is opening very well in the Canadian hat and cap trade. The retail stores report a good early business, and, in the large cities, the millinery openings brought a considerable number of people to town. In the wholesale houses, the staffs were kept busy, and many of the travelers were in the warehouses. They go out this month for sorting business, and also with Fall fur samples.

The demand for hats has been active this season, showing that dealers' stocks were low, or else that inquiries were earlier than usual. It is still the opinion in the trade that the stiff hat will make a good run this year, since dressy young men seem to have a tendency towards that style, as far as one can see in the fashion centres. The inquiry for colored stiff hats is greater than usual, especially for terra, walnut and pecan.

There are some very nice new caps on the market for golfers and other outdoor purposes. Some are quiet tweed effects in good material; others are white canvas tops with stiff black brims, suited for bicycling and boating. New names in these goods are the Sirdar, the Raymond and the Rob Roy.

In furs, the travelers will show lots of small furs, and a season for fancy furs of different kinds is expected. Some pretty goods in fancy ruffs, caperines, jackets and other novelties are going to be put on the market this season, although it is still a little early to give details. In skins, there is said to be an appreciation in the price of such furs as skunk, racoon and opossum.

HAT MEN IN THE UNITED STATES.

It is announced from New York that one house there, Tenny & Co., will handle the output of four New England manufacturers. These factories make a line of cheap derbies, and an agreement in the price of these lines has been reached.

This gave rise to a report that there was to be a hat combination. On this point, Mr. N. B. Day, New York selling agent of The J. B. Stetson Co., said: "No combination of hat manufacturers is possible, in my opinion, for there is constant jealousy in the matter of prices; everyone is suspicious that he is being underbitten by some of his competitors. Prices have been very low, and there has been stern competition on account of the increasing cost of the raw material. It is positively necessary to raise the price of the majority of hats, and when a low figure is named it is pretty certain that the stock which goes to make up the hat is of inferior quality. Combinations have been tried before, but they have lasted only a short time."

ENGLISH HAT TRADE CHAT.

At the present time, two subjects are agitating the hat trade of London: The first is the rise in the price of hatters' fur; the second, a threatened strike of the bodymakers. In regard to the first, writes S. W. Homewood to The American Hatter, while it is true that the rise has been gradual, and been going on for some time, it has not been felt severely, as most of the large hatters had outstanding contracts to carry them to the end of the year. Now, however, they are confronted by a serious difficulty and the question arises: "Shall we increase the price of hats, sell at the old

price and decrease our profits, or lower the quality of the hat?" The last will probably be the solution in some of the cheap grades of goods, but most of the better class manufacturers have decided that the quality must be kept up at all costs, and they will get higher prices.

The trouble with the bodymakers will affect London manufacturers of silk hats only, and is likely to drive the remnant of that trade away from the city. The men have united for the purpose of establishing a uniform rate of wage. That in itself would be all right; but, unfortunately, they have fixed the standard at about one shilling higher than the present rate, and the result will probably be that the fine trade will be obliged to follow the cheap, and remove their factories to the provinces. If this trouble forces the manufacturers to combine, it will have a beneficial effect, as, up to the present, there is so much rivalry and jealousy that the unions have been able to make their own terms.

One of the great troubles in the felt hat trade has been the brittleness of the finished hat, and of this feature Henry Heath has made a special study, with the result that he has succeeded in producing a hat which is unbreakable. The secret, of course, lies in the finishing and in the perfection of proofing, which is in the centre of the fur, making a finish very soft, with extreme suppleness. Mr. Heath has brought out a new material for shooting caps, which has found such favor with the Duke of York that he has recommended it to a number of his friends, one advantage being that it is entirely waterproof.

I was reading, a few days ago, an article dealing with the pirating of names of English hat manufacturers by Russian merchants, but this work is not confined to Russia, and speaking to Mr. Davies, I find that the firm of Lincoln, Bennett & Company is one of the worst sufferers. Their name seems to be a favorite, and they have had to fight for it in all parts of the globe, and they had one case near home as Glasgow. "What's in a name"; "A rose by any other name would smell as sweet," but—a hat is not a rose, et voila.

Their advance orders for export trade are keeping them very busy in the factory, and the travelers are now out looking for home trade. In their retail branch at Sackville street business is quiet. They expect it to open up this month, but with the weather so precarious, it is hard to foresee results. To-day it is like April—warm, clear and bright; yesterday it was November—foggy, wet and cold; to-morrow it may be January or June. The whole winter has been a curious one.

FIRST APPEARANCE OF THE SILK HAT.

An old journal, dated January 16, 1797, gives the following amusing account of the wearing of the first silk hat in London: "John Hetherington, haberdasher, of the Strand, was arranged before the Lord Mayor yesterday on a charge of breach of the peace and inciting to riot, and was required to give bonds in the sum of £500. It was in evidence that Mr. Hetherington, who is well connected, appeared on the public highway wearing upon his head what he called a silk hat (which was offered in evidence), a tall structure having a shiny lustre, and calculated to frighten timid people. As a matter of fact, the officers of the Crown stated that several women fainted at the unusual sight, while children screamed, dogs yelped, and a younger son of Cordwainer Thomas, who was returning from a chandler's shop, was thrown down by the crowd which had collected, and had his right arm broken. For these reasons the defendant was seized by the guards and taken before

CRASH! BANG!



Crash Hats and Caps

AND
Light Weight Caps

for Spring and Summer Wear.

BANG-UP GOODS

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

ALL REPRESENTATIVE JOBBERS
HANDLE OUR LINE . . .

Request Your Jobber to Show You Our Goods.

Mohawk Valley Cap Factory
UTICA, N. Y.

HATS AND CAPS—Continued.

the Lord Mayor. In extenuation of his crime the defendant claimed that he had not violated any law of the kingdom, but was merely exercising a right to appear in a head dress of his own design—a right not denied to any Englishman."

SAVING THE BUYER'S TIME.

Time is an immense object to a retailer who visits the city on a buying expedition. There is so much to be done in a limited period that every moment is of consequence. Waldron, Drouin & Co., realizing this, have made provision for their visiting customers. They claim that their stock is sufficiently large and well-assorted to supply all demands for "shorts," and that a retailer can obtain from them everything he requires in the hat, cap or fur line without spending an unnecessary moment in looking through a dozen different stocks.

LATEST ENGLISH TRADE ADVICES.

Felt hat manufacturers in England, as well as the factories dealing in tweed head-gear, are very well satisfied just now with trade prospects; while the dispute with the operative silk hatters in London will not, should it terminate in a strike, make it any worse for the Denton silk makers, who are not quite so busy as they have been. In men's felts a good season is anticipated. The fur market continues to give much anxiety to hatters, prices still ruling high. Furriers are holding large stocks of first quality, there having been a great run on inferior grades with the object of bringing down the prices of premier sorts. In this connection it may be stated that several leading wool hatters are combining. With fur dear, wool hatting may experience something like a revival. The export returns at last show a slight increase, the figures for 1898 being 1,074,948 dozen, value £1,060,749, com-

pared with 1,067,471 dozen and £1,046,622 in 1897. The shellac market has been firm lately, but it is expected that stocks will be reduced during the next few months.

The London Hat, Cap and Mantle Manufacturing Company, Limited, has been incorporated, with a capital stock of \$20,000. The first directors are: John S. Leys, S. Goldstick, A. S. Leys, F. C. Leys, of London, and F.D.T. Leys, of Detroit.

A. A. Allan & Co., Toronto, have issued an illustrated catalogue of hat and cap styles for 1899. Each style is reproduced in a clear photograph, and the dealer is thus posted as well as if he were shown a sample. Copies of the catalogue will be sent to any dealer in hats.

The Bruce Co., Toronto, have put in the necessary outfit for making caps and are now at work on these goods.

Robert Carleton, dry goods dealer, St. John, N.B., is dead.

S. L. Squire, of Waterford, Ont., was in town during the millinery openings on a business trip, and paid THE REVIEW a visit.

Mr. Wm. Parks, head of the great cotton concern of Wm. Parks & Son, Limited, St. John, N.B., visited Quebec and Ontario last month.

A new overall manufacturing concern, the members of which are Messrs. McFarlane, Grey, and Southgate, is beginning operations in Toronto, quarters being secured on Yonge street south. There is said to be an ample capital of \$40,000. Mr. Southgate, the manager, was formerly the able staple buyer with the Wyld, Grasset, Darling Co.

HATS AND CAPS

We beg to notify the trade that on and after March 1st we will carry in stock all the leading shapes of

**CHRISTY'S
Celebrated Felt Hats**

both Hard and Soft, in Black and Colors.

We are also showing a large range of Linen and Crash Hats and Caps, Bicycling and Yachting Caps, Engineers' Caps and Children's Tams. Tweed Caps in all the most popular shapes.

Mail orders carefully executed.

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

E.&S. CURRIE,

MANUFACTURE AND SELL NOTHING BUT

NECKTIES

AND EVERYTHING IN

NECKTIES

COR. BAY & FRONT ST'S. TORONTO, ONT.

Is Time an Object to You?

If in the city for sorting, you will save time by coming directly to us. Our stock is quite complete. No need to go **elsewhere** for "shorts." Call or write for what you want!

REMEMBER THREE THINGS:
We have the Latest Novelties.
The Largest Stock.
The Right Prices.

WALDRON, DROUIN & CO.
Wholesale Hatters
and Furriers.
507 St. Paul Street
Montreal.

Careful Buyers

recognize the necessity of placing their orders with

Conservative Buyers

still continue to give their orders, as heretofore, to

Shrewd Buyers

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

All Buyers

know the address

JAMES CORISTINE & CO.

Manufacturers and Importers of
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Dyers, Finishers, Wholesalers, Specialists.

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

Cotton Dress Goods

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

Tailor-Made Dress Skirts—Large Range

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

Japanese Silks, our own Dye and Finish—Unexcelled.

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

Ribbons, Laces, Dress Trimmings, Smallwares

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

Gloves, Hosiery and Underwear

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

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

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



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MONTREAL and TORONTO, MARCH, 1899.

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

AN ERA OF HIGHER PRICES.

HOW long the tendency toward higher prices will last is almost impossible to say. We in Canada are, of course, subject to conditions abroad and prices here correspond in some measure to prices abroad.

There are abundant evidences that for this season, at least, higher prices in several leading lines of trade will prevail. There is the silk trade. Recent advices note a rise in the price of silk amounting to about 12½ per cent. It is generally believed that the next three months will see further advances, indeed, some dealers prophesy that prices will be at least 20 per cent. higher within a few weeks. A well posted man tells THE REVIEW that if next season's crop should prove a failure, prices will jump up 30 or 40 per cent. If, however, the crop turns out satisfactorily the probabilities are that they will return to their former level.

The continued upward tendency of raw cotton is stiffening the the price of the finished article. Jobbers everywhere expect an advance, and the mills are believed to be waiting a favorable opportunity to announce higher prices. The general tone of the market can be gathered from the following extract from a circular which a

well-known American concern is distributing among its customers in this country: "Owing to continued advances in all cotton cloths, we have been obliged to change our prices on several of our qualities. In the present condition of the market, there may be further advances throughout our entire line. Therefore, please state in ordering whether we shall ship or first notify you of changes."

The advances in fine wools, with consequent effect upon cloths of various kinds, are now well authenticated, and for a time, anyway, the woollen business will be on a firm basis. Canadian buyers in Europe at the present time are paying a little more in some lines of Fall dress goods, and we hear of advances affecting henriettas and serges, almost 10 per cent. in some cases. Advices received from Switzerland report an advance in the price of Swiss embroideries. A 5 per cent. increase in Swiss ribbons has lately taken place. Cashmere hosiery prices also, recently advanced, hold their ground.

It must be borne in mind that prices of staples have been at rock bottom for a number of years, so that an increase was pretty sure to occur on the first interruption to the supplies. There is, in addition to a poor crop of raw wool, silk or cotton, another influence which makes for higher prices. There is a direct relation, not very well understood, between the world's supply of gold and the prices of commodities. For some reason or other, gold just now seems to be more plentiful, and the prices of foods and other products have gone up, so that a slight wave of prosperity has struck the trading nations of the world, especially Canada.

THE REVIEW has no desire either to bull or bear the market, but only to represent things exactly as they are. The position is a curious one, and demands very careful consideration.

A REASONABLE DEMAND.

THERE is a feeling in Ottawa that the Dominion Government should spend enough money to bring out the attractions of the city as a national capital.

It is well known that Ottawa both suffers and benefits from being the political centre of the country. The benefit is that it draws population there and makes it a place of importance. The most serious detriment to local prosperity is that millions of dollars worth of the most valuable property in the city is exempted from taxation, being Federal property. Ottawa, therefore, cannot tax itself adequately to spend the money required to beautify the city. Sir Wilfrid Laurier has recognized the reasonableness of the position, and has once or twice hinted that something would be done.

We think the country could well afford to spend a little money to beautify the national capital. We thoroughly believe in the policy of attracting tourists from abroad to Canada, and Ottawa would get more of this traffic if it were embellished a little more with some modern improvements, such as boulevards, avenues of trees, and so on. What Ottawa got we would get a share of, and it would be a paying investment to the country.

Without throwing doubt on the good intentions of politicians, we would prefer to see any scheme of improvement which will be carried out left to a board of trustees, composed of leading business men and citizens of Ottawa.

FUTURE TREND OF CANADA'S TRADE.

THE business aspect of the failure to conclude a treaty between Canada and the United States is the only consideration which a trade journal can take into account.

It strikes us that the Government have done their utmost in good faith, after a long effort, to conclude a business arrangement on several important subjects with the United States. During the years in which the Conservatives controlled affairs in Canada they, too, made several efforts to reach an understanding with the United States Government on trade, fisheries, canals, and other points. These efforts were also unsuccessful. The moral seems to be, that until the neighboring Republic is willing to make some arrangement with Canada, Canadian politicians of either party cannot do much. Perhaps at some future date our neighbors may feel disposed to discuss these subjects with us. The offer next time should come from them. It is unfortunate that no result has yet been reached after 25 years of negotiation. But we cannot help that. The fault is not ours and there should be no ill-feeling cherished on account of it.

Canada has now received a pretty plain hint as to what her future course in business matters should be. She should now proceed on an elaborate scale and with great determination, to cultivate larger commercial dealings with Great Britain, who is now the best customer for Canadian products. This should be done in no half-hearted way. The Government at Ottawa should at once proceed with the fast Atlantic line, so as to give Canada the quickest communication for mails, passengers and perishable freight, between Europe and America. Secondly, a commercial agent of ability and experience should be appointed to work up Canadian trade in Great Britain and the Continent. Thirdly, overtures might be made to the British Government for some preference on one or two Canadian products in the British market in return for another preference in our tariff toward British manufacturers.

In fact, the breakdown of the negotiations with the United States, which is due to no fault of Canada, points to one general conclusion: Cultivate closer trade relations with Great Britain.

THE SHIRT INDUSTRY.

NOW that the meeting of Parliament is at hand, we trust that the Government will rectify any injustices in the tariff which, in the revision of several years ago, were inadvertently allowed to creep in.

One injustice, to which THE REVIEW has referred on several occasions, is the inequality between the duties on manufactured cotton and the duties on goods made of cottons, namely, shirts, collars, overalls, etc. The Minister of Finance, who has a clear head in these business matters, has stated in Parliament that the position of affairs is unsatisfactory to the shirt and collar manufacturers. Newspapers supporting the Government have also pointed out that a readjustment is advisable from the point of view of fairness.

It is reported that a few changes will necessarily have to be made in the tariff this year, as conditions have developed which were not apparent in 1897. This, then, is the very time for the Government to do justice to the shirt and collar manufacturers, and

as it is not likely to create any political discussion, nor, as far as we know, does any interest oppose adequate protection to this industry, the subject ought not to be a difficult one for the Government to settle once for all. If the demand is fair enough from a business point, it is equally expedient from the political point of view, since no Government wants to have people say that its tariff policy is framed to suit one industry at the expense of another. On all grounds, therefore, simple justice should be done at the approaching session to the shirt manufacturers.

THE COMPETITION OF THE CITY.

THE right of the local merchant to his own local trade is the real ground of his argument against the unrestricted growth of departmental stores. No locality is helped by trade drifting away to a larger city, and, therefore, as long as a merchant deserves custom by his enterprise in meeting local wants, he ought to be supported. We believe, therefore, that we are best serving the interests of the local merchant by making him familiar, through the columns of THE REVIEW, with the methods adopted by live merchants elsewhere to fight the departmental stores.

A case came to our notice the other day where a firm in a small town, near a large city, have been able to keep the local trade. Conversing with a member of the firm of Atkinson & Switzer, of Richmond Hill, Ont., THE REVIEW drew out the information that in spite of Toronto competition the firm have held their trade. Now, consider what this means. Richmond Hill is a small town over 15 miles north of Toronto, with which it is connected by both the Northern railway and an electric road up Yonge street. No doubt, a great many people like the trip into town by the electric car, and are tempted, while there, to purchase things which could be got just as well in their own town.

The firm in question have met this condition by meeting city competition on its own ground. They buy and sell for cash, and take care to charge Toronto prices for their goods. Every reasonable being knows that half the cases of city buying are due to the gullibility of the purchaser and to her ignorance of values. She believes what is put in the advertisement. The firm which we have mentioned have gone a long way to solve the question of city versus country stores, when by frankly putting city methods of business into operation they can retain the favor of their own locality. It is a good omen, and we wish every such firm success.

The best way, at least the easiest way, to hold your own against departmental store competition is to imitate all their good methods and only ask for legislation to restrain them from any improper methods they may practise. To ask for a law to suppress them altogether is hopeless.

A MERCHANT ON CURRENT TOPICS.

Mr. R. H. Knight, of Sault Ste. Marie, Ont, was in town a few days ago, and, in a chat with THE REVIEW, said that the Canadian Sault was getting along very well. He spoke of the immense pulp mill there and the shipments which were being made, not only to Europe, but to Asia. Regarding a National Insolvency Law he thought it was a very hard question to speak definitely upon, but he was inclined to think that short dating would be the best remedy for some of the ills which afflict the present situation. Besides, it

would be well if the wholesalers did not sell so freely as they were disposed to do now. Mr. Knight drew attention to the fact that Canadian staples sometimes come in four or five bad ends which the merchant found interfered with trade. These staples were often wound round a board which looked as if it came right from the saw. The English manufacturers would not dream of sending out goods in this shape, or, if they did, they would sell them as seconds. Mr. Knight, who is a valued subscriber to THE REVIEW, spoke in friendly terms of the paper.

THE APPEARANCE OF CANADIAN GOODS.

It is declared that a man should never grow weary of well-doing, consequently THE REVIEW will not give up its friendly campaign for Canadian goods. But the manufacturers of them might try and make the task a little easier. Why is it some of them will persist in old practices and careless methods of doing business which were played out long ago?

The complaint is constantly made to THE REVIEW that Canadian tweeds and other staples are not put up as nicely as they should be. It is charged that there will be a bad end to the material and that the board used is about as rough as can well be. This detracts from the value of the goods. The merchant does not like it. The purchaser does not like it, and it certainly does nothing for the reputation of the manufacturer. Why, then, should the greatest pains not be taken to turn out Canadian goods so that, in appearance, as in reality, they are equal to the imported article?

These defects in some lines of Canadian manufacture have often been pointed out before. We believe that they must be due to pure carelessness. Wherever the Canadian manufacturer has turned out his goods equal in every respect to the imported line he has got the home trade. Where he omits in some details to come up to the imported standard, of course, he does not get the trade. Naturally. Why should a man living in Canada buy an inferior article simply because it is Canadian?

We mention this matter again because complaints are being received from merchants that defects in the boxing or the winding or the put-up generally of Canadian goods are injuring their sale. Let the makers take these words of warning to heart and we shall hear no more complaints.

OVERSTOCKED IN HEAVY UNDERWEAR.

Some western dealers have found themselves stocked up with heavy underwear, bought for the Klondike trade, expecting to do a largely increased business in this line. But the demand dropped off. The tendency seems to be toward lighter underwear even in the cold districts of this country.

An idea is growing that instead of heavy weights in underwear, as much heat is got out of lighter makes, provided the outer clothing, especially the overcoat, is of sufficiently warm material. Our houses are always warm in Canada, and the severe cold is only experienced in the open air. It is against that the average man's clothing should guard him.

Besides, in this country, the practice is growing, and it is a wise one, to let the wholesale house carry the risk of a heavy stock, and the retailer to buy no more than he can reasonably expect to sell,

BUSINESS MAN AS LEADER.

THAT a drygoodsman should have been chosen the leader of one of the great parties in England is rather a remarkable fact.

Sir Henry Campbell Bannerman, the new Liberal leader, comes of a business family, and was himself engaged in the drapery business with his father in Scotland. His father was James Campbell, a Glasgow merchant, who married the daughter of Henry Bannerman, a prosperous Manchester warehouseman. His son, the new Liberal leader, was, it appears, in the business after receiving his education.

He early left commerce for politics, being immensely wealthy, inheriting part of the fortune of his father and that of his mother. But his business training, short as it may have been, would bring him into contact with commercial conditions and do away with that tendency to bureaucracy, which in this country is so much resented by practical men. It would be satisfactory if in our own politics we had men of commercial, rather than professional, training to govern the country.

It is said that so far Sir Henry Campbell Bannerman has proved a very successful leader in the House of Commons, and has guided the destinies of his party with judgment.

WAITING UPON CUSTOMERS.

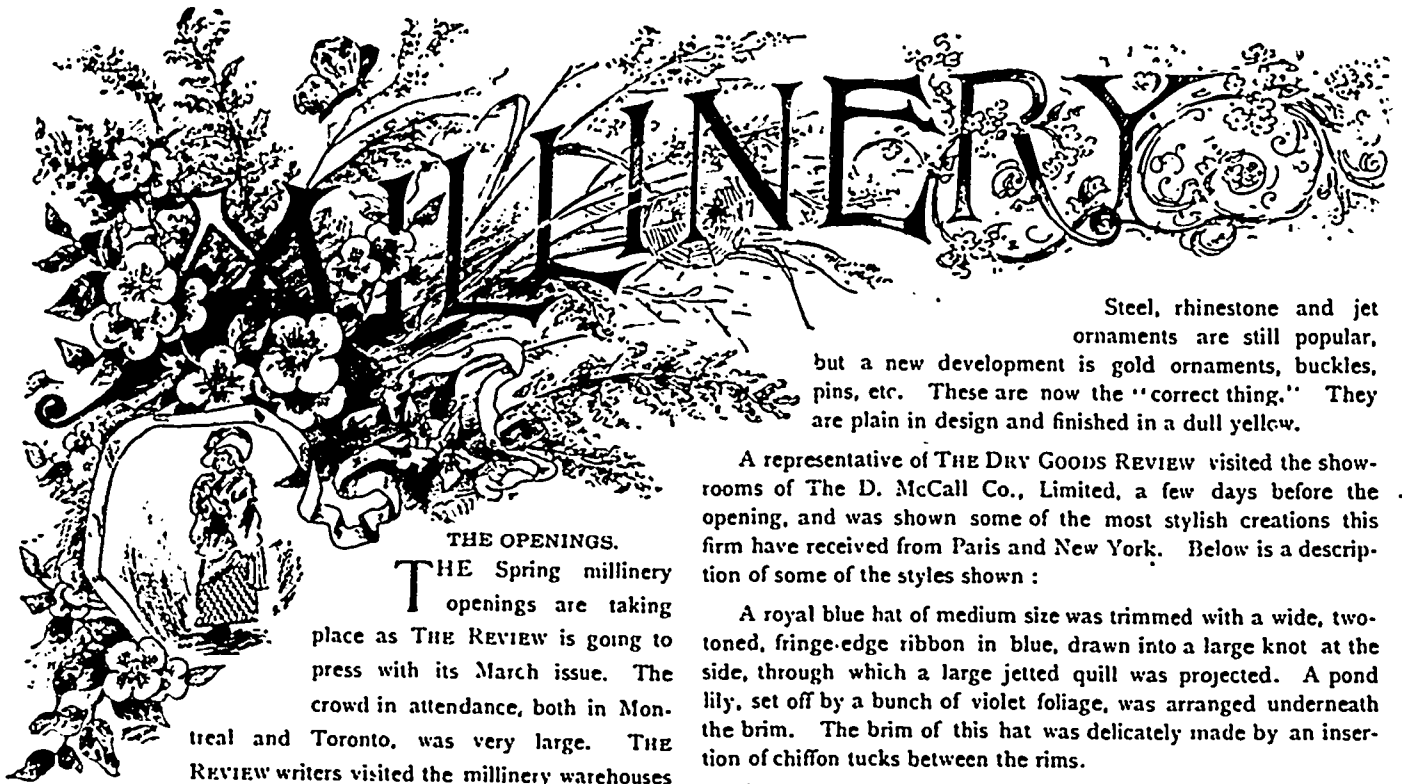
There is too much disposition in some country stores to keep people waiting. The fact that the proprietor of the store knows most of his customers personally and is on friendly terms with them furnishes no good reason why he should not be prompt in waiting upon them.

Here is an instance in point which, THE REVIEW is informed, is typical of some others. During the dinner hour, the merchant remained in charge, while the two clerks went home. A man dropped in to see him, and they talked politics. Three customers, one after the other, came in, and stood at the counters waiting, but the merchant continued his conversation with his friend. After two or three minutes had elapsed, the first customer went out. A civil inquiry as to whether he wanted anything elicited the statement that he would come back. Roused by the loss of one customer, the merchant then went and waited on the other two. He was probably quite unconscious of giving offence or making his store unpopular. Yet, we fear that would be the result.

Perhaps this is an extreme case. At any rate, we hope it is, for methods of this kind steadily undermine a business.

THE LINEN THREAD AMALGAMATION.

With reference to the linen thread trade, the Manchester correspondent of The London Drapers' Record understands that the amalgamation has now been practically completed. It includes William Barbour & Sons, Limited, Finlayson, Bousfield & Co. and W. and J. Knox. The management is composed of members of the Coats, Finlayson and Barbour firms, only one of the latter being, it is understood, represented. The predominance of the Scottish element is quite naturally a matter of considerable surprise to the trade.



THE OPENINGS.

THE Spring millinery openings are taking place as THE REVIEW is going to press with its March issue. The crowd in attendance, both in Montreal and Toronto, was very large. THE REVIEW writers visited the millinery warehouses on the eve of the openings, and detailed descriptions of the various styles will be found below. In fact, for a week before the formal openings many buyers visited both cities, so that the predictions of a lively Spring trade are more than verified.

THE D. McCALL CO., LIMITED.

The D. McCall Co., Limited, had their warehouses in excellent shape for the millinery openings. Their importations arrived considerably earlier than usual, allowing more time for arranging and sorting their goods. As a result, early buyers had an unusual choice selection of trimmed hats and trimmings to select from.

The feeling in regard to trimmings is almost decided now. Tulle, nets, gauzes, chiffons, etc., are the features of the season. Among the novelties, fleur de velour, a satin terry finish, straw and chiffon effects, and maline nets with straw spots, are in great favor. These trimmings are draped in every variety of manner imaginable.

The favorite colors are cyrano, helio, turquoise, blues, sunbursts and other shades of red. Black and white is also as popular as ever.

For early Spring, the favorite flowers are roses, principally of the large, flat shape, violets of a bluish tint, pansies in all the most popular colors, and poppies. The pond lily is a floral novelty this season which is finding many friends. Foliage is being largely used, both in combination with flowers and without them. Some beautiful, delicately-tinted shades and effects are shown.

The variety of effects and combinations of flowers, flowers and foliage, and foliage is as large (even larger than ever) this Spring. The tendency is toward larger and bolder effects. For floral crowns poppies and roses are used very extensively

Steel, rhinestone and jet ornaments are still popular, but a new development is gold ornaments, buckles, pins, etc. These are now the "correct thing." They are plain in design and finished in a dull yellow.

A representative of THE DRY GOODS REVIEW visited the show-rooms of The D. McCall Co., Limited, a few days before the opening, and was shown some of the most stylish creations this firm have received from Paris and New York. Below is a description of some of the styles shown :

A royal blue hat of medium size was trimmed with a wide, two-toned, fringe-edge ribbon in blue, drawn into a large knot at the side, through which a large jetted quill was projected. A pond lily, set off by a bunch of violet foliage, was arranged underneath the brim. The brim of this hat was delicately made by an insertion of chiffon tucks between the rims.

An elegant turquoise hat with a sailor brim, worn over the face, was trimmed with a cream lace scarf on the brim, fastened by gold ornaments, and tucked chiffon around the crown. This was completed by a large bunch of pansies of a violet shade, with foliage to match.

An empire hat in red had a red shirred crown, with sequin wings and large poppies and sequin trimming forming part of the brim.

A hat was shown trimmed in chiffon in the new combination of colors, helio and turquoise, trimmed with large cabbage roses, and cream lace with crystal ornaments.

A tasty round hat of helio straw was set off to great advantage by a crown draped with chiffon with straw applied on, trimmed with white spangled with jet, helio bows and foliage.

Another pretty round hat had a white poppy crown and a rim of tulle shaded with hair and steel sequin lace. This was trimmed at the front with black sequin wings. Underneath and at the back of the brim a pretty white bow was arranged to fall over the hair. The end of this bow was edged with narrow ribbon velvet.

A rather large hat, in the new cyrano shade, was trimmed with tucked chiffon draping, and a large bow at the back displayed by a handsome gold ornament. Pansies of a cyrano tint and foliage completed the trimming of one of the daintiest hats of the season.

A beautiful black hat, of the new viola shape, was draped with chiffon secured with a massed trimming of net with chiffon applied on. This trimming was completed by large black roses and sequin wings.

A large, wide brim leghorn, for children's wear, was handsomely shirred in cream chiffon with cream satin ribbon insertion.



THE D. McCALL CO., LIMITED



THE D. McCALL CO., LIMITED

WHOLESALE MILLINERY

Unusual
Greatness

In every respect the Spring Opening just terminated has been the most successful in our experience. The number of Buyers present was greater than on former occasions.

The purchases generally were larger than for many years, which is good evidence of the activity and hopefulness now existing throughout the country, as well as the confidence displayed in purchasing from

**The Largest Stock of Millinery
in This Market.**

During the season we will always be found up-to-date. Stock will be replenished daily with all the newest novelties.

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

Flett, Lowndes & Co.

TORONTO

**DRESS TRIMMINGS
LININGS
LACES**

**EMBROIDERIES
VEILINGS
NOTIONS**

Removed to 61 Bay St.

For the Milliner!

WE HAVE EVERYTHING YOU WANT IN

**Flowers, ❁❁
Laces,
Chiffons,
❁❁ Ribbons.**

In **HATS** we have an endless array of English and American styles. If you didn't see us during the openings look out for our travellers. If you buy before you see our samples you'll be sorry.

CAVERHILL & KISSOCK

91 St. Peter Street.

WHOLESALE MILLINERS.

MONTREAL.

MILLINERY—Continued.

It was trimmed with large dahlia rosettes. The ties were of cream chiffon, and were shirred near the bottom.

An exquisite toque had a white point lace crown and white and gold rims, with a butterfly to match. It was trimmed with cabbage roses and foliage.

One of the most novel creations was a toque in black with steel sequin, with a white embroidered crown, on which was mounted a large, black owl's head, fastened with gold pins, and set off by fuchsia colored roses.

A pretty square hat was trimmed with black sequins and a large pink bow with pink roses and black and gold ornaments.

One of the latest arrivals from New York was a leghorn caught in a box pleat at the back, where it drooped over the hair. It was

trimmed with an arrangement of pink corded silk ribbon draped with a large knot at the side and shadowed with white tulle embroidered with two shades of cyrano silk. Sprays of wild cherry blossoms were fastened underneath the brim.

Some beautiful things are shown this season in belts. The popular feature is fancy elastics in white with delicately colored stones with gold setting, and in white with gold and silver embossed ornaments. Plain buckles continue in favor.

Some beautiful flower striped taffeta silks are shown this season for making into shirt waists and blouses. Fancy taffeta checks

and stripes are selling largely and are likely to be good property.

S. F. MCKINNON & CO., LIMITED.

"Yes, the warehouse has indeed a changed aspect since we recently gave you our ideas," so said a director of this company. As you see, we are prepared throughout the house to meet the great rush of the opening days next week; in fact," said he, "we have never been ready so early to meet the trade as we are this season. We look forward with confidence to doing the largest Spring trade we have ever done. This confidence is prompted by what we have seen and heard within the past two or three weeks. From all quarters our representatives report the outlook as being bright. From the large amount of goods we have sold in the early placing trips, we know that the character of our offerings is right. We also know that, even at the present time, many early buyers from distant parts of the Dominion are already in the city, and hundreds all over the country have signified their intention of being present at our opening to obtain ideas and make selections from our high-class stock.

"Passing to those things which interest the trade, we add these facts as following the information we last gave you: Dress shapes in hats will be stronger than for some seasons past, plain chips taking a prominent place; as also an entirely new feature, designated Tekeo chip, which is very effective, especially in the light colors. As to styles, the ideas shown are more varied than ever. The most popular, however, are of the front flaring order, or the reverse, similar to the shepherdess shape.

In braids, the height of perfection seems to have been reached both in designs and quality. The rouser pleated silk effects are undoubtedly correct. Leading shades in braids will also hold good

in ribbons and trimming materials. Such colors as climatite, purple, fuchsia, cerise, turquoise, have taken strides as favorites for early Spring. Of course, as we last stated, white, cream, tuscan, rose, royal argent, mohonia, bengale, aural, and margolaine will all be sought after.

"As the sound of the opening gun is heard we are more convinced than ever that it will be a milliners' season in every sense of the word. Their ability as artists will be tried and tested, but cannot fail; so that the millinery for the season will be marked by its newness of character, diversity of styles, and richness of materials and trimming novelties.

"As we have already said, many braids and braid effects will be used in the manufacture of stylish millinery. With regard to flowers, we can only emphasize what we have already stated, that they, in all their natural appearing richness, will lead all other articles of hat garniture. Foliage, true to nature in its most delicate state, from almost white to a pretty pale green and tinted colors is another novelty which will demand recognition; violets in plenty, many blue flowers and also ferns are amongst the newest.

"Ostrich effects in tips and three quarter flats will be in greater demand than usual; also stylish millinery will be incomplete without more or less whip, flowing, or wave osprey is used thereon.

"Amongst materials in use taffeta silks in the leading colors come first, with soft rich satin almost on the same plane of favor; also a rich new creation called satin d'velours, which is charming in effect.

"Plain and fancy chiffons have developed some charming ideas; one of these is called the dewdrop, having quite the appearance of so many drops of dew covering the material. Another is eyletted, and others have designs of the narrowest gathered ribbons running over them. This brings us to the ribbon department. Rich and handsome plain and fancy ribbons are largely employed in the manufacture of high-class stylish millinery.

"Now, sir, as we have already said, we have great hope and confidence in the trade for the coming Spring season, and we just as confidently assure you, that we are out to excel all our previous efforts, and if you claim to be a judge of fine art, come in on the 27th, the first of our opening days, and we will show you a collection of trimmed pattern millinery such as has never been seen in Toronto.

"Just before we part, let me say a word about these McKinnon-made mantles. We will at an early date be sending out our convincing range of samples for next Fall, so we will say nothing more but will let the goods speak for themselves. We may, however, add that in jackets, as in all other classes of goods, there is a growing demand for a better article. There are a great many dealers who act as if afraid to even make an effort to sell really good jackets. No matter how low the price, something lower and cheaper is looked for. But there is another class, built the other way, always trying to get the best they can, and yet the low-priced dealer wonders why this class gets the best of the trade, forgetting that without style, fit and finish a jacket has no merit, and, therefore, price does not count. We cater primarily to buyers who know and appreciate correct styles, honest quality and perfect fit and finish.

"From our factory we are turning out ladies' skirts by the thousands, including crepons, plain and figured lustres, linens, ducks, serge and pique effects. Merchants who have not yet handled our skirts would do well to send for a few samples, and you might just give them a hint to that effect."

MESSRS. CAVERHILL & KISSOCK.

The Spring millinery display at Messrs. Caverhill & Kissock's is, if possible, finer than ever this season. Nothing has been



THE D. McCALL CO. LIMITED.

McKinnon=Made Mantles

Just a year ago we launched the enterprise as manufacturers of mantles for the Canadian trade in competition with the old method of importing from Berlin. The almost phenomenal success of the venture is patent to the trade in Canada universally. We have demonstrated that we can manufacture for the Canadian market as acceptably as the Germans ever did. We can give all the style and finish for which they were noted. We can show models six months nearer to the season than could possibly be done under the importing idea. We save the worries and red tapeism of the customs house, and you avoid the tariff.

Within the past few weeks we have purchased the plant and business of Alexander & Anderson, the pioneer cloak makers in Canada—we have associated with us in our company Mr. Alexander, whose ability and connection we prize—and have put him in charge of the manufacturing department—thus greatly strengthening our position as manufacturers and in the field. We are making lavish preparations for a vigorous campaign in McKinnon-Made Mantles for Fall, 1899, and expect shortly to have a grand range of the new models in the hands of our representatives. Wait for them!

S. F. McKinnon & Co., Limited

71-73 York St., Toronto

MILLINERY Continued.

spared that would enhance the beauty of the display of all the latest novelties which they have on hand.

The ground floor is entirely devoted to untrimmed hats of straw, and wire frames for trimming. The large number and variety of sailor hats show that it is to be quite as fashionable as ever. It would be impossible to individualize one particular style; the variety is endless. There is the coarse, medium and satiny smooth finish, there is the pure white and the yellow color. Then, there are brown, black and fancy mixed straws. The only marked novelty is a new crown with three grooves running from front to back. Whether this will prove a good seller remains to be seen. Its oddness may recommend it to a public always looking for novelties.

Fancy straw hats are shown also in an endless variety; many of the crowns of these are of coarse, pure white chip, with brims of a different and finer straw. All turn up at either back or side, and come in all the different colors and mixtures of colors.

The black hats also are a very well chosen stock. Wire frames are wide in brim and of medium height in crown. These hats are to be trimmed with chiffon and net, and are to give the impression of lightness, but are, in reality, of heavier weight, many of them, than the straw, the frames being so well built up as to prevent bending.

Some fine white leghorns for children are shown, with deep border of fancy straw, that promise to be good sellers. Some, too, have a fine star of straw in deep yellow, and others in red, thickly scattered over the whole hat, both crown and brim. Alpine straw hats are being shown in all fancy shades.

The second floor of this extensive establishment contains a wide variety of fancy materials. The ribbons occupy a large space, and the very newest styles are shown. Chiffon ribbons are to be a strong selling line as was predicted in THE REVIEW of last month. The wide has three strong threads to draw it up into two puffs for hat trimming, etc. From the wide down to the very narrowest width, this fine ribbon is shown in every color and shade of color. Some of the very narrowest are exquisite in their daintiness. Some have one side fringed to form the edge of the frill for hat, gown, or parasol, others have an open fancy edge with a black chenille cord in the centre to draw on. The silk ribbons that are in corded effects are extremely effective and should prove strong sellers. These have bright lines of cerise, blue, green, etc., with the white line between raised in a cord, these, too, can be ruffled. In fact, the ruffled ribbon is to be the feature of all trimmings for the coming season. The fashionable cerise color comes in all the new satin and silk ribbons for the Summer. A few plaids are shown, but not many.

The silk and velvet department is more complete, and here is shown a new gartered pongee silk, which will take the place largely of the gartered chiffon which is so much used for dress trimmings. It is a little heavier in weight and will wear better. It comes in all varieties of color and design.

On this floor, too, are shown a fine assortment of feathers in the new medium lengths, many in cerise, and in the natural ostrich, which is to be worn also. The ready-made costumes are in all styles, and sell from \$4 the suit of plain dark tweed up to the handsome suit with silk lined blazer of valentia cloth at \$18. Quantities of silk and cloth shoulder capes for Spring wear are shown and here, too, are children's muslin and silk hats from 10c. up, bonnets and cloaks in all grades.

Floor No. 3 is almost filled with flowers, from the simple daisies at 10c. the bunch, up to the most elaborate French spray of goodly proportion, both in size and price. Violets are in quantities, as usual, in the Spring. The double seems to be the favorite this season. Mignonette in large sprays is natural, and long wired bunches of flowers for hat trimming are shown in every variety

The French novelties in hats are more effective and will be worn to a great extent. Light frames entirely covered with sequins, they will be trimmed with chiffon, flowers and feathers. Spangled bow knots, ready to place on the hats are seen, both in black and colors.

Broad bands of black net, heavily sequined, are shown for hat crowns, and lace edgings in the same style for the brims. This fashion has a very rich effect, and is to be largely patronized.

Parasols are seen here, too, pretty shot silk ones with fancy handles, white with flowered borders, in fact, all kinds for the coming sunny season.

Veilings are in all styles, from the pin point dot up to that as large as a pea, and in every pattern of mesh. One new French veil is a white gauze, with a pin spot of white thickly covering it. This is very new.

A hat gauze that is almost sold out already, so great is the demand, is of lightest gauze, with a large dot of loose silk scattered at wide intervals over it. Every colored ground is shown with the dot in a harmonizing color. Cerise is the favorite in this as in all other millinery.

The brilliant shades will be worn this Summer, but not in such a mixture as last year. Cyano, cerise, bluette, burnt orange, pink, all these bright colors are shown, but the hat will have the one color only, sometimes in three shades, from deep to light, and only varied by the heavy wreath of flowers or feathers that ornament it.

The trimmed millinery department in Caverhill & Kisson's, occupying the fourth floor, is one of the handsomest show-rooms in Montreal. It occupies half of the whole flat, and is paneled in plate glass on either side, carpeted in crimson velvet, and painted in white. All this shows off to perfection the exquisite confections which, under the skilful hands of thirty young women, supervised by the two artistes, Mdlle. Bellanger and Madame Hetu, are shown in endless and exquisite variety.

A few hats may be described here. Black hat, with broad brim turned up at the side, with six ostrich plumes caught with large rhinestone buckle and cerise rose, brim covered with two full frills of black gauze, crown bound with sequin band, and top of the crown frilled round with double frill, as on brim. This is one of the smartest hats on exhibition.

Red straw hat, small round crown, brim turned well up at one side, with wreath of red roses running up from hair line to top, and spray of mignonette.

Cerise straw, smooth finish with rolled edge, three shades of cerise silk ribbon forming torsade at side and fastened with handsome gold buckle.

Small toque of black net, ruver with narrow white ruffled ribbon, white and black plumes, large chou of pale blue ribbon at the side, edged with dainty ruffles of white and black chiffon. This is a most graceful design.

Large leghorn hat for girls, turned up at the back, with cyano roses, heavy knot of cream silk ribbon and two medium-length cream plumes, one pointing forward and the other more to the back. The crown is banded with cream ribbon, and, set upright all round, is a quantity of delicate ripe grass; a long point of cream ribbon lies along the brim to the front.

Red hat, with large red osprey, poppies and red satin ribbon bows, red chiffon lining to the brim, which is turned up at the side.

Bluette straw, elaborately trimmed with bluette silk heavily ruffled, long sprays of tea roses—an exquisite creation.

Pink hat, brim made of rows of fine chiffon ruffles, each edged with black; large bows of pink brocaded ribbon, loose crown of pink brocade to match.

Turquoise blue and black hat, frame made of rows of blue and black fancy straw, edge of brim trimmed with close ruche of blue

MILLINERY—Continued.

chiffon, large rosette on either side of blue straw with same chiffon edging, large bow of blue and white ribbon, with blue and white bow-knots of lace applied on at intervals.

Child's hat, in three shades of pink, loose crown of the three ribbons sewed together, large bows of same, and brim made of pink and white puffed chiffon caught in at intervals at the edge with small pink velvet forget-me-nots; long strings of the middle shade of pink.

Burnt orange hat, high bunch of bows of broad silk ribbon caught lightly and fastened with a buckle, brim closely trimmed with shaded orange flowers and veiled in black net. This is a hat of marked elegance.

THE JOHN D. IVEY CO., LIMITED.

The elaborate preparations made for the openings at The John D. Ivey Co., Limited, insured a most successful opening. During February, the importations of Spring goods were received daily, comprising all the requisites and novelties for high-class millinery. The large workrooms of the company were thronged with visiting milliners from all parts of Canada, from Nova Scotia to British Columbia, who appreciated the selection of materials and pattern hats which the European buyers of the firm have made.

In pattern hats, several new shapes are shown this season. Among them, mention may be made of the "Sirdar," a double-brim after the order of the "Shepherdess," but more modern. The crown is composed of white lilacs, under brim of straw and the upper brim of sequin. Paradise and ribbon velvet constitute the trimming.

"Cyrano" is the name of the new "Napoleonic" toque in three shades of fuchsia, ribbon shirred for crown, jet brim, foliage decoration. "Marchand" is a serpentine brim drooping hat made of straw and chiffon, and trimmed with ostrich tips and shaded ribbon.

Picture hats, in black straw and jet, with facing of black and white applique lace and tulle with narrow straw run on it, used as Alsatian bow, veiling flowers, are particularly good. The new "Gainsboro" of black straw, rolling very high at the left side, with five three-quarter length feathers for facing, two bunches of small tips for outside trimming, caught with rosette bows of brilliant ribbon, which continue round the crown and end in long streamers, is a favorite hat this season.

A very high-class novelty is the new "Walking Hat" of jet and straw, trimmed with black paradise and jet wings and a gold buckle. Just here it may be said that gold is the most fashionable ornament this season, and buckles from 5 in. square are studded with rhinestones and pearls.

The newest "Leghorn" hats are trimmed with lace leaves bound with fine straw and mounted in a wreath with soft tulle rolls for a front trimming.

Straw hats are shown in every conceivable shape, the most fashionable being the mushroom shape with a dome crown, while toques, turbans, shepherdesses, and sailors are in demand.

Jetted nets, tulle, gauzes, plain, striped and spotted, are very much in evidence, and mirror velvets employ beautifully with these new materials. Straw braids are more popular than ever and are shown in very unique patterns. Several are combined with tulle and chiffon. The straw braid sash with fringed ends is a feature of hat garniture.

For early Spring, flowers will be the favorite decoration, and many hats are composed altogether of them, with trimming of paradise and tulle. From the tiny picquet to the large branch garland flowers are the feature of newly trimmed hats. Maiden-hair ferns, in quill effects, and the same for trimming ribbons, etc., is a favorite novelty. Foliage is a marked feature this season.

HANDSOMEST DESIGNS EVER SHOWN
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HANDSOMEST DESIGNS EVER SHOWN IN QUILTS
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HANDSOMEST DESIGNS EVER SHOWN IN QUILTS
HANDSOMEST DESIGNS EVER SHOWN IN QUILTS IN CANADA
HANDSOMEST DESIGNS EVER SHOWN IN QUILTS IN CANADA

EXCLUSIVE DESIGNS



OUR ROCK BOT
OUR ROCK BOT
OUR ROCK BOT
OUR ROCK BOT
OUR ROCK BOT
OUR ROCK BOT
OUR ROCK BOT
OUR ROCK BOT

INTEREST YOU
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OUR ROCK BOTTOM COMPETITION PRICES WILL INTEREST YOU
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OUR ROCK BOTTOM COMPETITION PRICES WILL INTEREST YOU
OUR ROCK BOTTOM COMPETITION PRICES WILL INTEREST YOU



The Puritas
Wadded comforters is so called on account of the purity of their material. It is the best comforter made in workmanship and finish. If you sold but once to the same customer you would not need our goods, but the customer who buys over and over again will be satisfied only with the Puritas.
Costs no more than the imported article. Insist on getting it from your jobber. If he substitutes, write us direct.
Alaska Feather & Down Co., Limited
Montreal

J. M. Macdonald will book your order now, West of Winnipeg
J. W. Woods will book your order now, Ottawa Valley
J. H. Parkhill will book your order now, Toronto, Ontario
J. M. de B. Kemper will book your order now, Montreal

290 GUY STREET MONTREAL.

W. A. Sanders will book your order now, Maritime Provinces
Karel Boissevain will answer your letters. He is the Secretary

NEW GOODS IN WHOLESALE TRADE.

THE W. R. BROCK CO., LIMITED.

IN dress linings, a special line has been secured of Canadian percalines, a full range of shades of high colors, purple, cerise, helio, cardinal, greens, pinks, blues, whites, ivories and other staples; this is the soft lining now in vogue for dress skirt modes. Also a range of fancy dress linings, silk effects, white simla silks, near silks, moire pongees, pongee antiques, plain sateens, mercerized sateens, striped and fancy linenettes, organdies and silkatinets.

Two stock lots of 36-in. American prints, blouse and skirting effects, checks, stripes, etc., are now being shown. The Morley zephyr is a fine texture, the Wauregan is a heavy, strong cloth.

A big range in gingham, from a low cloth to superior grades, is shown. They are moving rapidly and will be scarce. A lot of mill price 30-in. cloth, in flannelettes, to retail at 5c., will soon be gone.

In carpets, this firm are making a large display. The designs in tapestry and Brussels are the very latest and exclusively their own. Fresh shipments of goods keep the stock up to date from every point of view.

In dress goods, the range is now complete and the last shipments are just in. The feeling for plain goods, such as lady cloths, whipcords, poplins, sedans, etc., still increases, especially in the higher grades, although the trade in fancies has been quite brisk. Shades that are notably running are: New blues, navy, greens, cardinals, with a growing demand for browns. Special values in serges are shown; the same goods could not be replaced under an advance of 25 per cent. All the newest designs in fancy blacks are to be had. Having anticipated the rise in silks, The Brock Co. bought large quantities and claim to be showing an unequalled range of these goods. Their special numbers in black peau de soies, surahs, merveilleux, satins, brocades, tricos, royals, etc., are all in stock.

VISITOR FROM GREENWOOD, B.C.

MR. R. SMAILES, of the firm of Rendell & Co., Greenwood, B.C., was in Montreal and Toronto last month.

Greenwood is in the Boundary Creek district, which attracted so much attention at the last session of the Dominion Parliament, when C.P.R. influence succeeded in denying a charter to Corbin's proposed road. "But I think," said Mr. Smailes, "that the charter will be obtained at the next session of Parliament." Greenwood is a rapidly growing town. In an air line it is about 50 miles from Rossland and about 150 by road.

"Three years ago when I passed through Greenwood, there was nothing there," explained Mr. Smailes. "To-day there are seven hotels and four under construction when I came out the other day. There are several stores in the town, and the population is about 800."

"Van Horne," continued Mr. Smailes, "says that Greenwood is the centre of the richest gold mining country in America. One peculiar feature about the mines in our district is this: Every claim in Boundary Creek which has been worked with machinery has improved with depth. And another thing, we have not yet been cursed with wild-cat schemes."

Then Mr. Smailes began to moralize. "I cannot understand," he said, "how merchants in the east, merchants who are far-seeing and clever business men, can be trapped into allowing their names to become associated with wild-cat mining schemes. To

my mind, they should decline to have anything to do with companies upon whose properties no development whatever had been done."

FANCY GOODS.

THE import samples of fancy goods this season include a large and striking line of bronze goods, some china and bronze, some onyx effects in clocks, photograph frames, candlesticks, fancy ornaments, inkstands, large mounted china vases, and many other fancy articles of new and attractive patterns with novel combinations. Nerlich & Co., Toronto, who show the above, also state that the increase and variety of imports this year is particularly noticeable in Japanese china, of which goods a much larger range than formerly will be shown, and at prices from 10 to 15 per cent. lower than have ever before been quoted. Direct importations of this line enable the firm to put the prices down, and at the same time enlarge the variety shown.



Nerlich & Co.

In Spring goods there are a number of lines to interest the dry goods trade, including Cyrano chains for holding watches and purses, net shopping bags, purses and summer jewelry novelties. Leather school bags, at very low prices, are being shown this season. Samples of import dolls are also now being opened up. Of stock goods, the firm have prepared an elaborate illustrated catalogue, which any REVIEW reader may receive by writing for one.

THE WYLD, GRASETT, DARLING CO., LIMITED.

In forming their new company, The Wyld, Grasett, Darling Co., Limited, have made some announcements of interest to the dry goods trade. The name now becomes the trade mark, the words "The Wyld, Grasett, Darling Co., Limited," in script, being surmounted by the names of the following individual members of the firm: Frederick Wyld, president; Andrew Darling, vice-president; A. W. Grasett, director, and R. D. Malcolm, secretary.

In their usual circular the firm announce that Mr. Thomas McQuillan, formerly an able representative of the firm on the road, has been appointed manager of the staple department, with Mr. L. M. Harris as assistant. Mr. Andrews is in charge of the manufactured clothing department, with Mr. Currie as assistant. In woollens, during Mr. Johnston's absence in Europe buying for Fall, Mr. Canavan is in charge. Mr. Wallace continues in control of linens, Mr. Kerr of smallwares, etc., Mr. Fisher, assisted by Mr. Haun, of men's furnishings, Mr. Trebilcock, of dress goods, assisted by Mr. Sanderson, while Mr. Cooper attends to letter orders.

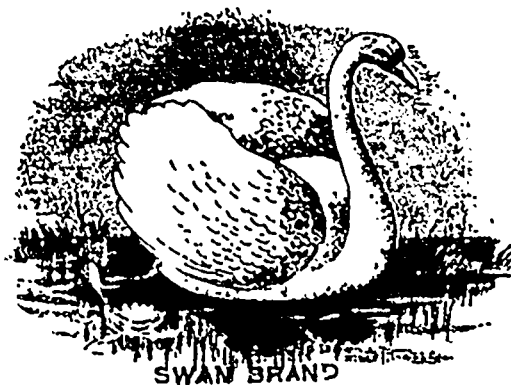
It should be stated that Mr. Clatworthy, whose appliances for window displays were described in the last issue of THE REVIEW, is the head of the firm of Clatworthy & Co., Richmond street west, Toronto, whose advertisement appears elsewhere this month.

Mr. Togou, of K. Ishikawa & Co., who has for the past two years been in charge of the Yokohama office of the firm, is returning to Canada for a short time, and will be here during the second week of March, looking after the finish of goods and getting opinions for Fall trade. He will bring new samples of fancy handkerchiefs and mufflers. Mr. K. Ishikawa will stay in Yokohama during Mr. Togou's absence in Canada.

**White Cushions and Cosies.
BED PILLOWS.**

Cotton Filled Comforters.

**FANCY
COVERED
CUSHIONS.**



SWAN BRAND

**FANCY
COVERED
CHAIR
BACKS.**

ASK FOR PRICE LISTS.
LETTER ORDERS FILLED PROMPTLY AND ACCURATELY.

The Toronto Feather & Down Co., Limited

Office, Sample Room and Factory, 74 King St. West, TORONTO.



WM. CROFT & SONS

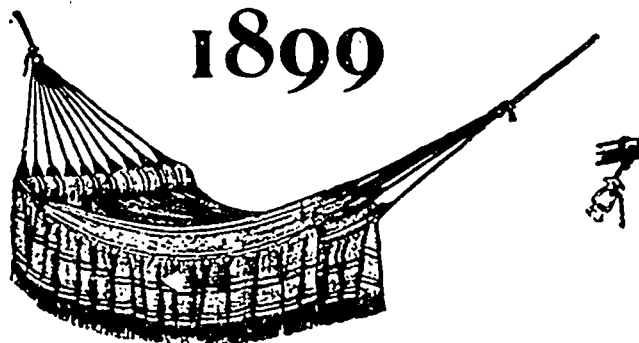
ESTABLISHED 1855.

Sole Manufacturers of

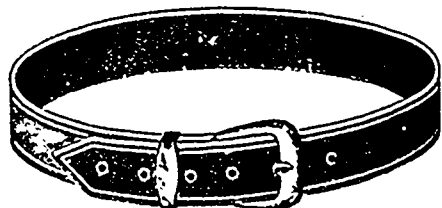
The "Wyvern Woven Hammock."

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

- Ladies' Belts (OWN MAKE)
- Belt Holders
- Waist Setts
- Waist Pin Setts
- Sash Pin Setts
- Fancy Belt Buckles (THE VERY LATEST.)
- Links and Cuff Buttons
- Stick Pins
- Fancy Hat Pins
- Cuff Pins and Pin Setts



See that the "Wyvern" Registered Trade Mark is on every Hammock.



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

and a **SPLendid** line of all the latest **NOVELTIES** suitable for a Dry Goods Man's Smallware Counter. Our stock is now very large and complete in **FANCY HAIR COMBS, POMPADOUR COMBS, BALERO COMBS, SIDE AND BANG COMBS** (fine line), Hair Pins in Horn and Celluloid, and is the largest and best assorted and cheapest line we have ever sent out. Travellers will call on you in due course, and we ask you to inspect our samples before ordering—it will pay you

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

*Our Travellers are now out
with Samples*



That will surprise & please you.

Perrin, Freres & Cie.

The Glove House of Canada.

Perrin's
Gloves

ARE THE BEST.



Perrin's
Gloves

ARE THE BEST.

QUALITY GUARANTEED

We are now receiving our Spring Goods and we must say that they are better than ever in quality and finish, if you have not yet bought for Spring, you better send us your order at once.

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
Courtenay Flannels
Flannelette Sheeting

Cottonades
Denims
Tickings
Galateas, Yarns, etc.

Agents . . .
J. SPROULSMITH, 39 1/2 Yonge Street Toronto.
DAVID KAY, Fraser Building, Montreal.
JOHN HALLAM, 83 Front Street East, Toronto, Special Agent for
Beam Warps for Ontario.

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

A HANDSOME CITY STORE.

MR. FREDERIC W. WATKINS, of Hamilton, is now doing business in his handsome new premises on James street south, the task of removing his immense stock having been accomplished with the order and despatch which characterize that gentleman's business methods. The new structure will add to the prestige of Hamilton as a dry goods centre, being 78 ft. 8 in. x 232 ft., and furnishing a selling space of 56,000 square feet. The display windows afford ample room for the exercise of the window-dressers' art, for which this house is noted. The light during the day time in the building is magnificent, windows being on all four sides of the structure, excepting towards the front, at the north and south walls, where the limits of the two buildings adjoining happen to be. The electric light and gas have been installed throughout the entire building. The building is without doubt one of the best lighted in Canada. The floor space is comprised of basement, ground floor and storey above, all running back the whole length of the property. In addition there is a third storey which runs back a short distance. The front of the building is composed of buff brick and Berea stone and plate glass, with an ornamental topping on the roof of galvanized iron.

The entrance way is somewhat unique, there being a very large loggia in the centre, with a patent Van Kennel door, which will have the effect of excluding the cold winds and make it very comfortable for all the employes and customers inside. The roof of the building is one of the best that could be had, being composed of Trinidad asphalt and gravel. There are no eavetroughs. All the water from the roof runs to the centre of the same and is carried off, by large pipes, through the building to the sewer. The passenger elevator is so arranged that it goes to the top of the roof, so that at any time in the future a conservatory can be installed there and access had to it. The ceilings on the ground and second floor are covered with beautifully embossed steel, painted white.

THE COMFORT OF BUSINESS PREMISES.

IT HAPPENED to meet Mr. C. P. Hebert the other day as I was coming out of Hudson, Hebert & Cie's. I had not seen him for a long time, and I was delighted to find him looking better than for many years. He is now getting on in life—in fact, I might safely call him the father of the wholesale grocery trade in Canada—but he still takes an active and intelligent interest in his business, which is now undoubtedly one of the largest of any wholesale in Canada. Their offices and warehouse, I think, are not surpassed by any in the Dominion and none that I know of in the United States, and this is why I am writing these lines, for I had quite a chat with Mr. Hebert about business establishments generally. He suggested an idea to me that we, active men, in this very busy age, are apt to overlook, that is, our business surroundings. Some of us have very attractive establishments, but we make them so, not with an idea of our own comfort, but as a good advertisement of our business.

Mr. Hebert told me that he carried on business for many years in a cold, damp, badly-ventilated establishment, just as hundreds of other very successful men are doing to-day, without giving a thought to his surroundings. After working this way for years and injuring his health, he gave the matter some thought. He reasoned that a business man spends eight, ten or twelve hours a day of the best part of his life in his office or warehouse. It is the place in which he gets his enjoyment, for men, successful men, enjoy their business. It is the pleasure they get out of life. That being the case, why should we not make our offices as attractive and comfortable as we make our homes? Though we spend but little time in our homes outside of our sleeping hours, we are lavish in our expenditure in the decorating, ventilating, heating and everything that

will make them comfortable. Why should we not then devote more attention to making our business places pleasant, and comfortable in every way?

We are all so busy that few, if any of us, have ever given thought to this idea as suggested by Mr. Hebert. It is a subject worthy of very serious consideration by every business man.

IMPROVEMENTS NOW COMPLETED.

Improvements, both in retail and wholesale establishments, are the order of the day this Spring, in preparation for the increased trade which good times bring. One of these complete renovations is seen in what is called "Brock's third floor"—the smallwares, hosiery, underwear and furnishings department. It has been repainted throughout and the goods rearranged in the most systematic way. Since the erection of the new building, ample accommodation has been provided for every line carried, including hosiery, gloves, underwear, fancy goods, muslins, smallwares, knitted goods, umbrellas, laces, ribbons, etc. The new addition on this floor gives men's furnishings a large room to themselves, and the increase of the trade has justified the extension. The entire department is now, and has been for 20 years, under the control of Mr. W. R. Smallpeice, one of the most capable drygoodsmen in the country. The painstaking head of the department aims to have what the trade demands, so as to compete with the competition characteristic of trade to-day. The aim is to avoid truck and to keep good stuff that will insure a line of profit to the dealer.

HINTS ABOUT GLOVES.

Dome fasteners, or clasps, will be used almost altogether on kid gloves of medium length for street wear. The lacing glove has become somewhat passe, although some buyers believe that much more satisfactory results are obtained from a lacing glove, especially for a plump hand and wrist.

The fit of a glove largely depends on the first button or fastener. In fitting a glove on the hand an expert fitter always buttons the first button last, thus partially avoiding the tendency of the glove to give way at the first button from overstrain. The results are invariably better if this point is followed.

Francis Scholes, managing director of the Canadian Rubber Co., died on February 24, at the age of 86. He had been connected with the Canadian Rubber Co. for over 30 years.

Says a London, England, correspondent, writing February 18: "Geo. B. Fraser, of S. Greenshields, Son & Co. of Montreal, is now in the city, and during the past week has been looking up old friends."

The agents in Canada of Brice, Palmer & Co., London, England, J. E. Snider & Co., 5 King street west, Toronto, are showing a line of ladies', girls', and children's jackets and capes, from which there are over 400 samples to select. They are also showing a fine line of silk skirts from Paris, and novelties in children's dresses from New York. In fur collarettes there are some very cheap goods being shown this season, as well as in hosiery and gloves. Readers of THE REVIEW who wish to see these goods, which are direct from the manufacturers, may send a line to Snider & Co.

W. E. Walsh, 13 St. John street, Montreal, has made arrangements to control the output of fancy baskets from the largest Indian reservation. These goods have never been offered in Canada before, and are spoken of as a novelty which is bound to make a sensation in the trade. The designs and colorings are both unique and beautiful, and the prices are lower than might be expected. Samples of principal patterns may be obtained by writing Mr. Walsh.

Are You Coming to Montreal?

IF YOU visit the city call and see us. It will give us great pleasure to welcome you and to show you our immense stock of Dry Goods with novelties up-to-date. Our factories are in full blast making Shirts and Neckwear for men, and Ladies' Neckwear. You can see the goods being made.

We will do everything we can to make your visit here pleasant and profitable. We have some special lines which will interest you, and we think our different departments are worth seeing.

Call upon us anyway.

The **Gault Bros. Company**

Limited

Sole Agents for

Fownes' Celebrated Gloves.

MONTREAL.



Men's Furnishings ❀ ❀ ❀

THE sale of puffs and graduated four-in-hands, in reds, is still quite large. The Easter demand, which will soon be with us, as Easter week commences on Monday, the 27th inst., will bring in a lot of light colors. Pure white, in brocaded patterns will be, as usual, in great popularity. Small neat effects, such as swivel patterns — small red, green or black spots or blocks on a white ground will be in favor. The feature, however, will be the demand for striking effects, such as decided checks in all

dark colors, black, green, blue or maroon contrasting with white, or bold stripes in the same colors. The proper shapes will be flowing-ends and four-in-hands. With these shapes it is necessary that the cloth must be cut on the bias to give the correct appearance, as the style is ruined if cut on the straight.

This is, however, a great nuisance to the manufacturers as it is extremely difficult to have them made when cut on the bias so that they will not draw out. It would be, therefore, advisable that retailers should, when opening their goods, examine them before offering them to their customers.

A very handsome lithograph, in colors, of General Lord Kitchener, the hero of Khartoum, has been got out in large wall calendar form by Myron McBride & Co., Winnipeg. It is the most perfect color photograph of Lord Kitchener yet issued in this country. A copy will be sent to REVIEW subscribers.

SHOW OFF THE SMALL ARTICLES.

"Despise not the day of small things" is a Scriptural injunction that might be transcribed into a message to retail merchants, advising them not to neglect giving an article its share of attention because it is small.

The fact of the matter is, that small articles are frequently much more susceptible to advertising and displaying than larger and more staple articles.

For instance, when making a display of men's furnishings, whether the goods shown be ties, collars, cuffs, or shirts, it is good policy to put in some conspicuous place a good assortment of cuff links, tie pins, collar buttons, cuff fasteners, etc. The sale of these goods is not large, but it cannot be much less than the trouble of making such an addition to your display.

Young men, as a rule, are easily tempted to purchase some

article which suits their fancy by merely having the article shown to them, especially if the article is within their reach in price.

Therefore, it is reasonable to believe that the sale of cuff links, etc., would be increased by a good display of them once in a while.

The best manner of displaying these goods that I have noticed is that followed by a dealer who does a large trade. His window, when I last noticed it, contained a big display of Ascot ties on a stand a few feet back from the window front. An assortment of cuffs were arranged so as to cover all the floor but about three feet by six inches in the centre, where three glass shelves were placed one above the other, with cuffs between them. The shelves were devoted entirely to the display of collar buttons, cuff links, buttons and fasteners, tie pins, etc., and the cuffs holding them up were held in the correct circle by dainty links. Small, neat price cards gave all the information necessary to make the display a tempting one.

"A DEAD SURE THING."

The other day I was examining a display of ties in a down-town Toronto window when two well-dressed young men stopped to have a look.

In a display made up of dozens of ties were included three moderately-bright red ones.

One of the men turned to the other, after they had looked the window over, and remarked:

"There are not so many reds here. Do you think they are going out?"

"They may not be so common in a few weeks as they are now, but it will be hot weather before they go out. They are a dead sure thing to handle, for, whether in style or not, they look so well on so many men that they are bound to be worn for months yet."

I give the remark as I heard it—but I agree with the speaker.

RED TIES DISPLAYED.

"Very Snappy, but Not Dangerous," is the message borne by a card in the centre of a men's furnishing house on the main street of a large Canadian city. As may be supposed, the ties were red, and red of the brightest hue. Some of them were simply red; others were made even more striking by bold stripes of black, black and white, and white. The majority of them were made-up Ascots, but there were not a few four-in-hands shown. The display was shown to excellent advantage by suspending them from a display stand about six feet high and about two feet from the window front.

MEN'S GLOVES.

There are no surprising novelties in men's gloves for Easter and Spring. Tan, in half-a-dozen shades, of course, will be the prevailing color, and, indeed, it is safe to say that nine tenths of the men who wear gloves prefer tan to anything else. Grey gloves will have a certain vogue among the ultra fashionable, but they will not be in general demand. The ease with which they become soiled mitigates against their popularity with those who buy gloves to wear, not to look at. The correct grey gloves will be light and medium suede. Embroideries are conspicuous by their absence. An

THE HALIFAX HERALD.

THE DAILY EXAMINER

FRANCE MOURNS
ANOTHER PRESIDENT

ST. JOHN DAILY SUN.

WHAT IS MAGNOLIA METAL?

L'ÉVENEMENT

LA PRESSE

THE DAILY TELEGRAPH.

The Montreal Daily Star

THE PREMIER OF CANADA

THE OTTAWA CITIZEN

The Globe.



THE Brais BRAND

The Daily Mail and Empire.

THE LONDON NEWS

Manitoba Free Press.

Victoria Daily Times.

The World

Sterling Silver
Chadwick & Knicker

FOR SALE
BUTTS, BAYONETS, BULLET

SALE
Special Lines
The Washable

Woolen Underwear
C. H. WILSON & CO

SPECIAL SATURDAY SALES
IN THE PHILIPPINES

ROYAL BAKING POWDER
NEW LABEL LETTER

THE BRAIS BRAND IS ADVERTISED TO CONSUMERS THROUGHOUT CANADA FOR THE BENEFIT OF OUR CUSTOMERS.

MEN'S FURNISHINGS—Continued.

attempt was made by some manufacturers to introduce embroidered backs this season, but the idea did not meet with popular approval.

There are several novelties in shirts which still demand attention, writes a New York correspondent. One haberdasher is making colored shirts with bodies of colored instead of the linen comprising the bosom of the shirts. For instance, pink barred shirts will have a body of plain pink linen. The colors are pink, blue and lavender, and the designs very little different from those of last year.

Another haberdasher is showing light lavender and blue linens with an immense design in white, something like a double fleur de lys at intervals. The shirts resemble a little bit of medieval furniture coverings, and are effective but startling.

For young men and boys this same merchant has striped shirts with the stripes running up and down on a white ground. Some of the designs are effective, but I do not care for the alternating colored stripes. There are shirts with red and black and blue, and others I must confess which are hardly within the standard of good taste, having the American flag as a model.

There is a great influx of striped blue and pink shirts with cuffs attached, ready-made for \$1. The shirts are decent in appearance, and I suppose will stand some washings without fading.

THE MONTREAL STORES.

The haberdashery windows in Montreal are beginning to don their Spring garb, and, though Lent is only just upon us with its attendant sack-cloth and ashes, the shop displays savour already of "swell" things for Easter.

One noticeable feature is the evident trend of the trade towards tailor-made shirts. Some of the biggest stores, whose managers are given credit for being able to judge public taste, display rolls of new shirtings, Scotch ginghams, French cambrics, etc., in place of made-up shirts. As far as the colors are concerned, the effects are quiet and subdued, for starched fronts. Lots of white ground is shown and the patterns are very pretty. For soft bosomed shirts, in which checks evidently predominate, rich handsome colors are the vogue. Heliotrope and dark green, navy blue, light blue and heliotrope, are among the effects. French cambrics are made also with strong white grounds and blue, pink and black, squares and stripes, are among the popular ideas, and are, perhaps, more refined than the richer patterns which are found in some other materials.

The made-up-goods come in much the same designs and color effects. The variety seem to be greater than ever, and sets the average layman wondering at the amount of time, trouble, and artistic taste expended to produce so many novel and beautiful ideas.

Round-cornered collars seem to be occupying a big place in the hearts and windows of the city furnishing men. They are made in low turndown shapes for shortnecked men, in high turndown and in the ordinary standup styles. Otherwise there is nothing startling about the Spring collars. A tie which appears to have captured the favor of the well-dressed men is a Paris "Club" tie—what is sometimes called an English square end. It fastens in a large, full knot, and is a really handsome bit of neckwear. The patterns in which it is made are very rich, and though the retail price is from \$1 to \$2.50, a record sale is reported for it.

Underwear, in pale pink, blue and other tints, both plain and striped, is among the season's specialties. Some of the garments are so well made, of such exquisite designs and colors, that it seems almost a pity their light is doomed to be hidden under pantaloons and coat—but, apparently, they are flowers which are born to blush unseen. White cashmere underwear is being made up with silk gusset under the arms and between the legs. This is a boon for

fat men and others who perspire freely, as it allows a current of cool air to circulate around the parts where Summer heat is most felt.

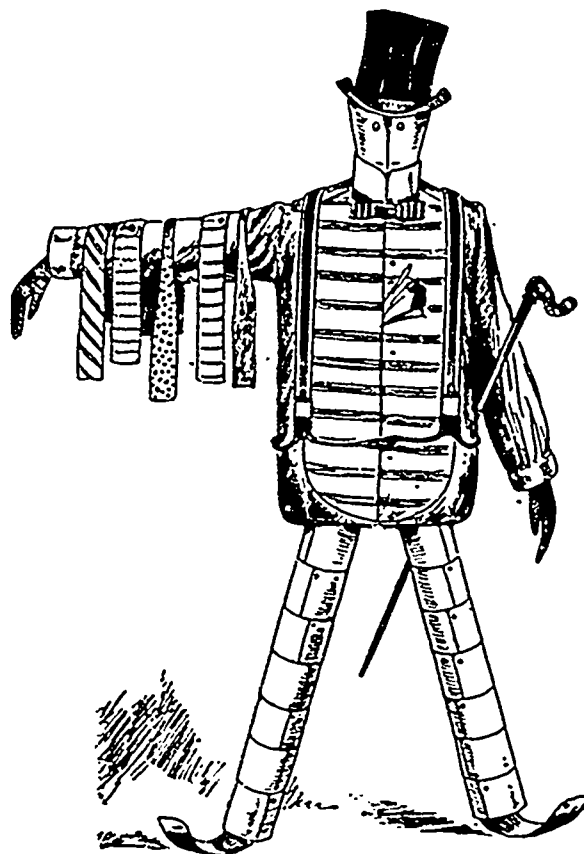
A FIGURE FOR THE WINDOW.

The man who is presented herewith is not a stranger to window displays of men's furnishing goods. He has appeared in the windows of several stores already, and although sometimes very crudely constructed, has always been successful in attracting the attention of passers-by to the stock of neckwear, shirts and the general line of haberdashery carried within.

To display furnishing goods in this fashion gives novelty to a window that in itself is a strong attraction, and permits also of a forceful showing of goods.

To construct a furnishing goods man of this character is not a particularly difficult task, although it can be so carelessly done that as a display figure it will have no value.

The figure, before the stock is placed on it, consists simply of a skeleton wooden framework, built on the proportions of a man.



Hint for the Furnishing Window.

The shoulders should be padded somewhat, and the trunk should be similarly treated or they will appear altogether too gaunt.

After the framework is made the work of putting on the different articles of apparel is mere play. The legs and feet are cuffs, and the head is a large cuff which will have to be made out of white cardboard. On this, eyes, nose and other features can be traced with a pencil if desired. Suspenders, handkerchief, gloves, hat and cane or umbrella should be added to make the display complete.—St. Louis Drygoodsman.

I see in most of the down-town men's furnishing store windows, which have displays of white and unlaundried shirts, that, instead of a long bosom with a flap to hold it down, they are provided with bosoms fully three inches shorter, and the flap is dispensed with. The width of

1899

Men's Furnishings



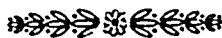
STYLISH
NECKWEAR



Letter Orders will
have our best
attention.

Neckwear Manufacturers.....

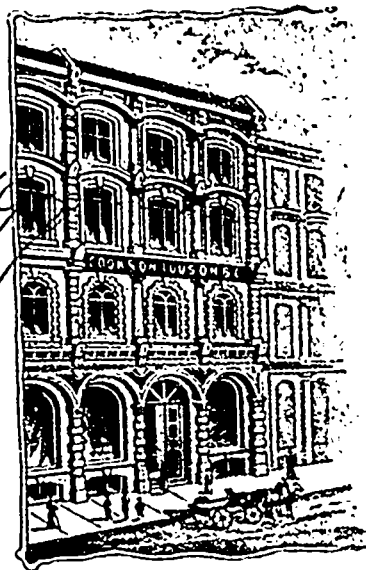
11/3/9



COOKSON, LOUSON & CO.

Wholesale Importers and Manufacturers

Montreal.



14 ST. HELEN ST.

17 Front Street West,
Toronto.

Spring Goods

Clothing

We are showing a good variety in Bicycle Suits, Fancy Linens and Alpaca Coats and Vests, also a full range of White Duck Coats, Vests and Pants, and Pique Vests.

Hosiery

A good assortment.

Underwear

Our range is almost complete. See our two special lines of French Balbriggan and Natural Wool.

Rubber Coats Umbrellas

We invite inspection of these lines as they are leaders.

Neckwear

This is a line in which we carry a large assortment of designs to meet all tastes, and can give prompt delivery.

We have also a large line of English Collars and Cuffs, Braces, Handkerchiefs, Overalls, etc., our stock being complete.

LETTER ORDERS CAREFULLY AND PROMPTLY FILLED.

We extend a cordial invitation to all visiting merchants during the Millinery Openings.

CAULFEILD, HENDERSON & BURNS.

MEN'S FURNISHINGS—Continued

the bosom varies considerably, as usual. The shortening of the bosom I consider a decided improvement.

Spring shirts are being exhibited in the show windows of the haberdashers. They are in the popular striped patterns of last year, but the Roman design of several colors seems to be the favorite. The stripes are comparatively narrow and pink and blue and lavender, as usual, the basis for the color scheme. Some material is in pink and white with a suspicion of a green stripe. In the meantime the shops are selling ready-made shirts from last year with very wide stripes of blue, or black, or pink on a white ground. They have cuffs attached, but, of course, no collars.

The round turned down collar will be the most fashionable with the colored shirt this Spring and Summer. The collars are very high and deep, with rounded edges and the cuffs are also rounded.

In evening shirts, the plain bosoms white linen with two buttons will prevail. The favorite white tie is made of cambrie with square ends and shaped something like the butterfly, although not as stiff. All white ties for evening wear are unstarched.

Vogue, the mouthpiece of Gotham's fashion authorities, gives the following tips on current fads: "In London, it is said that colored silk handkerchiefs are firmly in fashion; they are not here. According to the same authority, the favorite colors are greens, and the patterns on them in reds and browns, and, in many cases yellow, which do not extend to the borders, which are plain.

"The handkerchief most in favor is plain white, with a hem-stitched border. The initial is embroidered in white silk. Some times, there is a monogram or a crest, and I have seen them in colors, but these latter are mostly in vogue among foreigners.

"The tie of the Winter and the early Spring is not the brilliant Ascot, but the once-over, or four-in-hand. It is in blacks and very dark colors. The white Ascot is not as much in favor, and the white puff has become common, and suggests made-up affairs. Red four-in-hands have been seen this season. They are very narrow, but the red club tie and the red puff scarf are, for the present, tabooed.

"The dancing-pump is going out. In its place, many of the men this Winter have been wearing Oxford ties. The colored or fancy sock or hose is utterly out of style. The new hose are black, and figures are not in good taste for those to be worn with evening dress."

Luxurious in the extreme is the latest fad for men of means, a tortoise shell dressing-table set. This comprises two small combs, a pair of military brushes, a hand-glass and a whisk broom; and the owner's initials appear on each piece in letters of raised gold. One hundred dollars will hardly buy one of these sets, and they are in marvelously artistic in design.

It is not every merchant who purposes retiring is able to sell out satisfactorily, so reference is made this month to the retiring sale of J. M. Treble, dealer in men's furnishings, King and Yonge streets, Toronto. Mr. Treble has long been known as one of the shrewdest and most progressive dealers in his line in Toronto, and retires from active business with a comfortable fortune. As his place of business has been leased to the G.T.R.

company, who are to take possession on March 1, a nine days' clearing sale was announced, with discounts off all prices.

It is a noteworthy fact that though the reductions made in price were comparatively small, and though there is a constant succession of sales, where prices are "cut in two," "slashed unmercifully," etc., this sale attracted great attention. The reason for this is simply that Treble's has never been a cut-rate store. Goods were sold on their merits, because of the quality and value, and when a discount sale was announced its legitimacy was unquestioned. The writer was in the store during the sale, and, though there was none of the excited stampede sometimes noted at cheap fire sales, etc., there seemed to be a general feeling that goods were being sold at a bargain. It pays to have a good reputation.

A card in one of the windows during the sale made rather peculiar reading, but it was one of the strongest cards I have seen in many a day. For some weeks, and, I believe, months, the card, which was placed in the centre of a display of shirts, had read: "We don't know how to give the best dollar shirt made for less than one dollar." The last two words were printed in large black type, but during the sale they were scratched out and replaced by the figures 80c. in red ink.

None of the window displays were altered because of the sale, except that the price tickets were all altered to show the reduction made in prices. As the store boasted of two display windows on Yonge street and four on King street, and price tickets were everywhere, the fact was persistently presented that the reduction, though not very great on any one article, was general, affecting all the goods handled. Needless to say, the sale was well advertised.

I started out the other day to find out from the window displays of neckwear in the fashionable men's furnishing houses in Toronto the latest thing in ties. In the first window I noted was a display of puffs. They were rather larger and plainer than the average tie of this shape. In color they were very quiet. Plain whites, dull greens, blacks, reds, and blue, were the only colors shown. The whole effect of this display was quiet in the extreme—the only quiet display I saw.

In another window in the same store was a combination display of bows and imperials. The bows were shown in their boxes on the floor. There were a number of plain black ones, but the greater portion of them were shown in various designs and in all combinations of colors—browns, reds, blues, greens and yellows predominating. The imperials, or flowing end ties, were shown in checks, stripes, plaids—in fact, in any and every design. The designs were all of a strong, bold nature.

In another store, I saw Ascots. These were shown in reds with small black or black and white stripes, blues with red stripes, greens with white stripes and blacks with red stripes. These stripes ran lengthwise or diagonally across the ties. There were also a number of Ascots shown with alternating stripes of blue and green, blue and bronze, and red and green.

In another window, bows and four-in-hands were displayed. The four-in-hands were shown in small black and white checks, as were also some of the bows. Other bows were combinations of red and white, black and green, red and yellow, green and white, green and gold. Some pretty blue ties were shown with a white spot.

Another display noted consisted of four-in-hands and puffs. The greater portion of the four-in-hands consisted of black and white checks and stripes, and in plaids and checks in assorted colors. The puffs were principally plain reds, whites and blacks.

Another display, that of flashy red ties, mentioned in another place, was also seen.

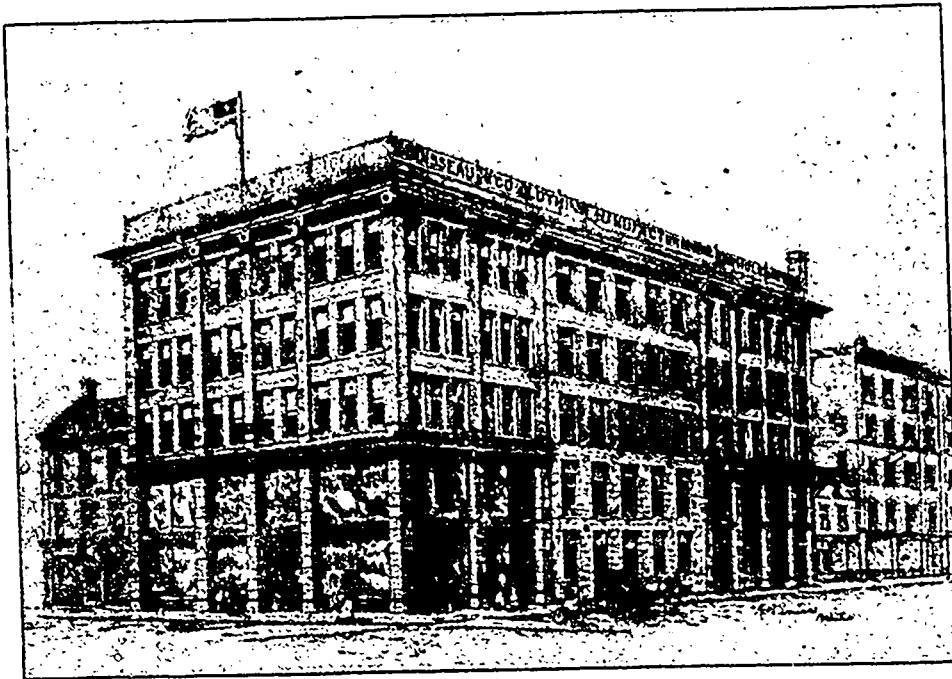
From the foregoing, it will be seen that ties are being sold and worn in almost every shape and combination of colors, but it is safe to

*All under
one roof.*



*All under
one management.*

This Label is our guarantee.



CLOTHING=READY-MADE

"Tiger Brand" is proving that better clothing can be made than ever has been made in Canada. The demand for better ready-made clothing is increasing, and "Tiger Brand" is in advance of the demand. It is better fitting—better made—better quality—and is on the high road to perfection in competition with the highest class custom garments—this applies to men's and boys' alike. We're well stocked in the newest of the new in all lines. The trade is invited to visit the warerooms, make personal selection or order by letter. We'll be prompt and careful.

E. BOISSEAU & Co.

Temperance and Yonge Sts., Toronto.

MEN'S FURNISHINGS—Continued.

say that puffs are still in greatest favor, as far as shape is concerned. In regard to color, though there is a great variety of styles shown, nearly every one conveys a striking effect. If a tie is striking, it is correct.



F. A. Cookson, of Cookson, Louison & Co., Montreal, is in Europe at present. He will visit different continental points purchasing silks for their neckwear department and novelties of all kinds in men's furnishings. Speaking of neckwear, one of the firm remarked to THE REVIEW that they had been successful beyond all expectations in manufacturing it. Tie making had been taken up by the firm as something of an experiment, but the trade have received their efforts so well that it has now become a most important department.

J. W. Milne, newly appointed assistant buyer in men's furnishings, John Macdonald & Co.

Mercerized cotton yarns now enter largely into the construction of underwear. They go into the knitting process as cotton and come out as silk, and it would puzzle an old-fashioned expert to tell the difference between the imitation article and the genuine product of the worm. It would seem that all the primary difficulties as to preservation of lustre during the wearing lifetime of a silk-appearing underwear garment have been eliminated from the problem. An authority says: "Between a first-class mercerized garment and a genuine silk article it is now difficult to distinguish, and the advantage to the former over the latter in point of price is a strong factor in its favor."

A POINTER FOR THE CLERK.

The customers of a furnishing store are more apt to speak openly in praise or criticism of the goods they buy than do the customers in other establishments. The young man tells what he has seen elsewhere, what his friends say and what he sees others wear. He will make comparisons regarding the goods before him and what he has seen elsewhere, involving opinions on prices, styles, etc. These criticisms are apt to call forth answers from the clerk in a rather sharp tone, because the remarks are often petty, unjust, or hasty, or bluntly expressed. In reality, these criticisms are valuable as so much education and information. They may reveal points not hitherto considered, but which require to be attended to, and perhaps remedied. After each day's business, a short consultation might be held between the various members of the staff and the results noted and discussed. It is especially necessary to remember what has been said as to the quality or price of competitors' goods. The furnisher wants to know what is amiss, even if it is not pleasant to listen to. Some furnishers make a point of doing systematically what is here mentioned; it is given merely for those who have not hitherto thought it worth while.

PUTTING ON A GLOVE.

A great many gloves are ruined before they have ever been worn, by the careless manner in which men handle them during the process of "trying on." Gloves are not made of cast iron, or are they riveted. The delicate skins and fine strong silk sewings can be pulled to pieces very easily. Gloves are generally split on

account of the jerky manner in which they are put on when new. It would be a good idea for haberdashers to tell their customers to take the gloves home, and to take their time when first putting them on. Whenever gloves are bought by a person who insists upon putting them on at once, the clerk should ask to do the job in order that it may be properly done, and that the gloves may not be ruined. In putting on a glove, great care should be taken to get each finger in its place perfectly square and straight. The seams of the finger should run up and down the finger in a straight line. Coax each finger into its place carefully by rubbing with the thumb and first finger until the finger is down to the very end of the glove. In taking the glove off, turn the wrist over the fingers and take hold of the ends of the fingers through the wrist. It wears a glove out badly to pull off by catching hold of the finger tips. Pull the glove into shape and lay aside carefully. Buttoning gloves should never be done in a hurry. The wrist should be carefully and gently pulled straight, and the buttons inserted gently into the holes.—Haberdasher.

THE REVIEW illustrates here two novel designs in golf hose shown by Matthews, Towers & Co. No. 3870 has plain black legs with white stripe tops, and No. 3868 has plain black legs and white check tops. They are pretty and neat, and they come as a positive relief from the gaudy bicycle and golf stockings which have been so much in evidence lately.



No 3870

No. 3868

Messrs. Glover & Brais are showing a fine range of Roman stripe ties in pure silk, for early Spring. The assortment is so varied and the

coloring so perfect that the goods are almost certain to please the trade. Puffs, distingués and Paris ties may be retailed at 50c., while the bows will sell at a quarter. A special line of neckwear, which will make a sensation when it appears, is a black satin "Ideale" puff with a satin edge about 3/8-in. wide, in all the following shades: Cardinal, purple, gold, silver, scarlet and green. A line resembling this is a black satin derby with similar edgings. These are, of course, expensive goods, the former retailing for \$1.50 each and the latter for \$1.25. A range of light effects in scarves for Easter is a specialty with this house.

THE KIND OF GOODS TO SELL.

The profit on the better class of goods being decidedly greater than on cheap lines, I hope dealers are going to take advantage of the improved times in Canada this Spring to preach the doctrine to their customers that a good thing is worth the extra money. The only ornamental feature of a man's dress is what he buys of the furnisher. No young man of any social standing has his clothes made in a fancy style. He relies upon his gloves, his neckwear and his linen to relieve the sombreness of his clothing. These effects should be produced by good goods, not by cheap goods.

We are showing Special Values in

Mixture

Worsted

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

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

SAMPLES ON APPLICATION.



JOHN FISHER, SON & CO.

Cor. Victoria Square and St. James Street

MONTREAL.

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.



Such a range of

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

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

MYRON McBRIDE & CO.

Western Canada's
Wholesale Men's Furnishers.

WINNIPEG.

He who hesitates
is left.

To be in the first flight re-
quires prompt decision; a fact
your buying exemplifies.

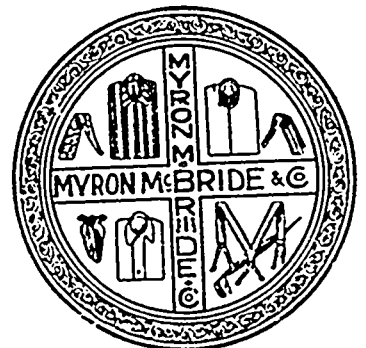
"WELL BOUGHT, HALF SOLD"

YOU KNOW

That's why

**Our Spring Lines
"Stand Out"**

They're bought right.



NEW GOODS IN WHOLESALE HOUSES.

JOHN MACDONALD & CO.

In men's furnishings, there is a fine range of leather belts to retail at 25, 35, 50 and 75c. A line of black cotton socks will retail for 10c., the regular value being 15c., and the goods being fast black. A nice line of fancy vests for Spring trade is being shown. A special line of tennis pants, to retail at 85c., at a good profit, can be had just now. Balbriggan underwear, doublethread, sateen facings, is being shown for 75c. retailing, the whole suit. A special line of Scotch zephyr negligee shirts, regular \$9 goods, are being moved out at \$7.50. Tweed bicycle caps to retail from 25 to 50c., are a feature.

The woollen department is clearing out some fancy worsted trouserings, and several lines of black and blue serges and twill worsted. The suitings and trouserings are prominent this month, as also costume cloths for ladies' tailor-made suits. A special job line of low priced Canadian tweeds is worth inquiry. In tailors' trimmings there is a large range of Italians, silesias, etc., at popular prices.

A special job line of laces, including vals., torchons, cluny, gulpure, chantilly, etc., in widths from 1/2-in. vals., to 10-in. deep demi-flouncings are a marked feature this month.

The range of fancy blouse silks in soft weaves is very important this Spring, including taffeta, colored satin, black satin (special value), etc. A repeat of this firm's L4 special peau de soie, to retail at \$1, has just been opened up.

In the lace section, besides the job line mentioned above, are: Narrow vals., in medium and good qualities, linen torchons, hand made torchons. In hosiery, the Imperial fast black cotton and lisle thread hose, special value, to retail at popular prices, is still to be had.

This is going to be a big white season. White piques and bedford cords, to retail from 10 to 50c.; Swiss spot muslins, to retail from 10 to 75c.; BB lawn, 45-in., to retail at 10c., are all shown. A large trade is being done in the "Gold Medal" dress goods, and several additions to the list of novelties in these has been made.

A shipment of Axminster, Saxony, and mohair squares, 6 x 10.3, 8.8 x 10.10 and 9 x 13.1 has just been received in the carpet department. Photos of these can be had by inquiring dealers. They are in Indian, Persian, and floral designs. A hundred pieces of Wilton velvets, a special line, have been opened up. A range of linoleums, all prices, of which samples will be sent to dealers, is being shown. The stock of Brussels, tapestry, union, woollen, and hemp carpets is now complete and ready for the trade. Three hundred pieces of tapestry, being a manufacturer's overstock, all desirable designs, are being sold under regular prices. The direct shipments of Chinese and Japanese mattings are now coming in.

K. ISHIKAWA & CO.

The silk trade has been very satisfactory this season, and this firm has started with an entirely new line of plain and fancy silks. Plain colored silks are in as good demand as last season, the favorite colors having changed to still brighter shades. Reds in all shades are good, from fuchsia, magenta, coquelicot, garnet, etc.; royal blue, and the whole of the blue family, are here for blouses, and it is expected the colorings for the coming season will be browns and greys in different tints. White is very strong, and

ivory China silks have been heavily ordered by the blouse manufacturers.

In fancy silks, satin stripes are not favored at present, and white, cream, gold, or blue and violet are much asked for. Corded silks in the high French make, as well as Japanese and Kaiki, are in great demand both in the United States and Canada, the two latter being scarce in this market. K. Ishikawa & Co. have just received 20 cases of high-grade Japanese silks and the new crystal corded silks, and millinery buyers have greatly admired the styles and colorings. There are still to be sold a few choice styles of these.

The new finishing of Japanese silks is a feature this season. Complaint has been made that the goods were too soft for making up costumes. Now, the firm, after making experiments, are delivering silks with the perfect French finish, but retaining, however, the strength and durability characteristic of the Japanese silk, so that the taffeta finish will wear just as well as the soft.

Silk is going very high in price, as everyone knows, and the New York advices say that all silks, from raw Ganton to Lyons manufactured silk, are mounting steadily and rapidly in price. Raw silk has advanced 35 per cent. in three months and manufacturers have had to raise prices accordingly. As there will be no raw silk crop till the end of August, the advanced price will hold good till then if it does not go higher. Dealers are advised to plan their Fall orders early.

This firm have received their entire shipment of mattings during the past four weeks and have delivered all orders. They have left a few exclusive patterns which they will clear out at reduced prices. They claim to be ahead of others in early arrivals of goods. The importers or agents of Japanese mattings here were never able to be sure of their arrival by a certain date. This irregularity of delivery has been a drawback to trade between American and Asiatic countries. The distance is immense, varying from 5,000 to 9,000 miles, so that the time consumed by transportation is a factor. But this is not always the real cause of delays in arrival, but the slowness of oriental manufacturers to be converted to western methods of trade. Time does not cut a big figure there. They can never promise a time for delivery. Ishikawa & Co. have got out of this old-fashioned way of their forefathers and are doing business in the real occidental way, delivering orders on time. This fact of the prompt delivery of such a bulky article as mattings is to the firm's credit.

Louis A. Bourdon and Simon Phaneuf have registered as proprietors of Phaneuf & Bourdon, general merchants, Farnham, Que.

Sims Bros., general merchants, Little Current, Ont., have dissolved, and have been succeeded by Thos. Sims & Co.

German Jackets

Encouraged by their great success of last season, **J. E. SNIDER & CO.**, will again be to the front with the finest and largest collection of

FOREIGN GARMENTS

ever shown in Canada.

J. G. Stead, Manitoba and British Columbia.

B. D. Lorimer, The Maritime Provinces.

J. E. Snider, Ontario.

Also Agents for BRICE, PALMER & CO., London, Eng.

Office, 5 King Street West, Toronto.

Mr. Stead also carries samples in Manitoba and British Columbia for the Minerva Mfg. Co., of Toronto.

Oxford Tweeds
— AND —
Homespuns

**OXFORD
TWEEDS**

The swell stuff for Ladies' Costumes and Gentlemen's business and Outing Suits for Spring.

No tailor or dry goods stock is complete now-a-days without a line of the celebrated OXFORDS.

Made only by

OXFORD MFG. CO., Limited

(ESTABLISHED 32 YEARS.)

OXFORD, N. S.

Hutchison, Nisbet & Auld

Wholesale for Toronto and the West.

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.

Can't We Get Together?



Success presupposes superiority; superiority presupposes skill. The most successful house in the manufacture of cloaks isn't resting on past reputation. Our ambition, our business, our art—are progressive. The best possible value last Fall is surpassed by the better possible value this Spring. What we're doing now with—

—Jackets and Capes }
—Ladies' Costumes } Made in Canada
—Men's Clothing } by Canadian Tailors
—Boys' Clothing }

is notable enough to talk about. The common argument is that stores can buy Mantles cheaper in Europe, but can they? We've been importing for years on our own account, and now we're putting time and money, wit and energy into the manufacture of Cloaks and Costumes on a large scale, with more style and better value than you or we ever knew before.

We make Clothing as well—Men's, Youths' and Boys' Clothing. Every selling advantage is here, and as a matter of fact we're doing a splendid business. Can't we get together?

JOHN NORTHWAY & SON, 32 Wellington St. W., TORONTO

Woollens and Clothing.

FALL OUTLOOK IN WOOLLENS.

THE higher prices of wool is a common theme with buyers who have just returned to Canada from the otherside. Mr. Begg, of John Macdonald & Co., who has lately got back, told THE REVIEW a few days ago that the impression was that no drop in the price of fine wools would take place during the next nine or twelve months. In England, the boom in the shipbuilding yards is favorably affecting trade.

As to the probable combinations of color for Autumn goods, there seems to be a tendency towards bronze effects and browns, and Oxford and steel greys. In fancy worsted suitings, the popular thing will be subdued checks and mixture colorings. A good sprinkling of black and white checks are showing. Englishmen are now wearing plain, vicuna serges in blacks and blues. Londoners still stick to the long frock coat worn with the silk hat.

All the best manufacturers are very busy, in fact, working overtime. The Winter trade in heavy goods has not been favorable, owing to the mild weather. During January, when Mr. Begg was in England, there was not a particle of snow and no frost, and an overcoat was not required.

English styles at present, for ladies' mantlings, are principally plain costume cloths, venetians and coverts. Ladies are also wearing black and blue serges for costumes. The outlook for mantles is chiefly towards plain beavers of various colors, greens, browns, cardinal and scarlet; also fancy curl serges, black and colors, and astrakans, while there seems to be a feeling that sealettes will be correct next season.

SPRING STYLES FOR TAILORINGS.

The improvement in the demand for strictly high class fabrics, noted in last issue, still continues in evidence, and with it, there is now a much-increased call for the finest class of trimmings, silk linings having an unusually large sale. For the immediate season, the Spring overcoat is, of course, the garment in principal demand. The standard cloths—venetians, coverts, and whipcords—will be sold in great quantities; but there is also an excellent inquiry for many new things, such as Scotch tweeds of neat effects, mainly in greys, herringbone cheviots in greys. A large sale of Oxford Mills cheviots, in herringbone designs and in seven or eight shades, is also reported by Hutchison, Nisbet & Auld, the agents of the mills, who have a complete stock of all Spring overcoating fabrics. In all of these fabrics the proper thing will be silk trimmings. In trouserings, stripes are always the strong thing; but neat, small checks are now also in much evidence.

WOOLS, AND HOW THEY ARE USED.

Those who handle woollens find a little technical information handy at times. The other day Mr. J. W. Turner, of Bradford, Eng., read a paper before the Bradford Textile Society on the adaptability of wool, which contains some interesting points.

He showed that the wool industry was now so subdivided that the manufacturer could buy yarns and go to work upon them guided by the highest technical education, the spinner, on the other hand, had to be guided by what was known as "the rule of thumb." Cotton, silk and flax could be compelled to take the forms desired by the manufacturer, but wool would only go its own way, and required Humoring. There was no sharp dividing

line between the various classes of wool. Many qualities of merino, for example, could be made into either woollen cloth, worsted coatings, worsted stuffs, or flannel, Leicester wool or colonial crossbred, when combed, produced a top which was available for almost any purpose except the production

of woollen goods, whilst the noil, or short wool, obtained from the same process could only be used, according to its fineness, for the manufacture of fancy woollen goods, flannels, blankets, or hosiery. Merino wool when combed produced a proportionately long wool or top, suitable for the manufacture of the finer grades of worsted coatings, cashmeres and Italians, but the noils were only for fine woollen-faced cloths, fine flannels and fine felt hats.

To take pure lustre as an example of the way in which wools could be used, the chief sources were mohair and alpaca, which could be supplemented by the wools of Lincoln, Yorkshire and Nottingham. It must be noted in that connection that white and delicate colors were made out of mohair and English lustre wools, whilst blacks, browns and melanges could be made of alpaca, llama, or other goats' hair.

Leaving the range of pure lustre, there was a large production of goods known as demi-lustre, made of such wools as Irish, North Kent, etc., and colonial crossbreds, which made serges, cords, reps, poplins, various fancies and lastings. Amongst those might be mentioned the coarser kinds of demi-lustre, such as Gloucester, Oxford, Warwick and Northampton, and sometimes Devon and Cornish. These were manufactured into camlets, lastings, braids and buntings.

Next in order came the mixed breeds, which formed a very large proportion of the growth of the United Kingdom, i. e., wools which contained in a greater or less degree a cross of the Scotch black-faced or mountain wools. Those could be made into almost anything. The pure black-faced usually found its way into carpets, but the various crossbreds were accounted for by the manufacture of moreens, damasks and Scotch mixtures. To the same class belonged the cheviots and the superior classes of Welsh and Irish mountain wools, which were made into goods of a quite unique character. Large quantities of the so-called cheviot goods, however, were produced from the crossbred wools of Australia and Buenos Ayres. Some of these were known as cheviots, tweeds, Scotch fancy suitings, Scotch fingering yarns, etc.

There was no doubt that, during the life of the present generation, merino wool had held the most prominent position. It gained largely in popularity at the time when the public was becoming tired of lustrous and hard-haired fabrics, and for 25 years it had had the chief command of the market. It was soft to the touch, would take the most solid and the most delicate colors, and was available for the heaviest woollen cloths, the lightest of ladies' dress goods, and the smoothest of linings. By admixture with the well understood Leicester breed, it had produced a vast variety of crossbred colonial wool, which was the principal factor in the wool market to day. With the exception of the pure lustre wool, almost any wool of European growth could be matched from the supplies of colonial crossbreds.

PRICE AND NEW MAKES IN BRADFORD.

There is very little change in the condition of the English wool market, but although most non-lustrous kinds are to some extent neglected, the previously reported improvement in the demand for pure lustre wools is fully sustained.

Most of the raw mohair, suitable for Bradford dress fabrics, is already in the hands of spinners, but what little still remains with merchants and importers is very firmly held indeed.

Spinners of mohair and alpaca yarns are finding a good inquiry

REGISTERED

TRADE MARK



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

Registered Trade Mark, as above.

This Trade Mark means that the goods are

Salt's Belwarp Cloths

and are made at the famous mills of

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

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

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

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

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

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

WOOLLENS AND CLOTHING—Continued.

both on home and continental account, and have in most cases again advanced prices.

Spinners of worsted yarns find that continental users are very loth to follow the recent advance in prices, and these latter are being helped to keep down their offers by being supplied by merchants out of stocks of two fold yarns bought at very bottom rates. From the want of spirit displayed in the offers received, one would gather that business generally on the Continent is still very quiet.

Undoubtedly, the French makers have been having a good deal of their own way in supplying fine all-wool dress goods of the bengaline and poplin class, but I was glad to see, last week, the productions of a local manufacturer in these classes of goods, which certainly seemed equal to anything coming from abroad. These goods were quite pure in finish, containing absolutely nothing but pure wool. After being somewhat under a cloud in the home market, high-class fancy blacks of the crepon order are again in better demand, and some good repeats for these goods are coming in, especially for blister effects.

All the makers of fancy silks, whether for blouse purposes or linings, are very busy, and are getting good repeats.

Makers of costume cloths are now beginning to show their ranges for the next Winter season, but, up to the present, appear to be relying very largely on mixture coatings and fine unspotable face cloths.

All departments of the woollen trade carried on in Huddersfield seem to be fairly prosperous, most employers find plenty, and there can be no doubt that all through the recent time of depression business in Huddersfield has been in a more healthy condition than in any other part of the woollen districts. High-class fancy woollens continue in very good demand, and both medium and good vicunas are also well inquired for.

In the Leeds clothing trade there is more activity, and orders for the Spring trade are coming well to hand, in spite of the exceedingly unfavorable weather, which seems to have been generally prevalent during the past week. Travelers are also finding a distinct improvement in business in the iron and coal districts, where employment is very good and wages advancing.

In Dewsbury and Batley there is also more machinery running, and repeats for Spring trade fabrics, such as serges and tweeds, have been coming to hand more satisfactorily.

In Morley the most "go-ahead" makers are doing well with newly introduced costume cloths, which really show wonderful value, and are extremely attractive fabrics.—London Drapers' Record.

ENGLISH EVENING DRESS.

The English dinner coat has a silk roll collar, and the length for a man of average height is 31 inches, taken from the back of the collar down to the edge.

English evening dress proper has the coat with sleeves fairly tight from the elbow to the wrist, the tails are rounded and of medium length, while the trousers are more closely fitting from the knee down to the foot, and have a double stripe of silk braiding down the side. The collar and the lapels of the evening coat are of silk, but the silk of the collar has a more conspicuous rib to it and is of a stouter kind than that of the lapels. The waistcoat coming to a blunt point, has a collar to it and buttons of either white enamel or mother-of-pearl to match the shirt buttons. It is needless to say that the material is white duck and the shape a perfect U.

A charter of incorporation has been issued to The Twentieth Century Tailoring Company, of Toronto, Limited. The capital is

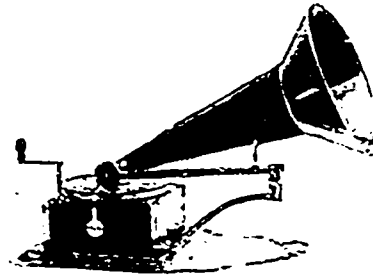
\$10,000, and the provisional directors are George Duffy, N. J. Bourdon and Thomas Brennand.

The Cobourg Woollen Company are going into the manufacture of tweeds.

The business of the Empire Cloak Company, Front street east, Toronto, has been taken over by Messrs. Wm. Bull and T. E. Cuffe. The establishment will be continued under the old firm name and in the old premises.

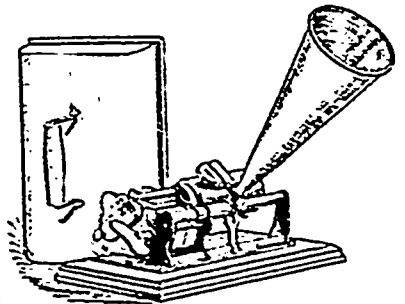
H. A. NELSON & SONS CO.

According to H. A. Nelson & Sons Co., many merchants have managed to secure a good deal of free advertising through exhibiting talking machines, such as the gramophone.



The method adopted is to advertise a special exhibit on certain days. Many people come, out of curiosity, merely to see—or rather hear—the machine, and are thus tempted to look around the store and make purchases. The price of the machine is \$25, and this includes two

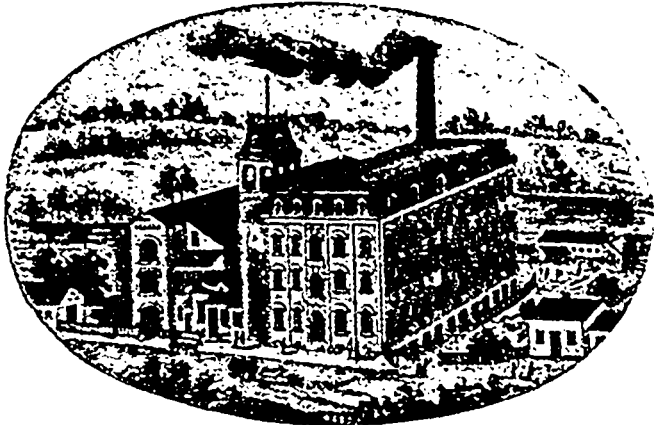
sound records. Additional records can be purchased for 60c. each. The gramophone possesses great volume and can be heard distinctly in a large store. For those who do not care to buy so expensive an article, the graphophone at \$12, with sound records at 55c., will fill the bill. H. A. Nelson & Sons Co.'s notion department handles many lines which are profitable specialties for a dry goods store, such as hammocks, new belts, bicyclists shopping bags, which which can be used for carrying purse or money, fans, including a special pocket fan that sells from 90c. to \$2.25 per dozen made with wooden and nickel handles. Their new catalogue is now ready and can be obtained by a post card request.

**WOMEN'S NECKWEAR STYLES.**

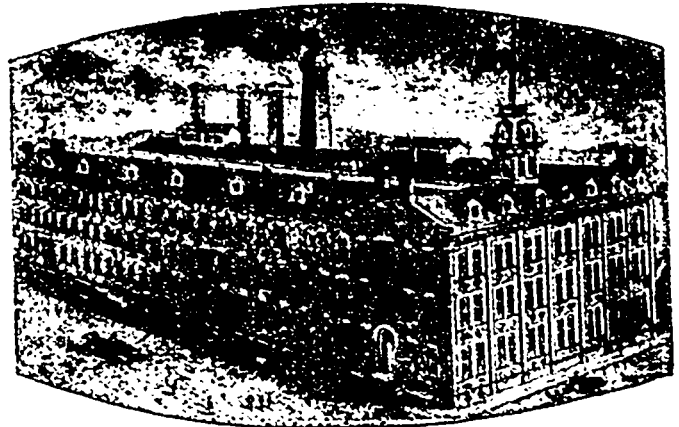
The sale of women's neckwear has, this Spring, reached unusually large proportions. Plain colored satins are in their usual good demand, but the great sellers now are neckties fastened on adjustable stocks.

The favorite fabrics for the stocks are white corded silk, or pique. They are sold freely, either with the necktie fastened on or by itself. The shapes for wearing on the stock are puffs and bows. About the most handsome effect in puffs is a multi colored mogadore stripe. In bows, the novelty of the month is shown. This is a butterfly bow, made in light pongee silk in all plain colors, the best of which are white, pink, sky, bright red, and black. The favorite tie of this description is one with a tightly-drawn centrepiece, with rows of tucks on either end. This tie is having a remarkably large sale.

The introduction of a new partner into the firm of Kyle, Cheesbrough & Co., which is referred to elsewhere in this issue, will probably mean an extension of their business. They are now taking up the manufacture of cloaks, and, as their designs are all new and the workmanship of the best, this should prove to be a very successful venture. Mr. Kyle leaves for Europe on March 8, and on his return he will have many novelties to show the trade.



MILL NO. 1

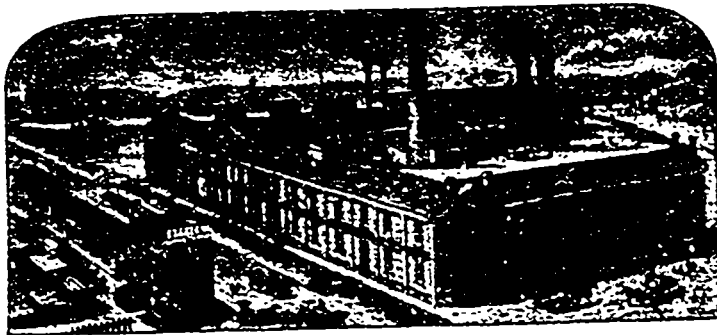


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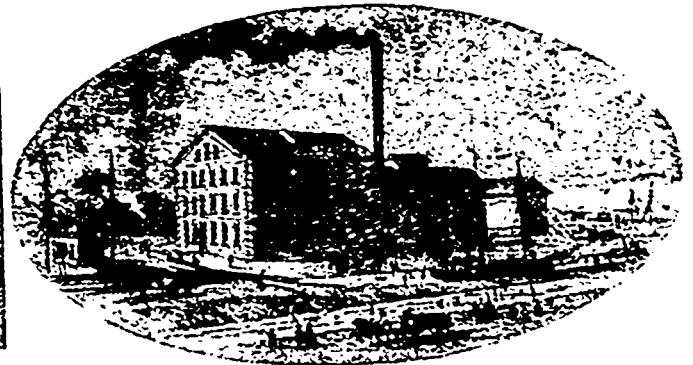
The Penman Manufacturing Co. Limited

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

Head Office - PARIS, ONT.

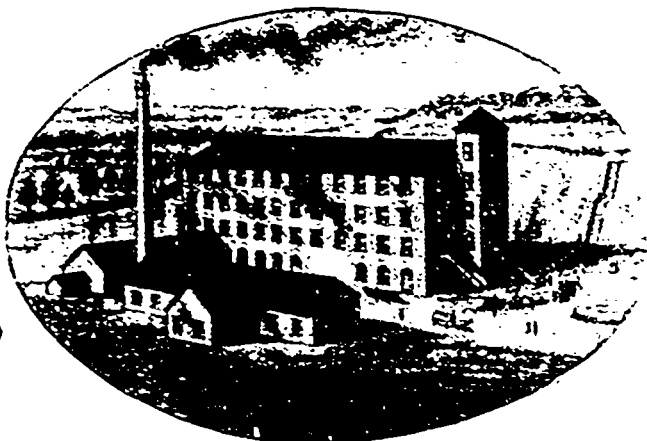


MILL NO. 3

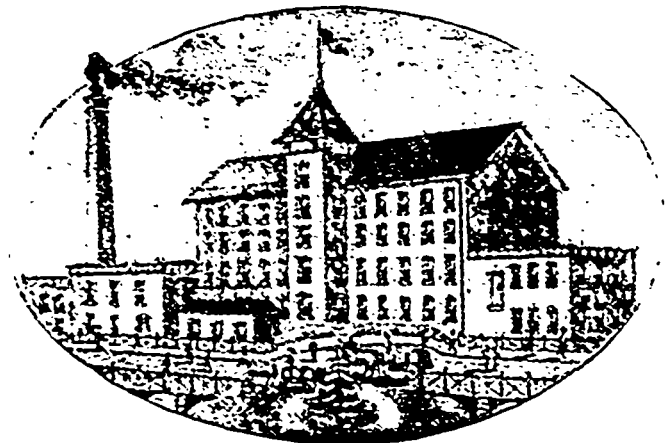


MILL NO. 4

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.

FALSE ADVERTISEMENTS.

THE GERMAN LAW AGAINST THEM.

THE German law against fake advertising seems to be working satisfactorily, although its provisions are decidedly stringent.

Recently, a man at Hamburg advertised an "infallible grease eraser." Nine of his competitors lodged a joint complaint against him for "unfair competition" on the ground that his eraser was not infallible. The judge appointed an expert to make grease stains on garments and other fabrics, and then ordered the defendant to remove these stains in court with his eraser. The eraser proved lamentably unequal to the task, and the defendant was fined 100 marks (\$25) and costs. He has now altered his advertisements. The German judges do not encourage sham sales. A man who had falsely advertised that he was selling out to retire from business was fined 300 marks (\$75). Others have been fined for falsely advertising "sale after stocktaking" and "sale on account of removal." At the Leipsic Exhibition of 1897 a firm showed what purported to be a model of their factory, including a building falsely represented as their "carpet weaving mill." They were fined heavily, and an injunction was granted against them restraining them from referring to the imaginary "mill."

The hatter who says he is selling felt hats for \$1 must furnish felt hats for that sum. If he says a set of china, it is china, or he can be made pay for saying it is china. Wool must be wool not cotton; silk must be silk, not cotton, etc. The benefit resulting to the people from such laws is incalculable. Even beer, the so-called Munchner, must come from Munchner if sold for Munchner beer. One can brew a similar beer in Chemnitz, Dresden or Mannheim, but he must make the fact known by saying Munchner beer brewed in Chemnitz, Dresden or Mannheim, or say it is brewed in the Munchner manner.

A tradesman who advertises "all one price" is bound to sell all his goods at that price; he infringes the law if he charges more. For offering certain goods for sale under cost price in order to attract customers, the court condemned the defendant as being guilty of an offense against the law. Customers have the right to buy goods in any quantity at the price at which they are indicated in the shop windows. To sell at cost price means, according to the Chambers of Commerce, charging customers the price which the seller paid at the factory. If a tradesman advertises "small profits and quick returns," he must be ready to prove the assertion. Views on business paper of factories and showrooms must represent those places as they actually are, as they serve as advertisements. In one case, a tradesman was summoned for advertising cheap goods as "unblemished" (fehlerfrei), and prohibited from using that term in the future. No firm can safely say it is the "only" firm doing certain lines of business unless such is the fact. No article can be advertised to be the "only" one of its kind if there is any other on the market bearing the slightest resemblance to it. In Germany, nowadays, it is cheaper and safer to tell the truth in advertising one's wares. Trade rivals are always ready to discover any slight variation from the truth, and an interview with the court is the sure result.

A law based on the German statute was signed by the Governor of the State of New York on April 30, last. It provides that:

Any firm, person, corporation or association of persons, or any employe of such or any of such, who in the newspapers or other periodicals of this State, or in public advertisements, or in communication intended for a large number of persons, knowingly makes or disseminates any statements or assertions of facts with respect to his, its or their business affairs, concerning the quantity, the quality, the value, the price, the method of production or manufacture, or the fixing of the price of his, its or their merchandise or professional work, or the manner or source of purchase of such merchandise, or the possession of awards, prizes or distinctions, or the motive or purpose of sale, intended to

have the appearance of an advantageous offer, which is, or are, untrue, or calculated to mislead, shall be guilty of a misdemeanor.

There has never been any attempt to enforce this law, although it is undoubtedly violated every day by many tradesmen.—*Carpet Trade Review*.

HAT SEIZURE IN MONTREAL.

Waldron, Drouin & Co., the well-known wholesale furriers and hatters, 507 St. Paul street, lodged a complaint in the police court this morning, and had a search warrant issued against J. Bourdeau & Sons, wholesale hatters, of 56 St. Peter street, who are accused of having infringed on the business trade mark of the firm Waldron, Drouin & Co. The trade mark in question is acknowledged by the name "Buckley & Sons, 108 Sackville street, London, England." In the information Waldron, Drouin & Co. state that the firm of J. Bourdeau & Sons have used the said trade mark in a number of felt hats of inferior quality, to the great detriment of the complainants, who handle only goods of first quality.

Deputy High Constable Bissonnette executed the search warrant, and seized all hats in the warehouse of Messrs. Bourdeau & Sons bearing the trade mark of "Buckley & Sons." Besides the large seizure made there, others were made at several of the latter's customers. No action will be taken against these, as Messrs. Waldron, Drouin & Co. believe that their purchases from the firm of Bourdeau & Sons were made in good faith.—*Montreal Herald*, February 28.

UNEXPECTED REDUCTION IN COTTONS.

It is reported that, on March 1, The Dominion Cotton Co. puts into force a reduction in the price of grey cottons on goods costing over 4c. per yard. Several numbers are affected by the change, which means a drop of from $\frac{1}{2}$ to $\frac{3}{8}$ c. per yard.

Mr. George Brasher, of Tilsonburg, was in town during the millinery openings. Mr. Brasher, who keeps thoroughly up-to-date on all subjects, discussed several important business matters with THE REVIEW.

J. Ed. de Hertel, with Shorey & Co., wholesale clothiers, Montreal, has severed his connection with that firm to enter into partnership with F. G. Campbell, late Campbell & Elliott, merchant tailors and furnishers, Perth, Ont.

Bernard B. Hughes, who was lately appointed clerk in Osgoode Hall, died in Toronto, last month, of heart failure. Deceased, with his brother, Patrick, for years conducted a large dry goods business at the corner of Melinda and Yonge streets. They also conducted the "Golden Griffin" store on the north side of King street, west of St. Lawrence market. Deceased was born in Ireland, and came to Canada, settling in Toronto, when a young man.

McKellar & Newton, Strathroy, have dissolved by mutual consent, but both gentlemen will remain in Strathroy and engage in business. Mr. McKellar has removed to the store on Front street, where he intends carrying on a general dry goods business. Mr. Newton will continue to occupy the old stand on Frank street, and will direct his attention exclusively to the clothing and gents' furnishing trade. Mr. Joseph Argue, lately of Port Huron, will take charge of the tailoring department.

The removal of Mr. Andrew Mercer to Montreal, where he takes charge of an important department for Kennedy & Co., necessitated some rearrangement of the Peterborough business, which he had successfully managed under the firm name of A. Mercer & Co. H. W. Stock, who has been in Hamilton in charge of the tailoring department of one of the city's large stores, has returned to Peterborough and entered into partnership with Mr. Mercer. The firm name will continue to be A. Mercer & Co., with Mr. Stock as manager.

NOTICE!

To the Dry Goods and
Fancy Goods Trade.



We have contracted to handle the output of Fancy Baskets from the largest Indian Reservation now producing these goods.

The line has never been offered in Canada before this season, and we have a legal document giving us absolute control of it.

These goods will make a sensation in the trade.

In pattern the goods are from the best German designs.

In coloring they are infinitely superior to German goods.

In price they are very much lower.

As the range cannot be shown, except in the larger centres, we would ask merchants interested to write us for samples of principal patterns

Toy Baskets for Easter Trade

at \$4.25 and \$5.25 a gross.

Hampers (for soiled linen) in three colors,

26-inches HIGH, \$9.50 doz, 29-inches, \$10.50 doz;
larger sizes at \$12.50, \$13.50, \$18.50, \$22.50 doz.

Work Baskets from \$7.25 gross upward.

Waste Paper Baskets from \$3.00 dozen upward.

BASKETS of all sorts, for all purposes,
in all shapes and colors, at all
prices.

WRITE US AT ONCE FOR FURTHER PARTICULARS.

W. E. WALSH, 13 St. John St., Montreal.
Tel., Main, 1180.

FALL SAMPLES

ARE NOW IN OUR
REPRESENTATIVES' HANDS

Including Complete Lines of

MEN'S AND BOYS' TIGER BRAND

Plain and Fleece-Lined Underwear,
also Eiderdowns and Astrachan Cloakings.

OUR REPRESENTATIVES:

Ontario,
J. E. McClung.

Quebec,
P. De Gruchy.

Maritime Provinces,
J. A. Murray.

Manitoba,
A. L. Gilpin.

British Columbia,
M. J. Appleby.

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

NEW GOODS IN WHOLESALE TRADE.

S. GREENSHIELDS, SON & CO.

THE men's furnishing department of S. Greenshields, Son & Co. is offering a special line of men's cashmere socks to retail at 20c., as well as a large range at other prices. English and American braces, including such well-known lines as "Samson," "Holdfast," "Free Trade" and "John Bright," are found here in great variety. In underwear, they are showing all lines of balbriggan, in boys' and men's plain and fancy cotton, at very low prices. Men's regatta and negligee shirts, to retail at 50c. and up, are specialties. They also carry a full line of flannelette, Hickory, Oxford and denim top shirts. A large shipment of men's neckties, in puffs, bows, knots, derbys and lombards, representing new English styles, has just been received. Some special lines of umbrellas with steel rods, to retail at 75c. and \$1, are offering.

The linen department announces extra value in roller and glass towelings, huck towelings in all widths and prices, dowles and butchers' linens, etc.; large variety of alizerine on white and on green tattlings, as well as Turkey or white tattlings. Cream and bleached tattlings in good value. Full assortment of crepe hucks and glass towels on hand. Large variety of hollands, fronting linens and interlinings. Table napkins, both in $\frac{1}{2}$ and $\frac{3}{4}$ sizes. Bleached damask tablecloths in all sizes, with napkins to match.

Among their dress goods specialties are blister crepons, covert suitings, etc. Among the new arrivals is a large assortment of black and white check silks and plain glace silks.

The carpet and housefurnishings department has a number of jobs to offer, including about 2,000 large white quilts at 15 per cent. below market value. Special Swiss sash nets to retail at 20c.; 10-4 and 11-4 white and grey cotton blankets selling at 15 per cent. below market value. A large variety of tapestry table covers, all sizes and colors, with a special 8-4 line to retail at \$1, is a feature of their stock. They have a most complete stock of Nottingham and Swiss curtains.

The firm have already received large shipments of their new Spring stock in Pewny's kid gloves, and will have all their importation orders in this line shipped out in good time for the Easter glove season. They will also have a full stock on hand of all their valuable leaders, in the best styles and latest shades.

A full range of gentlemen's English-made antelope and real reindeer gloves, in unlined, silk lined, wool, and fur-lined is being shown. These goods are marked at interesting prices. They are as good as the best, and, as such, are meeting with marked success.

Emil Pewny reports that whites, pearls, greys, and beavers will be the strong sellers in stylish kid gloves for Easter, and they have a full stock of these new shades on hand to meet the heavy demand expected. S. Greenshields, Son & Co. are the Canadian agents for the above kid gloves.

A few interesting lines of kid gloves are just to hand, viz.: 2-dome embroidered back, French make, in assorted tans, browns, pearls, blacks, and whites, at \$9; also a line of 2-dome Derby piques, embroidered in tans and red browns, at \$9. Those interested should write for samples.

MERCHANTS DYEING AND FINISHING CO.

The firm are showing a choice selection of all lines in mercerized satens, all new shades and a very leading feature for ladies' wear. In fact, the lining of dresses has got to be as import-

ant as the dress itself, and so a varied choice of these goods has been made.

The range of dress goods and silks comprises all kinds, the taffeta checks and plains being particularly effective. Ribbon and laces are very active, and there is a great demand for the pull ribbon for trimming purposes.

In hosiery and laces, this firm have never had a better stock.

LUCAS & CO.

Messrs. Lucas & Co., of London, England, who have considerably extended their premises, have added largely to the baby linen department by the introduction of children's costumes, pelisses and infants' millinery, etc. They have also opened a skirt department, and have an excellent range of skirts in all materials at popular prices. They include white skirts of all descriptions, colored cotton, moireen, and silk in large variety, also a good selection of divided knickers.

The following is a description of the skirt illustrated: Trimmed four muslin frills with valenciennes insertion and lace, insertion ribbon beading, with fancy ribbon running through.



Lucas & Co.—2002.

JAMES JOHNSTON & CO.

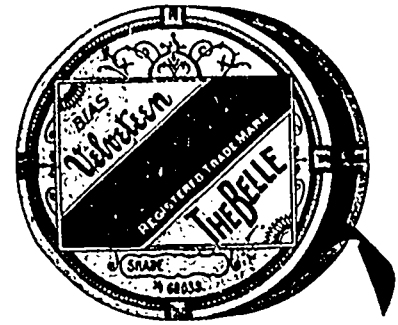
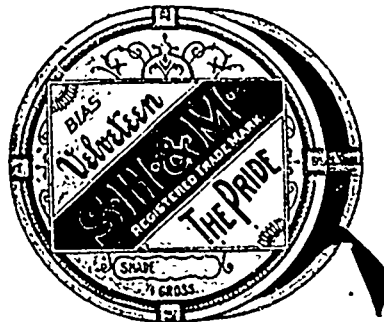
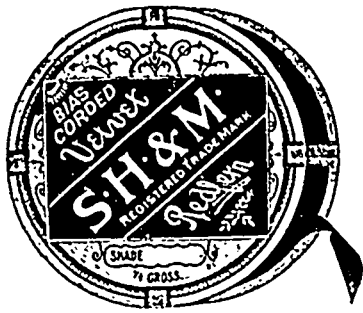
James Johnston & Co. are showing a complete range of black and colored satins in all the staple and newest shades. Their range of black skirts is complete in the following: Satin de lyon, peau de soie, surah, moire, velour, merveilleux, bengaline, faille, glace, and grosgrain, and colored and shot broches, checks, stripes, and other varieties of blouse silks.

A very large assortment of lace curtains of all kinds is shown: plain and fancy chiffons, white, black and colored, pin spot, and fancy twill muslins; a large range of veilings, ladies' bows, puff knots and windsor scarves; also a large assortment of parasols and umbrellas. They are showing a range of trimming buckles in pearl and steel. In belt buckles they have all the latest season's novelties. In smallwares and notions a good assortment of side combs. Empire combs, in the latest styles, is a feature of their stock.

A range of kid and fabric gloves, in a great variety of prices and very latest shades, such as cerise, turquoise, green, blues, etc., is a feature. They also show a complete range of cashmere, silk, lisle and cotton hosiery and underwear, in all popular prices.

They have had an immense sale of blouses. Their range is one of the largest, showing some very dainty designs and latest novelties. Their stock of dress goods is very complete. Grenadines are among their specialties, and, as these goods are in great demand, the trade should send in their orders as soon as possible.

The Royal City Tarpaulin Co., Guelph, Ont., has been succeeded by the Guelph Waterproof Clothing Co.



S. H. & M. Bias Velveteen Skirt Bindings

Enjoy the largest sale of any skirt binding ever brought out, for the reason that they combine in a greater degree than any other the features of durability, elegance and economy. The trade mark, S. H. & M., is a guarantee of quality, and you are always safe in stocking goods under this trade mark. The S. H. & M. Bindings are cut evenly on a true bias, neatly and smoothly joined, and put up upon reels of 36 yards, ready for use—a great advantage in handling. We carry in stock the following lines :

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

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

S. H. & M. PRIDE Plain Velveteen
1 3/4 in. wide.

S. H. & M. WATERPROOF Cord Edge.

Sample and Shade Cards, with prices, mailed on 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.



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.

A SUCCESSFUL FINANCIAL INSTITUTION.

NORTH AMERICAN LIFE.

THE annual meeting of this company was held in the company's building, Toronto, on Thursday, February 2, 1899, when Mr. John L. Blaikie was appointed chairman and Mr. William McCabe secretary.

The directors' report presented at the meeting showed continued and marked proof of the great progress and solid prosperity of the company in every branch of its business.

Summary of the financial statement and balance sheet for the year ended December 31, 1898:

Cash income	\$ 785,130 81
Expenditure (including death claims, endowments, matured investment policies, profits and all other payments to policyholders)	442,019 07
Assets	3,137,828 61
Reserve fund	2,586,947 00
Net surplus for policyholders	474,029 08

Audited and found correct.

JAS. CARLYLE, M.D., Auditor. WM. McCABE, Managing-Director.

Some of the leading features of the year's business, as mentioned by the president, were the following:

1. Looking at the company from every standpoint, the report submitted shows financial strength, productive assets, solid growth, and large relative surplus, which is the supreme point to policyholders, and it is from this source alone that satisfactory returns can be made to them.

2. The new business for the year exceeded that of any previous year.

3. Another marked feature of this company is the relatively large amount of its net surplus to liabilities, when contrasted with that of its leading competitors. The president showed that this ratio was one of the best tests by which to judge of the relative merits of the different companies.

4. The following marked increases were made during the year:

	Per Cent.
In premium income	11.56
In interest income	13.11
In insurance in force	13.15
In assets	10.66
In net surplus	10.73
In insurance reserve	15.18

The president stated that gentlemen representing the United States Insurance Department had been in the city during part of last month, and had made a thorough and most searching investigation into the affairs of the company, with a view to its admission to do business in their respective States, and that those experts

were extremely well satisfied with the soundness of the company, and expressed themselves gratified with every aspect of affairs.

The Hon. Mr. Allan, in seconding the adoption of the report, called special attention to the excellent character of the investments of the company. Of these, over 37 per cent. are in first mortgage securities, nearly 20 per cent. in debentures, nearly 14 per cent. in stocks and bonds, loans on policies about 6½ per cent., the balance consisting of cash in banks, interest accrued, etc.

He also called special attention to the fact that, although the assets had increased very largely, the outstanding and accrued interest had been very materially decreased, which is a proof of the excellent character of the investments of the company, and the promptness with which the interest thereon had been paid.

James Thorburn, M.D., medical director, presented a full and interesting report of the mortality experience of the company from its organization, which showed that great care had been exercised in the selection of the company's business.

The consulting actuary reported that he had made an independent examination of the affairs of the company as at December 31, 1898, having examined the books, accounts, and balance sheet, also a detailed copy of the annual report to the Insurance Department, and stated that he was very much gratified with the result of such examination, also with the thorough system of the work of every department throughout the office. He commended the company for closing its books promptly at the end of the year, as had been its custom from organization, and stated that, notwithstanding the large amount paid to policyholders during the year, another substantial gain had been made in the net surplus, now amounting to \$474,029.08, or, if made up on the same basis as that generally used, viz., by adding the difference between the cost and market value of debentures, etc., owned by the company, such surplus would be \$522,664.83. He referred to the great difficulty which has been experienced of late years in securing satisfactory investments, and pointed out the great decline in the rate of interest which gilt-edge securities yielded. In view of this, he stated that the settlement of the company's investment policies should be highly satisfactory to the holders thereof, as they compare favorably with those of the leading and best managed companies on the continent.

A special vote of thanks was unanimously tendered to the company's provincial managers, inspectors and agency staff for their splendid work of the past year, during which the largest business ever done by the company has been secured, largely exceeding that of any other home company at the same age in its history.

After the usual vote of thanks had been passed, the election of directors took place, whereupon the newly elected board met, and Mr. John L. Blaikie was unanimously elected president, and the Hon. G. W. Allan and Sir Frank Smith, vice-presidents.

LEATHER BRACES

AND

LEATHER BELTS



GLOVES

FINEST
and
BEST
in
MOCHA
and
NAPA BUCK,
Etc.

SPECIAL
RAILROAD
and MINERS'
GLOVES

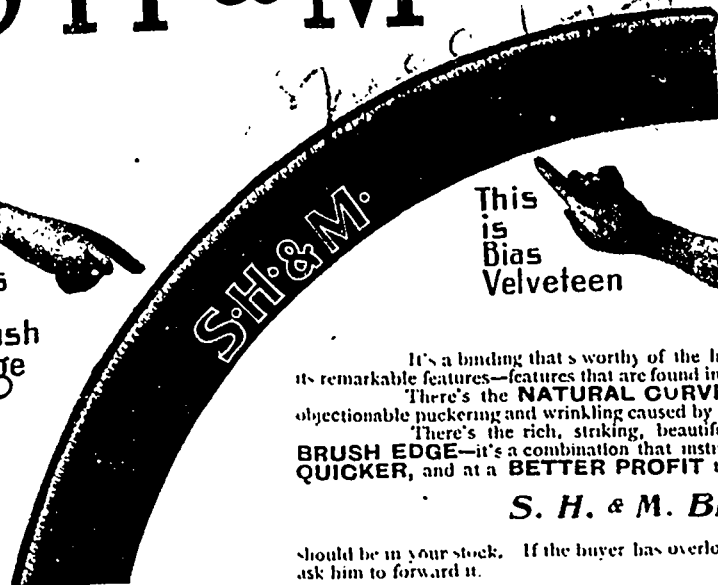
Full
Lines

W. J. CHAPMAN - WINGHAM

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

(Patent Applied For.)

All over the U.S. and Canada the Superior Excellence of this Binding is Known.



It's a binding that's worthy of the highest recommendation of every notion salesman and saleswoman for its remarkable features—features that are found in no other. There's the **NATURAL CURVE** that gives the skirt such a graceful sweep, and does away with the objectionable puckering and wrinkling caused by bindings cut on the straight. There's the rich, striking, beautiful **VELVETEEN** heading, and the thick, close, hard-to-wear-out **BRUSH EDGE**—it's a combination that instinctively appeals to every woman of taste and discrimination, and sells **QUICKER**, and at a **BETTER PROFIT** than any binding that ever entered the store.

S. H. & M. Bias Brush Edge Binding

should be in your stock. If the buyer has overlooked it, make a memorandum asking for sample cards and prices, and ask him to forward it.

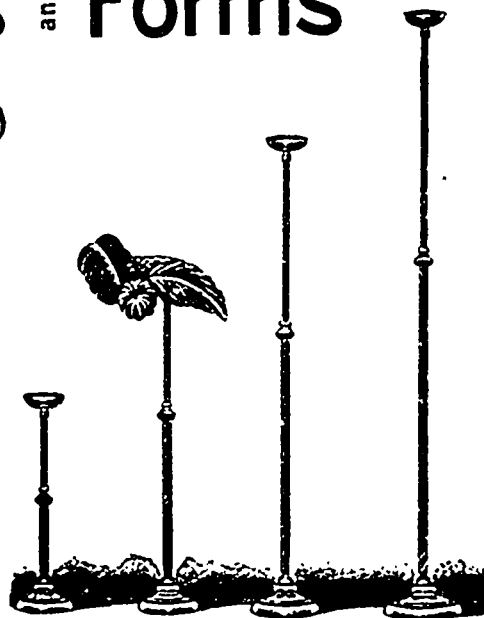
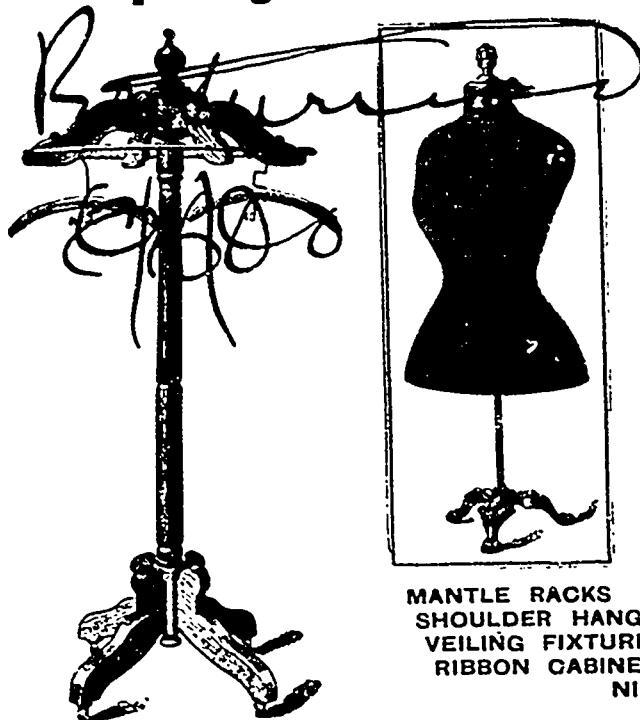
THE STEWART, HOWE & MAY CO.

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.

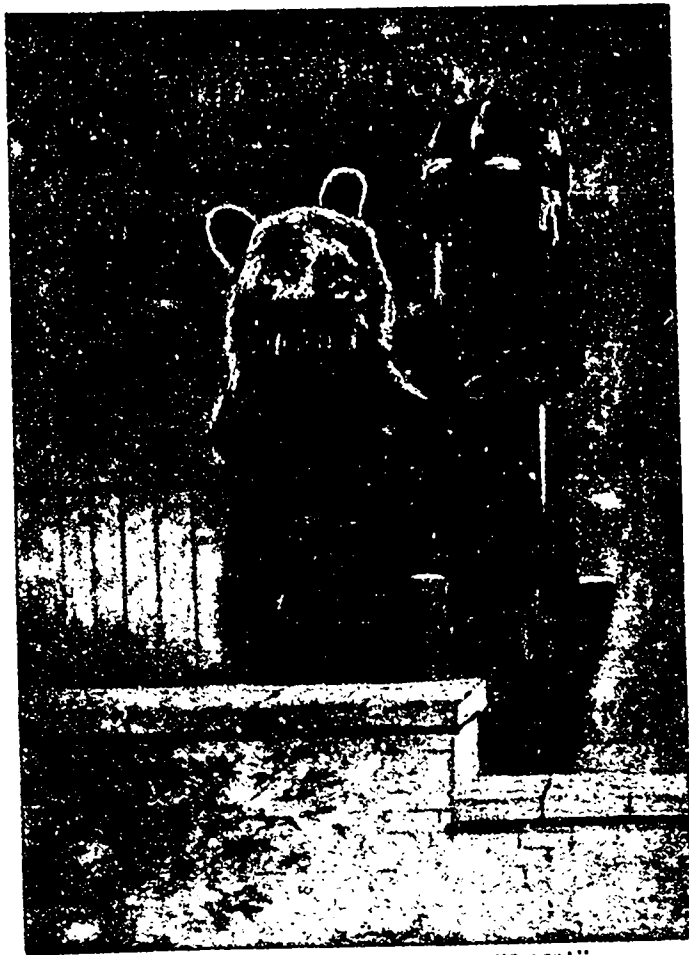
Display Fixtures and Forms



MANTLE RACKS
SHOULDER HANGERS
VEILING FIXTURES
RIBBON CABINETS

MILLINERY STANDS
HAT STANDS
PAPIER MACHE FORMS
WAX FIGURES
NICKLE PLATED WINDOW FIXTURES

CLATWORTHY & CO., *Manufacturers and Dealers,* 46 Richmond St. West, Toronto, Ont.



"ANDREFF, INDEED! I WAS THERE LONG AGO!"

There are lots of "Explorers."

EVERY LINE OF BUSINESS HAS ITS SHARE.

In the DYEING line *Louis Hermsdorf* "Was there long ago,"
Dyer

and to-day GLOVES and HOSIERY bearing the stamp

Louis Hermsdorf
Dyer

are acknowledged by the Trade to be "thoroughly reliable and fast black." This guarantee goes with every pair.

The American Bureau of Louis Hermsdorf

78-80 Walker St., NEW YORK.

SPECIAL NOTICE!**Samples of Perfection Brand Comforters**

will be ready in a few days. We are still awaiting the arrival of two lines of sateen which are being **specialy manufactured for us**, and when these goods are received we will have the handsomest and most complete line ever shown.

It will pay you to wait for our travellers, for they will show you some **"SURE WINNERS."**

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.



Red 19/6/22

OLD GOODS AS GOOD AS NEW

In the opening up of new dress goods, ribbons and feathers for the Spring season, the shrewd and careful merchant will not forget the goods on his shelves—they cost money just as well as the new goods coming out of the packing cases.

They may not, some of them, be just as saleable, apparently, but for the one reason only that the color is out of tune. Color fashions sometimes change almost in a night.

Don't sacrifice these goods. Let us make the color right, and they may go into stock on the same shelves and tables with your new goods, and will sell just as readily.

This remark does not alone apply to dress goods, but to silks or ribbons or costly plumes. We dye feathers with marvelous skill, giving them their original value.

We have the best dye works we know of. We use the very best dyes. We employ the most skilful men. Ask us for further facts and figures.

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.

MARCH comes in like a lion with the lion's share of Spring merchandise. The poet can warble his little lay about beautiful Spring, but it is the advertising writer who will carry off the prizes—commercial at least—by singing sweet songs about surpassing Spring stocks.

The windows should brighten up with displays of the newest—the most captivating. The eyes of every woman who enters the dress goods and silk sections should be entranced with the latest effects in percales, Henriettas, covert cloths, evening silks and all the other fabrics. If the window dresser, advertising writer and departmental head are susceptible in the least degree to Spring's stimulating influence they will show it in their work.

Drop that heavy, forced and forceful method of advertising that you have stuck to all Winter. Let your advertising take on a lighter, easier and more joyous vein. Have it in harmony with the season which shows the heavy hand of Winter giving way to the light, poetic touch of Spring.

And the store interior should brighten up with happy effects. Instruct your buyers when on a mission to Montreal or Toronto to glance inside the big stores and gather ideas. When you visit the great markets yourself you will not do amiss by gathering in great chunks of information upon these subjects.

If you should come to New York, visit Wanamaker's and Stegel-Cooper's. Then cross over to Brooklyn and look through Leeser's and Abraham & Strauss' and other stores. A day or two could be profitably given to the gathering of ideas on store management and advertising. It is a poor notebook that cannot carry back enough ideas to last all Spring and Summer.

In the opening announcements of new goods it is well to advertise only one line at a time. The Spring millinery could have a double half column ad. and the dress goods the next day could take about the same space, with silks, men's furnishings, clothing, etc., in due order.

A general Spring announcement should open up the series. Something like this would be in order:

The New Spring Styles

are ready for
your inspection. They
brighten up every counter.
They blossom in our show
windows.

Paris, with its daintiness—London, with its authority—New York, with its originality—every home of fashion yielded something.

You are cordially invited to witness our Spring showings.

Smith, Jones &
Brown.

When you advertise the Spring millinery tell your public about some of the new shapes—wherein they differ from the shapes of last season, etc. In speaking of wash fabrics, tell about the latest conceits—how the designs in this season's organdies are different from last Spring's effects. This will be interesting reading for your feminine patrons.

The practice of sending out announcement cards is still in vogue in large cities, and, therefore, must be equally valuable in small towns. The receipt of a dainty announcement card generally makes a pleasant impression upon the recipient, as womankind generally loves to receive a personal invitation that certain merchandise has been specially arranged for her inspection.

Electric lights brighten the sheen and effect of dress goods, wash fabrics and silk displays. Remember this, and do not turn off the electric lights too early in the evening from your show windows.

After all that has been said in this article about the advertising and displays, the most vital point is "business methods." If business methods are unsound everything else is of no avail. The business methods mean the pith and kernel—the advertising and its adjuncts the husks or outer shell. When a bridge is rotten no amount of paint artistically applied can help it. The timbers must be made right.

* * *

Half the effect of otherwise good merchandising and of good advertising is frequently lost by incompetent and careless store service. People are quite often drawn to a store by the advertising and driven away again by the bad manners and gross ignorance of salespeople (so called). The bigger the store the more likely this is to be the case. In fact, in large cities where keen competition has brought down profits and salaries have been cut down very low, this ignorance and carelessness has assumed alarming proportions. In New York and many other large American cities a great many of the better class of women avoid certain stores entirely. The tendency of modern merchandising is to reduce the salesperson to the level of a machine, but the management of a store should not make the mistake of employing an ignorant, ill-natured and untidy machine. If one must have a machine, by all means let it be a good one. The most successful two stores in New York are the two that exercise the greatest care in the selection of their salespeople. I firmly believe that a large portion of the success attending these two stores is due to this care in the choosing of its employes. As soon as one goes into one of them the contrast with most other stores of the same general character is striking. The employes have a more or less well bred air. They seem also to have been chosen for the most part for their good looks not less than for their good manners. All this, of course, must have a very great influence in determining people as to where they shall buy their goods. The evils just referred to exist in small stores in small places, though not to so great an extent, of course, as in large stores, where the eye

Irving Umbrella Co.

LIMITED

MANUFACTURERS

Parasols
Sunshades
and
Umbrellas

20 FRONT STREET W., TORONTO

STOREY Spring Trade.

Gloves. New and desirable lines.

Travelling Bags. The latest designs.

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

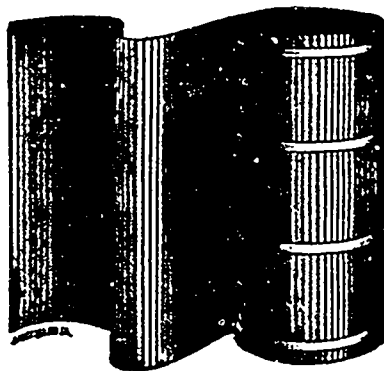
Our travellers will visit the trade in good time with full ranges of samples for Spring business.

W. H. Storey & Son

THE GLOVERS OF CANADA

ACTON, ONT.

The Folded Paper Carpet Lining



ALL PAPER AND
A YARD WIDE

IT HAS
NO EQUAL

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

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

STAIR PADS

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

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

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

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



1859

1899

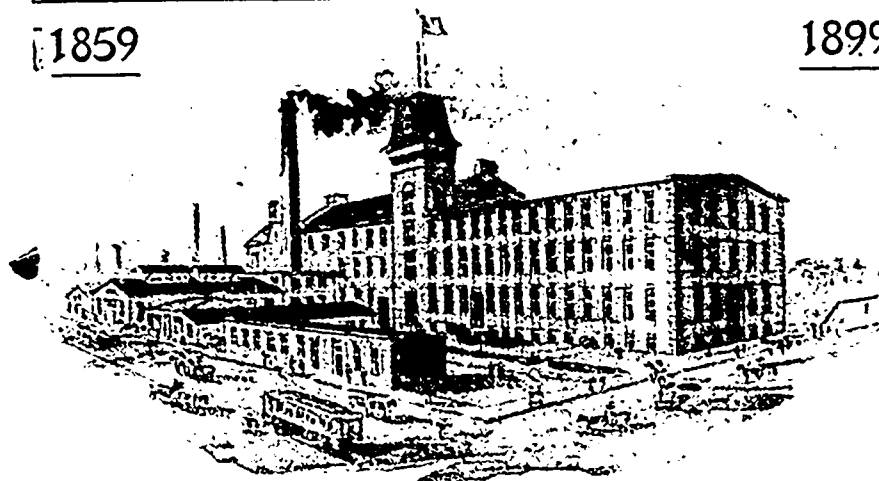
This is Our Growing Time.

"TURNBULL'S" has Grown to be a house
hold 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.



of the management can not be on each employe all the time. If a merchant pays out his money for help, he has a right to get his money's worth. If he doesn't get his money's worth it is generally his own fault—he does not keep his eyes wide enough open to see what is going on in his own store. But the fault often lies in the fact that the merchant is too parsimonious to pay enough money for competent help.

Messrs. A. Cameron & Co., Oak Lake, Manitoba, send me a very good circular for criticism. Their circular does not look as if it had been set up in a country printing office. In fact, the typographical arrangement is so good that I have reproduced the first

Chiefly About Ourselves



OAK LAKE, Dec. 12, '98.

THIS is about Cameron in general, and Cameron's Store, Oak Lake, in particular. We don't think that you need any introduction to either. So we will dispense with preliminaries and come straight to the facts we wish you to know. We have been in business here for ten years, at the corner. During that time we have made money and spent it in extending our business for our own and your benefit. You have helped us in the past; we ask your aid in the future. We have moved to our new premises, and will try to make it one of the places of OAK LAKE, and, while this is not a "CHEAP" store, it is the best store in this country for the purchaser who has only a little money to spend. We have more room to show goods, and in extending our departments and adding some special features later on. For the present we call your special attention to all goods priced in this little sheet.

Prices are
Special
and for
Cash Only.



Xmas For Xmas we have the largest and best assorted stock of Fancy Goods ever exhibited in Oak Lake. Call and see the goods, and get our prices for Handkerchiefs, Dolls, Fancy Crockery and Japanese Goods—suitable and useful presents.

DRY GOODS We have a larger and better assorted stock than ever, and offer you four special bargains for this month.

5 pieces English Flannelette, 12 yards for \$1.00.
4 pairs ladies' Black Ribbed Cashmere Hose for \$1.00.
5 pairs ladies' plain Cashmere Hose for \$1.00.
White Blankets, \$2.50.

Departments . . .

Dry Goods
Groceries
Crockery
Boots, Shoes
Gents'
Furnishings
Clothing
Furniture

page and the back page. The text of the Cameron circular is also excellent, though not so good as the typography.

Mr. H. W. Mockler, Durham, Ont., seems to be better at writing advertisements than his local paper is in printing them. Here is one of the two sent me for criticism :

DON'T YOU



THINK ?

You would enjoy the holiday better in a New Suit ? ? ? ?

A new suit helps a man to feel good—that is if it fits and he is satisfied that he has got value for his money. We sell Shorey's guaranteed Clothing and you can depend upon it every time. The suits we sell at \$7.50, \$9.00 and \$10.00 are equal to custom make at a good deal more money. Of course, if you want a suit at \$3.50 or \$5.00, we have them—as good or better than you can buy elsewhere for the money—but the better suits are better buying

You likely want an Overcoat too ?

Our sale of Overcoats so far this year is away ahead of any previous year. The known value does it. The Melton Overcoat we sell for \$8.50 is a decided bargain—dressy and durable. All our Ulsters are Rigby Waterproofed and they are made to wear. We have them at \$5.00; also better ones at \$8.00, \$9.00 and \$10.00. We can fit you with a good serviceable coat for \$4.50 or \$5.00 if you say so.

A Merry Christmas to all our Customers.

H. W. MOCKLER

Mr. Meredith, who writes Mr. Mockler's advertisements, is evidently out of the advertising rut in which so many country merchants are in. Getting in a rut, as I have stated in these columns before, is what ails most of the advertising done everywhere.

A DEBT COLLECTING FIRM.

J. Jones and W. F. Holland have opened up a mercantile and commercial agency in the Janes Building at Toronto. They take up all matters of a strictly confidential nature, including collections, commercial and professional; private reports, both legal and insurance; incendiary investigations, and cases needing tact and privacy, which they treat with the utmost professional skill. They court the fullest investigation as to their bona fides. Mr. Holland was one of the men who captured Charles Peace, the notorious murderer, in 1882, at Blackheath, England; William Whistler and Charles Russell, the famous Hatton Garden bank burglars, at the Marylebone church, London, England, 1886, when \$500,000 worth of diamonds were stolen, which were recovered. He was shot through the right thigh, and also lost the calf of his right leg, for which injuries he received a permanent pension from the Scotland Yard authorities. He was presented with a gold medal for his meritorious conduct from H. R. H. the Prince of Wales, and also received from Sir James Ingram, Bow Street magistrate, the highest reward (one hundred guineas) ever given to a police officer for gallant conduct, and holds testimonials from Sir Charles Warren, chief of the London police, and other persons in official circles. Mr. Jones, the manager, was formerly a well-known commercial man in Toronto, and is well qualified to fill the position.

The Detective and Confidential Agency.

Room 12, Janes Building,
75 Yonge Street, - TORONTO.

Investigate all matters in secrecy—Burglary, Robberies, Fires, Embezzlements, Lost friends Located; Legal and Private Reports; Movements of Employees or Friends

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. Sacramento Street. **MONTREAL**
Manufacturers' Agents.

Representing—STANFELD BROS. & Co., Bradford, Eng., manufacturers of melton carriage cloths, rugings, etc. HESMAL, COLLADAY & Co., Philadelphia, U.S.A., manufacturers of dress trimmings, fringes and upholstery goods. ANSOLO B. HENK & Co., St. Gall, Switzerland, manufacturers Swiss embroidered handkerchiefs, Swiss embroideries and curtains.

R. FLAWS & SON Manchester Bldg., Melinda St. **Toronto**
Dry Goods Commission Agents.

Representing: Wm. SIMMONS, Sons & Co., Philadelphia, Pa., Prints, Linings and Draperies. CARTWRIGHT & WARREN, Limited, Loughborough, England, Hosiery and Underwear. D. SANDEMAN & Co., Leicester, England, Yarns and Warps.

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

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

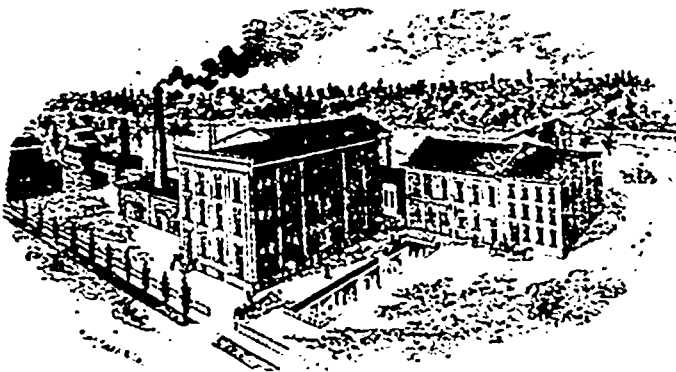
W. E. WALSH 13 St. John Street, **MONTREAL**

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

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

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

MANUFACTURERS OF
All Wool and Union Flannels

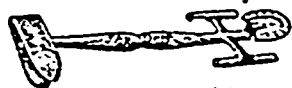


Tweeds, Serges &c.

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

The Paris Hosiery Mills Co.
Paris, Ontario

Use the "Derby Link," No. 2



Patented Nov. 24, 1888
FOR ALL CUFFS.

Use the New "Star" Cuff Holder



Patented.
For Link and Plain Cuffs.

Keep your trousers up with the "Automatic" Bachelor Button



WRITE TO YOUR JOBBER.

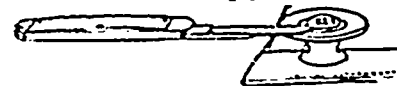
NO NEEDLE REQUIRED.

The New Automatic



Patented June 5, 1891

To unlock button simply raise the key



U.S. Patent June 5, 1891. Eng. Patent No. 11,632

J. V. PILCHER & CO.,

Sole Manufacturers **LOUISVILLE, KY.**

For Sale by Principal Jobbers Everywhere.

ODD RESULT OF A FIRE.

THE destruction of both warehouse and stock would hardly be expected to act as a trade tonic, but it seems to have had that effect with Messrs. Greenshields, Son & Co. A member of the firm told THE REVIEW that though February, 1898, was the biggest February, as regards the amount of business done, that firm had ever experienced, the column of trade during last month had exceeded it by over \$50,000. This is a remarkable showing, in the face of all the inconvenience and delay caused by the recent fire.

NEW DENIM FOR OVERALLS.

The competition between the manufacturers of overalls has become so keen and the price is cut so fine that they are compelled to reduce the cost of production or lose money. To meet their views, the Canadian mills are making a cheaper line of blue denim. The weight of the cloth is the same, but aniline dye is substituted for indigo. This, of course, materially lessens the expense in manufacturing and allows the overall men a slight margin to come and go on.

SNAPS IN STAPLES.

S. Greenshields, Son & Co. have been making large cash purchases of staples and are consequently in a position to offer the trade the following bargains: Large quantity of 36-in. light fancy prints at 1c. below maker's price. Three numbers in grey cotton, extra value, offered at very close figures. Two thousand pieces, 30-in. flanellettes at less than maker's price. One thousand pieces of 30-in. buckle dress goods in all shades, manufacturer's price 10c., offered at 6½c.

Mr. W. W. Smith, of North Bay, was in Toronto last week.

R. Conn, general merchant, Collingwood, has removed to Thornbury.

Braiding, both simple and elaborate, is still in vogue for Spring gowns, and formed flounces seem likely to retain their old-time popularity.

The stock collar is being worn higher than ever this season. It was deemed impossible to outdo some of last year's enormities in this direction, but fin-de-seicle people have managed to go the old style one better.

Mr. John Barrett, of Montreal, agent for Foster & Clay and other well-known Old Country houses, is moving into more commodious quarters on April 1. His new office will be at 12 St. Nicholas street, one door south of the board of trade.

E. A. Jaffery, general merchant, Bolton, was offering a real treat during the extreme cold weather to all who were fortunate enough to call at his up-to-date new store. THE REVIEW representative was there and found it like a May morning so perfectly was it heated.

Frawley & Devlin, dry goods, Barrie, have just opened out in their new double store, fitted-up artistically with all the modern specialties, lighted to perfection, and laden with best quality of goods. They have also added another branch for dress and mantle making.

Several Toronto buyers are either now in Europe or on their way. Mr. Grasett, of The Wyld, Grasett, Darling Co., sailed several weeks ago to assist Mr. Johnston, the firm's woollen buyer, who took ill in England, but is now well again. Mr. Davidson and Mr. Denton, of John Macdonald & Co., left by the Campania, February 25. Mr. P. H. Buxton, of The Merchants Dyeing and Finishing Co., left several weeks ago and is now on the continent. Mr. B. B. Cronyn, of The W. R. Brock Co., sailed from New York, March 1.

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.

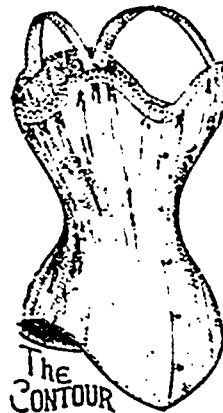
Politicians can obtain from it everything the papers say about themselves on any subject in which they are interested. Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries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



CROMPTON CORSETS

capture critical custom—the kind that counts. The wearers of these celebrated corsets experience all the comfort of a made-to-measure corset, and are successfully endowed with a beauty of figure which a made-to-order corset seldom attains. These stylish lines give unalloyed satisfaction to dealer and purchaser:

THE CONTOUR, VICTORIA, QUEEN
MOO, MAGNETIC, QEBEH and YATISI.

The Crompton Corset Co., Limited
Toronto, Ont.

Announcement TO THE Corset Dealers

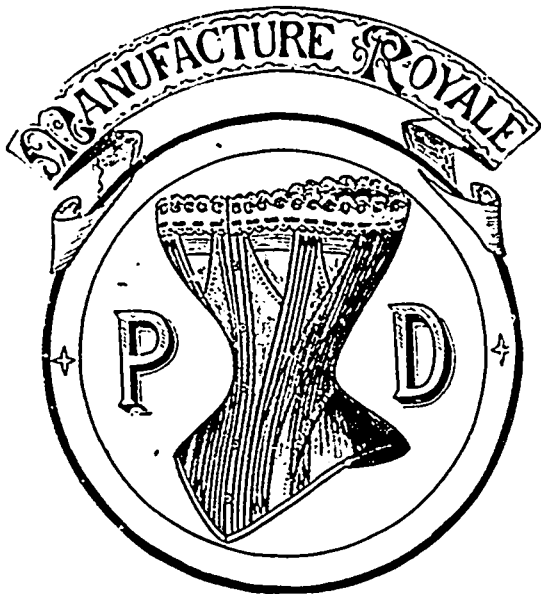
By recent purchase of the Corset business of the Canada Featherbone Co., of London, we will place before the trade the only Corset which will not break, rust, roll up, nor poke through at top and bottom, for it will be boned with

Featherbone.

Brush & Co., Toronto

Sole Manufacturers.

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

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of

**CHENILLE CURTAINS
AND
TABLE COVERS**

In new and attractive designs.

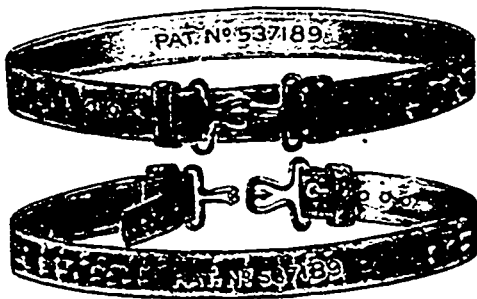
FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

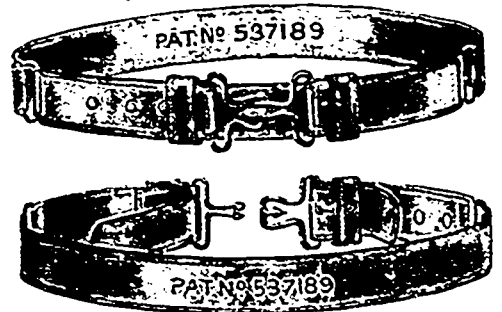
20 Front Street East, TORONTO.

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.**

THE
**CANADIAN COLORED
 COTTON
 MILLS COMPANY**

Cottonades, Tickings, Denims, Awn-
 ings, Shirtings, Flannelettes, Ging-
 hams, Zephyrs, Skirtings, Dress
 Goods, Lawns, Cotton Blankets,
 Angolas, Yarns, etc.

Only Wholesale
 Trade supplied.

D. MORRICE, SONS & CO., AGENTS
 MONTREAL and TORONTO

The Toronto Patent Agency

Limited

CAPITAL, - - \$25,000.

W. H. SHAW, Esq., President.
 JOS. DUNST, 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.

**EXTENDED
 INSURANCE.**

One of the many liberal features embodied in the
UNCONDITIONAL ACCUMULATIVE POLICY
 issued by the

**Confederation
 Life Association.**

HEAD OFFICE--TORONTO,

is the provision for Extended Insurance. After two full annual premiums
 have been paid, the insured is entitled to Extended Insurance for the full
 amount of the policy for a term of years definitely stated therein. Paid-up
 and Cash Values also guaranteed.

Rates and full information sent on application to the Head Office, To-
 ronto, or to any of the association's agents.

W. C. Macdonald,
 Actuary.

J. K. MACDONALD,
 Managing Director

NOTHING DECEPTIVE

— ABOUT —

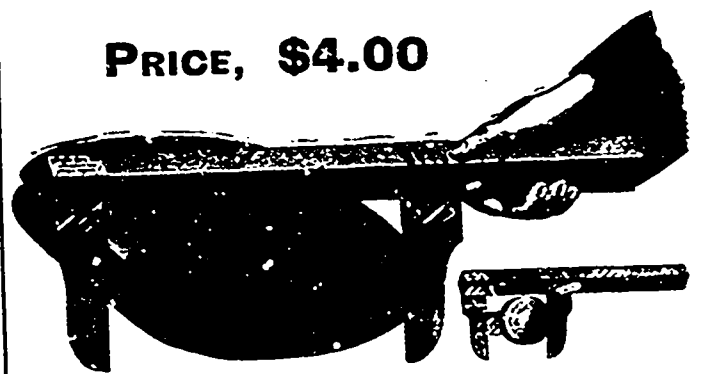
Patent Roll ✦
Cotton Batting
North Star, Crescent,
Pearl Brands

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

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

Putnam's Cloth Chart

PRICE, \$4.00



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

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

Canadian
 Agent:

E. J. JOSELIN

33 Melinda St., Toronto, Ont.

Manufacturer:

A. E. Putnam, Milan, Mich.

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

NERLICH & CO.

✻ Again in the lead with ✻

IMPORT FANCY GOODS



Our reputation as to a complete line of all imported articles is already well known, but this season we have even surpassed ourselves, and have gathered together a much larger and more varied line than ever before. There is scarcely a novelty made (no matter where or of what material) but what we display a sample of.



Japanese, French and
Souvenir China.

Leather Travelling
Cases, Portfolios,
and Companions.

Albums in Celluloid,
Leather and Plush.

Bronze and Onyx
Clocks, Vases and
Ornaments.

Mounted China Vases
and Card Receiv-
ers.



Our travellers are now
on the road and will call
on you shortly.

Hold your orders until
you see them.

Celluloid Writing
Companions, Work-
boxes, Toilet
Cases, etc.

Photo. Frames---
Metal, Glass and
Celluloid.

Mirrors---
Hand, Fancy,
Mounted and Trip-
licate.

Novelties and Bric-a-
Brac without end.

Nerlich & Co.,

35 Front St. West,
TORONTO.

TRADE IN THE WEST.

From THE REVIEW'S Special Correspondent.

Winnipeg, February 25, 1899.

TRAVELERS have all returned from the sale of Spring goods, and it is now possible to gauge with fair accuracy the trend of trade for the coming season.

Sales, on the whole, have been fully up to those of the same period last year. That is, the amount of goods sold is just about the same. The arrangement of sales, however, is considerably altered. Old and well-established houses have not bought as heavily as in former years. There are two reasons for this: The first, no doubt, is the growing facility with which sorting orders can be filled, and the second, that, owing to the wet weather last Fall, stocks are still heavy in many lines, and merchants will make every effort to unload all that is possible during the Spring.

To make up for shortages in these directions, new houses have opened in many towns, and have purchased large and well-assorted stocks. New districts, also, have opened—noticeably, the Dauphin district. Good live merchants are opening at these points, and will carry stocks strictly in accord with the times.

A very encouraging feature of trade is the steadily-increasing demand for a better class of goods. Collections are still somewhat slow, owing to so much wheat being held for Spring sale.

Robinson, Little & Co.'s representative, Mr. Slater, reports business satisfactory in all lines and trade good. Mr. Masters, who has charge of the Northwest Territories, is at present in Winnipeg. He, likewise, reports trade good, especially in towns situated in the immediate vicinity of the ranching districts.

Robert M. Bryce & Co., representing Thomas May & Co., and many other eastern houses, report a satisfactory trade. Mr. Bryce is in British Columbia at present, but Mr. Bryson, the Manitoba traveler, has just returned from doing the Province and claims a good sale for all lines carried, particularly white goods. This firm have just received their summer parasols and it would be difficult to imagine anything daintier, or better calculated to set off a pretty cashmere, than these softly tinted or pure white sunshades of China silk ruffled to the tops with gauze. This house hoped to have a millinery opening this season, for which their handsome showrooms are well adapted, but they have not succeeded in arranging for one, up-to-date.

In gentlemen's wear, Bryce & Co. are showing a pretty novelty in a lawn shirt with front of fancy China silk in neat stripes and checks. The shirts are stylish, very cool and quite inexpensive, so are likely to prove popular.

The wholesale clothing houses are just between seasons, but report trade as very good in Spring lines.

D. McCall & Co., Limited—John McRae has returned from a trip through the Province and reports good trade in Spring goods, all lines. He is now busy preparing for his Spring opening of millinery, which will take place on March 6 and succeeding days. A very large number of milliners have sent word they will be in town that week. An additional showroom has been opened and the place generally rearranged to afford more room. At present Mr. McRae is showing a fine line of tailor-made suits for ladies in all the new shades. One very handsome suit is of deep royal blue, trimmed with black satin cordings and large white pearl buttons. These suits are also shown in grass, oatmeal, and crash cloth for Summer wear.

Among millinery novelties is gauze canvas with dresden stripes,

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

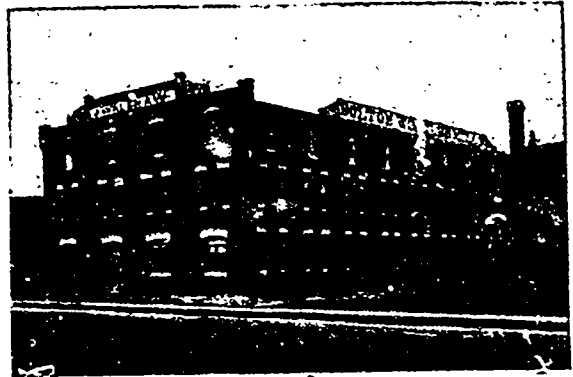
CAPITAL CITY BUSINESS COLLEGE.

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, \$8.00; 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.

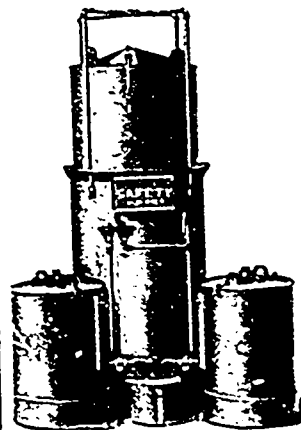
HOTELS FOR COMMERCIAL MEN.

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



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

The "Safety" Acetylene Gas Machine



HEADS THE LIST

For Safety, Economy and Utility.

The Celebrated

Cliff-Wardlaw Generators

Manufactured only by

THE SAFETY LIGHT AND HEAT CO.

Send for Booklet.

DUNDAS, ONT.

fancy gauze in black checks, and gophered black gauze with embroidered spots in varying shades of green, red, pink, blue, yellow and old gold.

R. J. Whitla & Co. have let the contract for the erection of a splendid new warehouse 100 x 132 feet, four storeys and basement, with covered driveway for unloading goods. Their old quarters are like a beehive with the receipt and shipment of goods.

The prints this season are specially fine, and it should be a matter of pride to every Canadian that with every passing year the quality and designs of our printed cottons improve.

In dress goods, the full Spring and Summer lines are now on hand. Coverts are still very much in favor, and the shading and finish of the goods is really beautiful. In all lines of dress goods, black and white in shot, small stripes or broken check effects are very popular. Probably owing to the great demand for white cotton goods, white and cream woollens are also selling well. In addition to the standard serges and Bedford cords, there is a new cord on the line of the Bedford, with the ribbings about as wide as the ordinary corduroy. These goods are very handsome, and at a little distance have very much the effect of velvet.

At R. J. Whitla's, in reply to the old query, "Well, what are you talking about and selling most of this month?" Mr. Campbell promptly replied, "Ribbons and lace. This will be the biggest season ever known for ribbons, and laces will not be far behind. In valenciennes, two of the newest and most beautiful lines show the Prince of Wales' feathers and a true lover's knot. Fancy valenciennes, with duchess and guipure effects, are also much in demand.

In ribbons, there is everything that is possible to imagine both in design and shade. Almost all the ribbons have the drawing string in them, and a very large majority have the gauze ruffled or silk embroidered edge. Black and white, white and black and small shepherds' plaids will be used extensively on black and white dress goods. A very handsome sash ribbon is of gauze in delicate shades, with a silk band in Roman stripes in the centre. A white ribbon with shaded green stripes in the centre was especially pretty. Ladies' necktie ribbons in alternate stripes of basket brocade and dresden is another novelty. Blue is still a leading shade, and jacquemot, reine and old china are favorite shades.

Byou accordion pleated chiffon, with silk fringed edge, is another trimming sure to be popular, as it is extremely pretty and very cheap.

Among new collars, the bib effects in white and cream gauze, with centres of guipure lace insertions, are perhaps the most taking.

The garment workers strike now on in this city will form a subject for another paper, but is, perhaps, better left over until the matter is settled.

E. C. H.

MESSRS. SMALL WILL RESUME.

An offer of 30c. on the dollar, made by E. A. Small & Co., has been accepted by their creditors. It is believed that they will go into business again, and will continue to manufacture "Fit-Reform" clothing.

A meeting of the creditors of W. C. Pitfield & Co., of St. John, N.B., was held at the Windsor hotel, Montreal, on Wednesday, 23rd ult. After consultation, it was decided to give Mr. Hayward, the other partner, a few days' time in which he may arrange with Mr. Pitfield to make an offer to the creditors. If no satisfactory offer is received, legal steps will be taken at once to close up the business. In the meantime, Mr. Pitfield will be in charge. Mr. Hayward denies that he is a general partner, but the consensus of legal opinion rates him as such, and the creditors consider him in that light.

BELLEVILLE BUSINESS COLLEGE.

ESTABLISHED 1889.

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

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

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

Address: Belleville, Ont.

J. Frith Johnson, M.A.
Principal.

DYEING DRY GOODS and MILLINERY

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons, and Velvetens, 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. 123 Bank St., Ottawa.
287 Yonge St., Toronto. 47 John St., Quebec

BEAVER LINE

STEAMSHIPS.

TO and FROM

LIVERPOOL.

Rates of Passage:

FIRST CABIN.

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

SECOND CABIN.

Single, \$32.50 to \$35. Return, \$61.75 to \$66.

STORAGE.

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

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

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

WESTERN ASSURANCE COMPANY.

Incorporated 1851

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.

Colin McArthur & Co., Montreal, Que.

MANUFACTURERS OF ARTISTIC WALL PAPERS.



This cut represents one of our popular

*** High-Grade Friezes ***

But it is not by any means our best one.

The Season in which our goods are in such great demand is now almost upon us. If you have not already placed your order, A POST CARD IS SUFFICIENT to bring a nice selection of patterns right to your post office.

OFFICE, 1030 NOTRE DAME STREET

FACTORY, 11-21 VOLTIGEURS STREET.

Seasonable Dry Goods Specialties

For the

NOTION COUNTER.



Hammocks, Fans,	Japanese and
Shawl Straps,	Chinese Lanterns,
Belts,	Skipping Ropes,
Shopping Bags,	Sand Pails and
Belt Pins, Flags,	Shovels, etc.

SPRING AND SUMMER LIST NOW READY.
WRITE FOR IT.

H. A. Nelson & Sons Co., Limited

59-63 St. Peter St., Montreal.

KERATOL BELTS.

They are the leaders for 1899. Ask your belt manufacturer or jobber for a line of KERATOL BELTS. The only substitute for leather.

New—Effective—Novel.

Cut away from the ancient styles of leather belts and buy KERATOL. They are artistic and dainty. Available in all colors and designs, besides all classes of staple leather and silk effects.

WILL PROVE GREAT SELLERS.

Send to your belt manufacturer for full sample lines of KERATOL BELTS, or write to us and we will forward list of manufacturers using KERATOL

THE KERATOL COMPANY

NEWARK, N.J.

DEPT. A.

P. R. BRADLEY, Manager.

The Celluloid Company

30, 32, 34, 36
Washington Place

NEW YORK

ORIGINAL and ONLY
Manufacturers of

"CELLULOID" Interlined Waterproof
Collars and Cuffs . . .

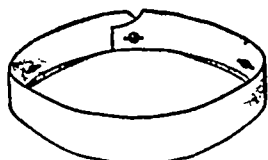
All goods made by us are stamped as follows :

Absolutely No

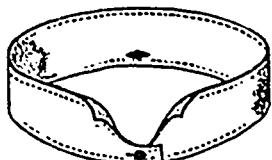


TRADE
CELLULOID
MARK.

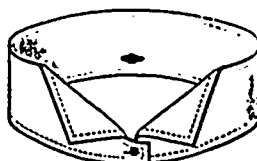
Others Genuine



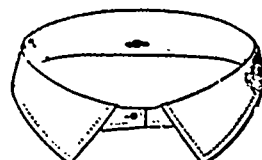
ROMAN
Sizes 15 to 17 1/2 in.
Front 1 3/8 in.
Back 1 in.



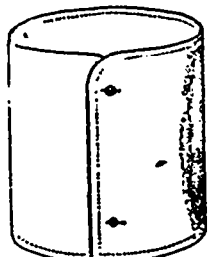
VULCAN
Sizes 13 to 18 1/2 in.
Front 1 3/4 in.
Back 1 1/2 in.



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



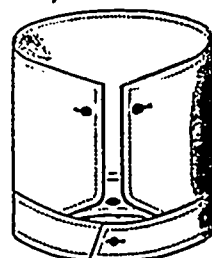
ROYAL
Sizes 12 1/2 to 20 in.
Front 1 3/4 in.



EXCELSIOR.
Sizes 8 to 11 1/2 in.
Width 3 1/2 in.

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

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



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

— The Celluloid Company

LUXFER PRISMS

CARRY DAYLIGHT
with wonderful success.

All progressive business men recognize their value.

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



EATON'S—WITH PRISMS.



EATON'S—WITHOUT PRISMS.

Send for Descriptive Booklet to. . . .

The Luxfer Prism Company
Limited

58 Yonge Street

Toronto.

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

To the Trade



Our Jubilee Year

STORMY WEATHER

on the Atlantic ocean has been one of the primary causes for late delivery of Spring Goods. Another reason for late delivery is that manufacturers could not complete our shipments, in certain lines, until later than usual, owing to the extra demand in the markets for new patterns. Our stock is, therefore, fully assorted at present, as all these late shipments are now forward.

We are constantly receiving new goods of the very latest styles, patterns, and colorings. A delay in shipments, from whatever cause, has more effect on our stock than it would have on stocks that are filled up with old-fashioned goods and goods carried over from season to season. Old goods are easily procured, but new, fashionable and saleable goods cannot always be delivered on a moment's notice.

Business with us at present is growing more rapidly than it has for some time. We are constantly adding new customers to the thousands we already have. Careful and close attention to the markets of the world and the requirements of the trade, is securing for us increasing success. We extend you a cordial invitation to call and see the new things in Dress Goods, Prints, Carpets, Silks, Men's Furnishings, and our special lines in Woollens and other departments.

FILLING LETTER ORDERS A SPECIALTY.

JOHN MACDONALD & CO.

Wellington and Front Sts. E.

 TORONTO.