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VOL. VIII. MONTREAL AND TORONTO, SEPTEMBER, 1898. No. 9.

McKellar & Dallas HEADQUARTERS FOR **The Leading Jobbers**

BOOTS AND SHOES, MAPLE LEAF AND COLUMBIA. . .

Brands of Rubbers.

COME and see us while attending the Exhibition . . . **11 Front Street West . . . TORONTO**

WE MANUFACTURE AND SELL NOTHING BUT NECKTIES AND EVERYTHING IN NECKTIES

E. & S. CURRIE

Cor. Bay and Front Streets. TORONTO

A GOOD STORY * * *



always finds ready listeners. This is true of an advertisement. It finds plenty of readers but results are lacking if customers do not find goods as advertised. Your customers ask for **SHOREY'S CLOTHING** because they know that the guarantee that goes with each garment is good.

Buy from us such goods as we give a guarantee with and we will help you to sell them.

H. Shorey & Co.
MONTREAL

LISTER & CO., Limited, **Manningham**

Silk
Velvets

FOR ...

Millinery and
Dress Trimmings.



Silk
Plushes

FOR ...

Upholstering,
Etc.

Mantle Velvets

AND

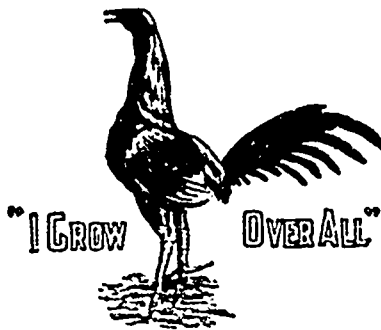
Silk Sealettes



Mohair Plushes

FOR ...

Railway and
Street Cars, Etc.



The Yankee says:
"Yankee doodle do."
The Old Maid says:
"Any Dude'll do."
The Merchant says:
"Cock a doodle do,
and nothing else will
do."

... They all know the

"ROOSTER BRAND"

Shirts . . .

Flannel, Kersey, Tweed, etc., for Fall and Winter.

Pants and Jackets

in Mackinaw Tweed, Rubberized Duck, etc., for
Workingmen.

Overalls, etc.

of every description.

Elegant Tweed Skirts

Roman Stripe Lining, Tailor-made.

Manufactured by _____

Robert C. Wilkins, Montreal

Wm. Simpson, Sons & Co.

PHILADELPHIA and NEW YORK.

Represented in Canada by

DAVID KAY,
Frazer Building, Montreal.

R. FLAWS & SON,
Manchester Building, Toronto.

SOLID BLACK PRINTS

Black and White and Silver Greys.

**FANCY PRINTS, NOVELTIES and
3-4 PERCALES**

Wm. Simpson & Sons' 3-4 and 7-8 Satines

LANCASHIRE FINE PERCALES
BRANDENBURG CLOTH. . . .

GOBELIN ART DRAPERY

Berlin Aniline Fast Black
and Colored Satines . . .
All Grades

TAFFETA LINING.

BERLIN ART SHADES, Etc.

SILKALINE

The largest and best assorted stock ever offered by us at this season is NOW being shown.

Large clearing lines of . . .

Staples

BELOW manufacturers' prices.

We are Sole Selling Agents in Canada for

**Priestley's Dress Goods and
Pewny's Kid Gloves.**

Full ranges of the newest styles of these makers' goods
now in stock.

S. Greenshields, Son & Co.

MONTREAL and VANCOUVER.

Mattings

for

1899

Our samples of Japan Mattings for the season of 1899 are ready, comprising

**400 Exclusive
Patterns** e e e

made in our own factories.

We are manufacturers and importers. You are reaching headquarters in buying from us. The complete lines of new samples will be shown by our travellers.

K. ISHIKAWA & CO.

MANUFACTURERS

Toronto and Yokohama

A Little Chat on Fancy Silks.

I.

About Quality.

How many retailers have heard from their customers complaints of the Silks they have sold over the counter. The Silks "didn't wear." They "cut," and were soon shabby and worthless. Why this difficulty? On inquiry—and we challenge inquiry—it will be found that these Silks were made in Europe and were chemically dyed. The chemicals have injured the fibre and your customers must pay the penalty. Japanese Silks are pure, and thus more durable than those made in other countries.

II.

About Styles.

Preparations for the Spring of 1899 are now in order. There are some novelties in store for you. We have been at the source of fashion, and the latest Paris and New York styles will all be found in our collection. Some original Japanese designs are sure to attract attention, and can be made rapid "sellers."

III.

About Cost.

The quality may be good, the style may be the latest, but the price must be right or you cannot sell the goods. We have an advantage in the matter of cost of production. Our labor is trained, for the Silk industry has been long established in Japan, but the labor is inexpensive, for wages are low in all Oriental countries. We are the foremost manufacturers of Silk goods in Japan, and, by means of the Canadian branch, the merchants of this country can obtain their goods at a little above the primary cost.

K. ISHIKAWA & CO.

Manufacturers

YOKOHAMA AND TORONTO.

WE WANT

Your Trade FOR

THE MORSE & KALEY GOODS

They are always ahead of similar goods.

Be Sure You Ask For MORSE & KALEY.

M. & K. SILCOTON

M. & K. Embroidery Cotton

M. & K. Knitting Cotton

Victoria Crochet Thread

Chadwick's Spool Cotton

Chadwick's Mending Wools

Taylor's Union Belts

Taylor's O. K. Hose Supporters

Taylor's Marlboro, Redfern and

Rainbow Dress Stays

Dunbar's Linen Thread

A, B, XX. and X Waddings

ROBERT HENDERSON & CO.,

Dry Goods
Commission Merchants

181 and 183
McGill Street,

Montreal

COATING SERGES

NAVY
AND
BLACK

In all Qualities
..... from 20c. to 65c.

Also all the Latest Seasonable Novelties

¹⁸ Dress Goods,
Silks and Henriettas

WILLIAM AGNEW & CO.

305 St. James Street,

❁ ❁ MONTREAL



A Canadian Boat
won at Lachine.

A Canadian Horse
won at Sheepshead
Bay.

A Canadian Cricket
Club won at Staten
Island.

A Canadian Rooster wins all along the line, from
Newfoundland to Klondike, when the people
want

Shirts, Overalls and Working Garments

OF ALL KINDS.

SPECIAL—Get Samples of our Tweed
Skirts, with Roman Lining.

ROBERT C. WILKINS

MANUFACTURER

198 McGill Street, MONTREAL.

Second
to
None.

Pewny's Kid Gloves

Manufactured
in
France.

Solo Selling Agents for Canada,
S. GREENSHIELDS, SON & CO.
MONTREAL.

**Wreyford
& Co.**

Manufacturers'
Agents

and

Wholesale
Importers

McKinnon
Building
AND
85 King St. W.

Toronto

This month we shall receive
new styles for SPRING, 1899,
from following English manu-
facturers :

Young & Rochester

*Shirts, Collars and Neck-
wear, Dressing Gowns and
Cycling Suits.*

Tress & Co.

*High-class
Hats and Caps.*

Latest shapes, Silk, Felt and Straws.

Dr. Jaeger's

*Sanitary
Woolen Underwear.*

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

**Cravenette
Co.'s**

Cravenette

The only reliable
Rainproof Fabrics in

Imperials, Serges, Cheviots,

Etc., Etc.

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

World Wide Popularity

The Delicious Perfume.



Crab Apple Blossoms

EXTRA CONCENTRATED

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

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



SOMETHING NEW

MADE IN ENGLAND
No connection with any American Corset House.



MADE IN ENGLAND
No connection with any American Corset House.

Thomson's NEW "GLOVE-FITTING" Corsets.

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

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

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

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

To be had of all Dealers Throughout the World.

ASK FOR THOMSON'S NEW "GLOVE-FITTING" AND TAKE NO OTHER.

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



Medals taken at all Exhibitions.

TRADE MARK

THOS. HEMMING & SON, Ltd.

Manufacturers of

NEEDLES FISH HOOKS and FISHING TACKLE.

WINDSOR MILLS - REDDITOH, ENGLAND.

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

Cartwright and Warners

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

LIMITED London Eng.

Spinners and Manufacturers of ...

HOSIERY and UNDERWEAR

Which will not "Cott."

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

SPECIALTIES IN ...

Merino, Undyed Wool.
Cashmere and Silk and Wool
Hosiery and Underwear.

(For Gentlemen, Ladies and Children.)
In various textures. To suit all climates and seasons.

Loughborough, England



Canadian Agents:

R. FLAWS & SON,

Manchester Buildings,

Melinda St., Toronto

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 Tapestries, Draperies, etc.

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

Brice, Palmer & Co.

MANUFACTURERS
OF

THE CELEBRATED

"EMINENT" Showerproof Cloaks

Largest selection in the trade.

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

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

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

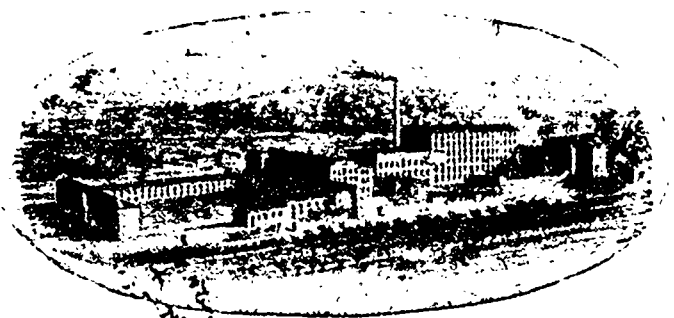
Telegrams,
"Eminent," London

LONDON, ENGLAND

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.

Mr. John Barrett, 32 Lamoignon Street, **Montreal.**

The W.R. Brock Company, (Limited)

Every
Keen
Buyer
Will
Visit
Our
Dress
Goods
Room.

Increased Space
Perfect Light
Correct Goods

We show this season the production of the
up-to-date manufacturers of

ENGLAND

FRANCE

and **GERMANY**

The Department is filled with the latest novelties
in all styles of fabrics, including

Bayadere Stripes

Camel's Hair Effects

Elastic Coverts

Poplin and Satin Changent

All-Wool Frieze Suitings

Sedan Cloths for Tailor-Made Suits

and a large variety of staple lines.

THE CANADIAN GOODS DRY REVIEW.

Vol. VIII.

MONTREAL AND TORONTO, SEPTEMBER, 1898.

No. 9.

THE MANAGEMENT OF A BUSINESS.

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

II.

THE CAUSES OF FAILURE.

I. The first cause that occurs to me to mention is that of laziness. It may not be usually put down as the most general cause, but it is certainly the most important. If a merchant leaves the boys to open the store in the morning, and he gets around about nine o'clock, he will soon not have much of a store to open. The world will not stand that gait now-a-days, no, not in any calling in life, far less in business. That is, in a kind of business that can be called business. What would you think of the farmer who goes out to the field to plow at nine o'clock in the morning? What do his neighbor farmers say? I fancy he will soon be known by the name of the afternoon farmer. So will it be with the nine-of-the-clock merchant. He is not in it.

It is also necessary for a man to be in the store during the whole of business hours. Customers generally prefer to deal with the principal. At any rate, they like to see him and he must see them. No person will be a customer at a store very long where the proprietor is seldom or never in. Even if the latter is so busy he cannot speak to them, still they go away satisfied if they know the storekeeper saw that they were in and that he knew they bought something.

II. The next cause of failure that I shall mention is: A great many merchants get two many irons in the fire. If you are selling dry goods sell dry goods, and leave real estate, farming, milling, etc., alone. Life is too short for a man ever to know one business thoroughly. Remember what the schoolbook says:

One thing at a time,
And that done well,
Is a very good rule,
As many can tell.

And let me emphasize this point right here, that you must never think that you know all about your business. As I said before, you will never know that. Some men think they do, but I have always found that class of humanity the most ignorant class on the face of the earth. Get a trade paper, read it and read it again. I would just about as soon do without insurance on my stock as do without THE REVIEW. It is to the merchant what the mariner's compass is to the sailor.

III. Then, again, the dry goods man must not spend his money extravagantly. Economize in the home, economize in the shop, economize everywhere. Don't get a piano because your neighbor,

Mrs. Jones, has one. After your day's work is done you may sit on your doorstep and listen to Miss Jones playing "Home Sweet Home" with variations, but thus far and no farther. Your turn will come when you have made some money and when you are thinking of retiring from business. But leave fast horses, top buggies and all style alone until you are sure you can afford them.

Many a well-meaning man has been shipwrecked right here.

IV. Again, another cause of failure is dishonesty. Hundreds have gone to the wall because they were not honest. That is where every dishonest business man should go. Mark my words, it pays to be honest. Do the straight thing with your customers, as well as with the wholesale people. If you cannot afford to give sixteen ounces to the pound, or thirty-six inches to the yard, for a certain price, then charge five cents more and do it. It is better to be a little high in price than to give light weight or short measure.

V. Now, I have not said anything yet about drinking, gambling, betting, horse racing, etc., that so many indulge in, to their sorrow. I do not think I need to say much about these things. In ninety-nine cases out of one hundred those who indulge in any of these are unsuccessful. The successful merchant must rise early in the morning and be at the store in time to open it. He must stay there all day, and every day in the year that his business or a necessary yearly vacation do not call him away. He must be friendly and polite with everybody, and never lose his temper. He must be a good salesman. Some may ask, "How can I become a good salesman?" Well, in the first place, you must know your goods. It is uphill work for a man to try to sell an article that the customer knows more about than the seller. In the next place, the merchant must be obliging, and not consider it too much trouble to show goods, nor to show any impatience with the whims or fancies of a customer.

When trying to make a sale, it is a good plan not to talk too much about your goods. You might mention a good point about the article, and then speak of something else, but come round now and again to some of the other good points.

It is an ideal salesman who can sell an article to a person who does not want it. Anybody can sell to a customer an article that he wants.

VI. Neatness and a pleasing display of the goods is another thing that the merchant who wishes to be successful must pay a good deal of attention to. It is just as easy to have a thing right as wrong is an old saying and it is a very true one when applied to the merchant. A salesman should know just exactly where everything is kept and not have to rummage through the whole shop to find

MANAGEMENT OF BUSINESS—Continued.

what is wanted, A lot of precious time may easily be lost by not keeping everything in its place. In an orderly shop one man can wait on just twice as many customers as he can where everything is in disorder.

VII. Bad debts and long credits constitute another of the causes that have put a good many in deep water. Merchants are not half careful enough about giving credit. When a man goes into a bank and asks for the loan of some money does the banker put his hand in the till and hand it out to him? Not much. Listen for a moment and you will hear such questions as: Who are you? Where do you live? Do you own any property there? Who will go your security? And so on. Now, why does not the merchant do the same as the banker? If not, let us adopt the same plans as the bankers have. We have just as good a right to. This custom of giving credit, for custom it is, is abominable and ruinous to the best interests of both buyer and seller. What would a farmer who has just sold fifty bushels of wheat to the miller think if he was told to come some day and he would pay him. Would not there be a howl? Just let merchants put the boot on the other foot and see. Still, I can't see for the life of me why it should not work one way as well as the other. I suppose talk is cheap but really it is time something should be done with this evil. I would suggest first that merchants should know who they are selling their goods to, and second, that they get the customer to set a time when he proposes to pay his account. With the goods give him a bill, and on this bill write the time when it is promised to be paid. Do the same in your book, so that you can see when the account is due, and when the time comes do not fail, under any circumstances, to remind the customer that his account is due. Don't be afraid of offending. People will soon get used to your way of dealing and they will soon be saying to each other that you are a good business man. Try it.

VIII. Then, as to the gain made by buying for cash. I read, not long ago, a statement by an Iowa merchant, which impressed me a good deal, and which I here quote, as expressing good sense on this point. He said. "In both buying and selling, I must mark my goods at a price for cash, and cash only, and stick to it. Not carrying on a business for cash, or too loose credit, is a rock that has wrecked many a fine business. I am told that in the State of Iowa, for instance, the losses to retail merchants from bad debts are many times more than the entire fire losses in that State in a year. Shall I be one of the victims? One of the supporters of that class of people who live on 'nothing a year?' Not by a good deal. Aim for the so-called medium class of trade, who come down town with the money in their pockets, and, when they buy a thing, pay for it on the spot. The importance of being able to discount every bill in ten days is a thing many men forget. Figure up my gain on that alone if I buy \$5,000 worth of goods in a year and pay for them in ten days to say nothing of the hours of labor I save myself, or the salary of an extra bookkeeper. Then, I have not the annoyance and trouble of collecting bills each month, and the time that would have to be spent at that can be more profitably employed attending to the next item."

IX. Advertising is the next point I shall touch upon. You must let the world know you are alive if you are going to do business. The merchant who uses printer's ink, and plenty of it, judiciously, is sure to catch a lot of trade that he would otherwise not get. A man must be careful and not get into a rut. Don't think because you have been doing business for twenty years in a certain stand, that everybody knows where you are and what you sell. Your competitor tells people that he has just what they want, and ten chances to one they will go there and get it even if they

know you have it. He has got their attention last and he is the man who will do the business.

X. In conclusion, I will say if you want to succeed in business you must be a hustler. If customers don't come to you, go and get them. Push, push, push, night and day, summer and winter, Always have an eye to business, and don't do business unless there is money in it. Let other people perform works of charity. You do business. Don't cut and slash prices with the idea you are going to run some other fellow off the track. You can't do it if he is made of the right stuff. And if anybody is trying to shut you up don't let him. Follow him up with your prices, but don't go below him. He will soon get tired. You get new goods, and goods that other people do not handle, and make your living out of them till other things come right again. Keep cool, and be careful not to buy too many goods at a time, and, after a term of years, you will find yourself possessed of a good paying business.

W. F.

A PIECE OF LACE FOR AN EMPRESS.

There has just been presented to the Empress of Russia, by the French nation, a specimen of modern lace, a real masterpiece of lace-making. It is a cobweb scarf, two yards long and one yard wide, in a variety of colored Chantilly lace never attempted before, and sufficiently light to be carried off by a butterfly. In this instance, polychrome effects have been successfully achieved by a few old lace-makers at Bayeux, under the supervision of the painter, Felix Aubert.

The floral pattern of the scarf has no less than twenty different shapes. Its border of conventional narcissi incloses a frame of two interlaced rose tree stems, bearing respectively La France roses and yellow roses. By a delicate forethought the centre is left as open and as aerial as possible, so as not to veil the beauty of the bare shoulders which it is meant to shelter.

On this light ground of rare point d'Alencon are sparingly scattered small lilies, while at each angle glitter the Imperial crown and monogram of the Empress woven in gold. The Empress will thus have the opportunity of comparing the latest notion in multi color lace, manufactured by the fairy workers of France, with the polychrome style of more ancient origin produced by a few lace workers of her Empire.

A ROOM FOR VISITING MERCHANTS.

There is a good feature in connection with the remodelled warehouse of The W. R. Brock Co., Limited, and that is a reception room near the door, entirely for the use of out-of-town buyers. They may write their letters there in peace, or leave small parcels, or in any other way enjoy the use of a room in the centre of the city devoted entirely to them. During the millinery openings and Toronto Exhibition, Mr. Pentecost, that veteran of the trade and the firm, presided over the first floor, and, with the stately dignity characteristic of him, invited visitors to take possession of their room. THE REVIEW representative was one of these, and was asked in to have some refreshment (consisting of cold water from the ice pitcher). Joking apart, the idea of encouraging house trade, of making things pleasant for the merchant who goes to the trouble of personally visiting the market, is a good one.

TO A CORRESPONDENT.

A Manitoba correspondent of THE REVIEW, who wrote recently enquiring for a book connected with the dry goods trade, is invited to send his address, which has been mislaid.

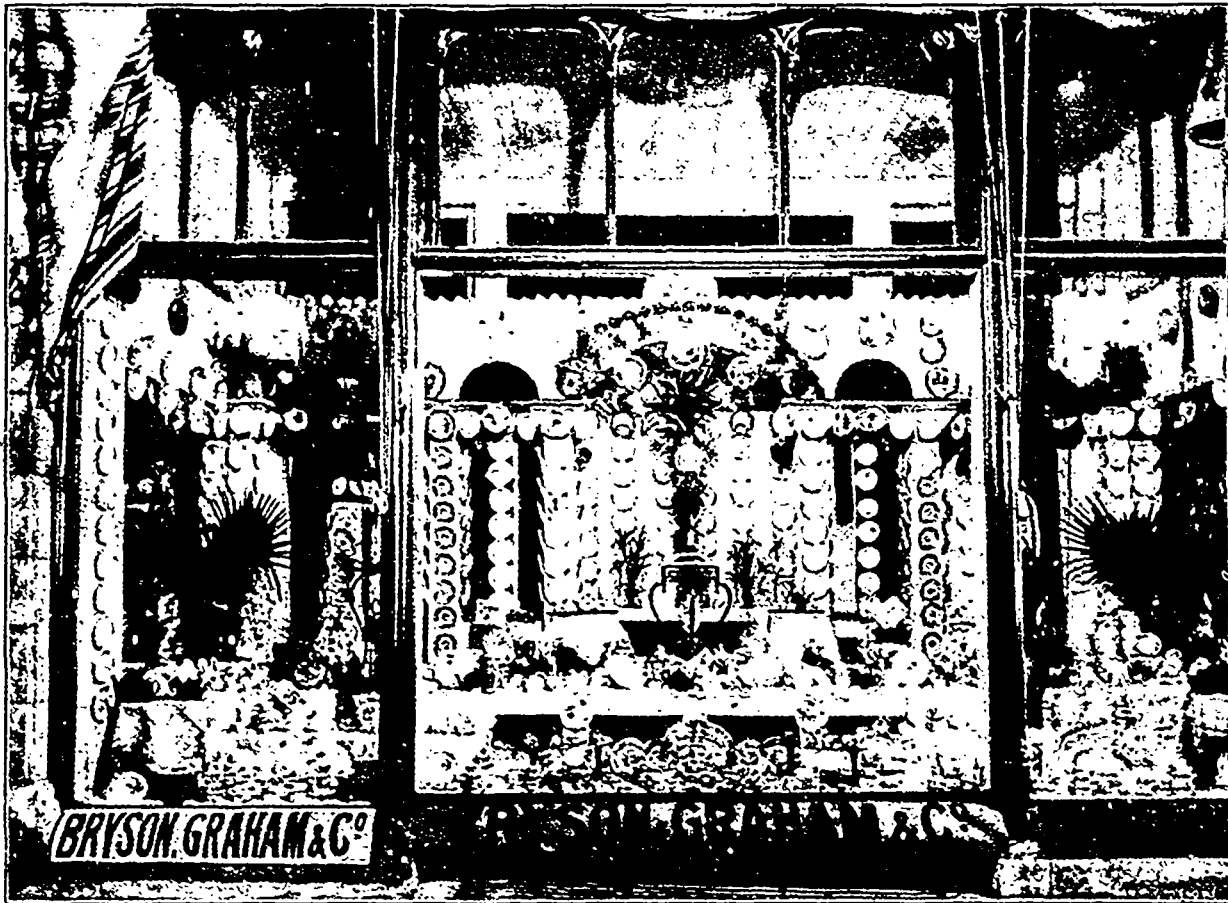
WINDOW DRESSING.

A HANDSOME CROCKERY WINDOW.

In this issue, THE REVIEW presents as handsome a window display as any Canadian city has witnessed for some time. It is a window in Messrs. Bryson, Graham & Co.'s, Ottawa, and was designed and trimmed by W. H. Hollinsworth. The photograph was taken at night, and, as the windows are lighted from the street lamps, heavy shadows could not be avoided. The background is set out three feet from the wall and covered in white, with a border and trimmings of purple. There are three archways.

was formerly lacking, and that is worth the added cost.

Still the problem is not wholly solved, and the weekly window-cleaning is usually a matter which is dreaded. So simple an operation is it that it is intrusted to the greenest tyro, yet so difficult of perfection that the most expert would hesitate to claim its attainment. The removal of the accumulated dust and grime from the surface of the glass is an easy matter, but the polishing of the glass so effectively that no streaks or signs of tarnish remain is a matter of greater difficulty. Yet, it is this part which is the chief attrac-



A DISPLAY OF CROCKERYWARE—BRYSON, GRAHAM & CO., OTTAWA.

Between the pillars, on each side of centre arch, are mirrors. One of them made taking the picture difficult by reflecting the girder in front of the window. In the centre archway hangs a basket of flowers, vines, etc., but the reflection from the street lamp was so strong that it is hardly noticeable. In the side archways are pillars, on top of which are rosebushes in jardinières, but the shadows are very heavy there and they do not show up. It was impossible to get a better picture under the circumstances. The color harmony, as everyone who saw the window says, was perfect, and, altogether, the display was a beauty and proved "a boom" in chinaware sales. The different lines were well ticketed, which is an important thing in a display of this kind.

CLEANING THE WINDOWS.

What the eye is to the face, the window is to the store, and, if the face or the store is to be attractive, the eye or the window must

be bright. To secure this effect, the plate glass, costing its scores or even hundreds of dollars, has entirely superseded the old window glass, costing as many cents. One is more transparent than the other, but one possesses a cleanness and a lustre which was formerly lacking, and that is worth the added cost.

Still the problem is not wholly solved, and the weekly window-cleaning is usually a matter which is dreaded. So simple an operation is it that it is intrusted to the greenest tyro, yet so difficult of perfection that the most expert would hesitate to claim its attainment. The removal of the accumulated dust and grime from the surface of the glass is an easy matter, but the polishing of the glass so effectively that no streaks or signs of tarnish remain is a matter of greater difficulty. Yet, it is this part which is the chief attrac-

The trouble is, says Prof. Scoville, of the Massachusetts Pharmacy College, that some of the physical properties of glass have not been sufficiently taken into account. Contrary to the common impression, glass is not absolutely unaffected by water. Indeed, it is soluble to quite an appreciable extent, and it is this solubility which causes all the trouble. Moreover, this solubility is modified considerably by temperature and by chemicals, and herein lies the key to the problem. The researches and experiments of Herr. Foester, a German chemist, go to show that, as regards window glass, hot water affects the surface more than cold, and is apt to

WINDOW DRESSING—Continued.

leave streaks. For this reason, as well as the danger of breaking the glass, hot water should be avoided.

Prof. Scoville, therefore, recommends the following procedure: First wash the glass in the usual manner with water containing about half an ounce of concentrated ammonia water to a pailful of water—not more, for fear of removing the paint or varnish from the woodwork. Then, while the glass is wet, and without rinsing, go over the entire surface with a weak solution of hydrochloric acid, prepared by adding to a pailful of fresh water two or three ounces of strong muriatic acid. This neutralizes the ammonia and alkali in the glass, and forms some soluble chlorides which aid in the polishing. Finally dry and polish with a clean cloth.

The acid will have no ill effects upon paint or varnish upon the window frames, nor even upon unpainted woodwork. If metal frames hold the glass the acid is liable to attack these, and should be avoided and used cautiously. A weaker acid would be advisable in this case. Some have tried this plan and are pleased with the result. They think that the time taken to go over the glass with two successive waters is amply compensated in the saving of time in the drying and polishing, and then the window is brighter. But if you wash windows so frequently that they do not get really dirty, the alkaline water might be omitted, and you may be pleased with the result if the hydrochloric solution is used in place of pure water. The addition of a little salt to this might prove a further pleasure.

PRACTICAL HINTS FOR THE TRIMMER.

Really good trimmers, men who are artists in their line, are comparatively scarce, says The Dry Goods Economist's authority, the demand being largely in excess of the supply.

It isn't every merchant who realizes the advantages of employing an expert trimmer and paying him a good salary.

Some houses prefer to put in a makeshift during the dull months and take chances of picking up a suitable man in the busy season.

The surprising thing is that any merchant will hesitate at a little extra expense for window displays when so much profit can be secured through this means.

Artistic window decoration not only lends distinction to a store, but is one of the prime factors of its success.

It is rather remarkable, too, that this business, which would seem especially adapted to women, is almost entirely in the hands of men; and the exquisite taste, knowledge of arrangement, harmony of colors and originality of design show traits in the masculine makeup which have hitherto been developed only in the man milliner or costumer.

The fashion for artistic displays once set has been very generally followed, and, while the large windows of our immense dry goods palaces are especially adapted to the beautiful goods and gowns they set forth, the purveyors of other lines of merchandise have caught the spirit of the hour and succeeded in making very creditable displays. Drug stores, candy stores, florists, retailers of sporting goods, china, hardware and numberless other lines are utilizing their windows to the best advantage possible.

So much for theory. Now let us consider the practical side of window trimming.

The prevailing practice among window dressers of putting various and sundry lines of goods in their windows under the impression that by so doing they enhance the effectiveness of the display, cannot be too strongly protested against.

No more serious mistake can possibly be made.

The best advice to give the novice in window trimming is the same as that given to a beginner at writing advertisements. "Say

enough, then stop; but be sure to stop before you have said too much."

Don't crowd your display. If you are planning a selling window, remember that one strong line at a price will bring more trade into that particular department than you can ever hope to attract by mixing up a dozen different lines in the same window.

Of course, there are exceptions; an early display of novelties is not only advisable, but imperative, at the beginning of a new season.

In a display of this kind, it is perfectly permissible to display dress goods, with trimmings to match, together with a few pattern hats in the same window.

Cloths, cloaks and collarettes, including boas and muffs, may be shown together with a very good effect.

It is a good idea, in these combination trims, to make one line of goods the leading feature of the display, and then add whatever articles that may have a bearing or connection with the general character of the window. Avoid incongruities. Have an eye to the fitness of things.

A good-sized window filled with one item of merchandise impresses a prospective purchaser with the idea of quantity, which in turn conveys the impression of cheapness, particularly if an attractive price card is affixed to the trim.

The idea may be carried out to advantage in arranging department trims.

Show plenty of goods to impress the customer with the immensity of your stock.

If you have just received a "job" of 200 dozen towels at a price, don't let them reach the reserve stock. Put half of them in the window and the other half on a counter close to the department. You will sell a much larger quantity than to pick out an assortment and pack the rest away.

Plan your trims for fall in advance. Think out new ways of utilizing your ceilings and backgrounds, these are too often neglected. No window is finished without proper attention being given to these important details, which furnish plenty of opportunity for originality.

TEACHING THE ART.

A big manufacturing firm of New York has initiated a system of free window dressing. It matters not whether a store is located away up in "Goatville" or over in King's County half a dozen miles from the Brooklyn bridge; let the retailer drop a line to them, and within twenty-four hours a professional trimmer will appear in response to the call. Without asking any conditions of you whatever, he goes quietly to work, and soon your window is wearing a brand new dress.

A variant of this idea is adopted in London, Glasgow, and elsewhere, by manufacturers of a specific article, who take a window in a good street and fit it up to display their specialty in the most striking style. This has frequently been carried out with good results.

SUGGESTIONS.

Automatic features are novel, and always attractive.

A steam engine in the window supposed to be doing something, or doing something, will bring people across the street to see it.

The conventional churn, with a motor to run it, is a dozen times more interesting to churn users than the same churn without the motor.

Play a fountain in the window, and let the dropping water and the swimming gold fishes bring attention to the waterproof or rubbers.

From umbrellas build an imitation of an armoury.

The hide of the hippopotamus, in some parts, is two inches thick.

If you had to do business with some buyers, you would think they rivaled the hippopotamus, in some parts.

We have black silk grenadines so thin that their weight as a garment is imperceptible.

Black silk grenadines and black and colored silk effect dress goods are a strong feature in our dress goods department this season. They are now leaders in the fashion world, being worn for the opera, for dinner parties, afternoon teas and on all occasions where handsome gowns are a necessity.

All shades of silk velvets in stock.

Plisse silk velvets for vestings and trimmings.

Just opened, a new range of check taffeta silks,
Cerise Effects.

We have just received, ex SS. Labrador, a lot of new laces and ribbons. Some novelties in Bebe Tartan Ribbons.

Our silk handkerchief and muffler stock is complete.

Heavy shawls and wraps, this season's goods.

**Another shipment of imported flannelettes
expected by next week's steamer.**

23 St. Helen St.
MONTREAL

Brophy, Cains & Co.

Good Advertising

For Wide Awake Retailers

By F. James Gibson.

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

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

ONE of the reasons why some merchants find that advertising doesn't pay is because they don't live up to their advertisements. These merchants seem to think that advertising alone ought to make the wheels of commerce revolve for them. Their ads., perhaps, are all right. They quote prices and give other necessary details, but, somehow, they don't seem to "draw." The people don't respond. The merchants I refer to think, probably, that something is wrong with the advertising, but it is safe to wager that in a case where plain, straightforward, sensible advertising does not draw trade the fault is in the store management, or the goods, or the prices. These are the sort of stores where the clerks and salespeople are disobliging and careless, or where the stock is badly kept and poorly displayed, or where old goods are allowed to accumulate, or where too high a price is placed on most of the articles for sale, or where the goods are not as represented, or where—but why extend the list indefinitely? It cannot be understood too clearly that while the advertising of a business is as important as any other part of it, it cannot take the place of good business management. The most that advertising can be expected to do is to bring people to the store. If when they come they find carelessness, incompetency or deceit, that store may advertise till it is black in the face and it can't make a success of its publicity department. It is throwing its money away by putting it in printer's ink.

* * *

I know two stores, one of which does first-class advertising and makes (or seems to make) a specialty of uncivil treatment. The other store is well managed, but does no advertising at all. Apparently both stores do about the same volume of business. The store that advertises is handicapped by bad management. The store that is well managed is handicapped because of the fact that it does not advertise. If the well managed store was the one that did the good advertising it would quickly forge far ahead of its competitor. This is simply an illustration of what good advertising will not do. While it will enable a good store to go ahead by leaps and bounds, it will not be of any practical use to a poorly managed store. First get your store right and all that that implies. Then do good advertising and you are, humanly speaking, sure of success. But the store comes first. Never forget that.

* * *

A great many stores that are pretty much all right otherwise make a serious mistake in allowing old stock to accumulate. There are few worse mistakes in storekeeping than this. A large percentage of business failures are traceable directly to this fault. During my younger days I knew a firm of general merchants who, year after year, inventoried at cost price constantly increasing quantities of old stock. At stock taking time, once a year, a half-hearted attempt was made to get rid of this old stuff, but, as I have

just said, the stock of old goods kept on increasing each year. The firm was in fairly good financial standing, their credit was excellent, and they were in a good position to make money. But this one glaring fault of their business management wrecked them ultimately. I speak of the subject at this length because of the fact that advertising is one of the means by which it can be overcome. If the firm I refer to had held periodical sales of all unseasonable goods, or goods likely to soon become unseasonable, and advertised these sales to the public, I believe they would have saved themselves. I believe that many merchants, who really don't know what to do to create some interest in their community, could easily work up considerable talk and bring lots of good paying trade to their stores if they would close out at any price obtainable every piece of old goods in their stocks. A merchant's balance sheet may, on the face of it, show that he is making money and is in a comfortable financial position, and all the time he may be bankrupt. He thinks that he has made so many thousands of dollars as the result of the year's business, when he has, perhaps, actually lost money. His mistake arises from the fact that his apparent profits are locked up in goods out of which he can never get them. If he lets this state of affairs go on long enough it is easy to predict the result. The safe rule in merchandising is to carry nothing over from one season to another.

* * *

In the case of merchants holding special sales the question often arises: How long ought the sale to continue? Should it be kept up for one hour? one day? one week? or how long? For my part, I could never see any sound business reasons for refusing to continue selling a line of goods at a certain sale price so long as any of the goods are still on hand. The proper way to work as a seller is to take a line of goods which, for any good reason, you wish to dispose of at a cut rate and sell them clean out. People are likely to take offence if goods are refused to them at a certain price, for the reason that they are a few minutes behind the advertised time. If there are any of the goods still in stock they ought to get what they want. If the goods have all been sold out in a few minutes, as sometimes happens, no offence can be taken from a straightforward statement of this fact, provided that the advertisement of the goods states clearly that the quantity to be offered is limited. Or better still, it is, to say in the ad. exactly how many of the articles there are.

* * *

One of the things that an advertiser ought to strive for is to create a feeling of absolute confidence in his announcements. This very desirable feeling is always injured when a customer is informed that, even though she got into the store quite early, the goods are all gone. She is quite as likely as not to think that the goods were not on sale at all, or that for some reason or other she is

being discriminated against. The small boy who wrote: "Wimmin is peculiar things" was not far wrong. And it must always be borne in mind that the great majority of shoppers and buyers at retail are women. The best plan is to have on hand plenty of the goods which go into the sale. Then, let the sale last as long as the goods last. Where there are only a small quantity of goods on hand state, plainly, exactly how many there are, and suggest an early call. Where there is only a very small quantity it is better not to advertise them, except perhaps by a sign in the store placed over or near the goods.

* * *

S. & G. sent me a nicely got up circular which enclosed samples of seven of the lines of goods referred to in the circular. Their plan of enclosing samples with circulars, while not particularly novel, is good. It, however, must always be borne in mind that samples in small pieces never look so well as the same goods in large pieces. This is why some very intelligent merchants always refuse to give out cut samples. They say that it is easy for their competitors, when a customer comes with a small sample for comparison, to make "the worse appear the better case."

* * *

A firm in Orangeville write asking if I can refer them to a good advertisement writer in Toronto who could handle general store work. As my home is in New York, and, as I don't know any advertisement writers in Toronto, I regret that I can't comply with my Orangeville correspondent's request.

* * *

How often ought store advertisements to be changed? I am sure that as a rule no store advertisement ought to be twice in the same medium. If it's a daily, change every day. If it's a weekly, change every week. How long would a newspaper retain or hold on to its constituency if it run along several issues at a time without change?

Store advertising is or ought to be simply store news. It is the art of keeping the public posted on what the store's attractions are that is advertising. If this is well done it is good advertising. It is obvious then that a store that runs the same ad right straight along without any change creates the impression that it is a dead and alive store of a place that it is well to keep away from. The days of the old standing ad. are gone by, so far as progressive merchants are concerned. But it is really astonishing how hard old customs die. Last April, I saw an ad. of Christmas goods in a Canadian paper. It had evidently stood there all that time. The trouble with some merchants is that they look upon their advertising appropriation as a kind of charity donation to the newspaper. These men think, and they are probably right enough too, that their local papers are worthy of encouragement, and so they proceed to encourage them by telling someone to go ahead and get their ads. set up and run in. The ads. keep on appearing issue after issue. It seems to be nobody's business to change them, or, indeed, to take any sort of interest at all in them. It is only charity, anyway. No one has any faith in it, anyway—not even the publisher. Instead of standing on his paper's merits, the publisher has demeaned himself by accepting thinly disguised charity. Instead of doing something to help his advertisers make their investments pay, he stupidly lets the advertisements run along without change. The only safe plan is to keep charity and your advertising appropriation as far apart as the poles. And don't fail to change your advertisement each issue of the paper.

A. Weseloh, of Berlin, shoes, has taken a partner, J. C. Wing, and will put in a stock of gents' furnishings and ready made clothing. The stock-taking will be proceeded with shortly, preparatory to the change.

KNOX, MORGAN & CO.

... **W** **WHOLESALE**
DRY GOODS

HAMILTON

All
Departments

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

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

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

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

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

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

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

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

Letter Orders receive every care and attention.

POSITION OF CANADIAN COTTONS.

SPRING PRICE LISTS NOT SHOWN YET—HEAVY INCREASE IN IMPORTS
WHAT IS THE OUTLOOK?

THE position of Canadian cottons on August 31, as THE REVIEW went to press, was nominally unchanged. This is the time when orders for spring goods are placed with the mills by the large jobbers. So far as known, the mills have not shown the price lists, though, usually, these are known before this time in the year. It is said that prices are not yet settled, and that some jobbers are placing orders without knowing the exact price, except that they will be no higher than last year, and that any drops which take place will be allowed for.

Will the prices be lower? That is a question that is asked. THE REVIEW is informed that in one or two lines of denims there is a prospect of somewhat lower figures, and that no one is quite sure of what the autumn months will develop. The imported cottons now in the market, and the possibility of more coming in, is one cause of the prevailing uncertainty. The only official figures obtainable are those up to July 31, 1898. In that month alone imports of white and grey cottons doubled, and imports of colored cottons largely increased. That is, compared with July of last year. THE REVIEW has got together a comparative statement of the cotton imports for July, of three years, and presents it herewith:

	July 1896	July 1897	July, 1898.
Grey and white cottons.....	\$ 15,073	\$ 20,057	\$ 47,811
Colored cottons	168,534	169,339	321,902
Cotton clothing.....	39,159	26,138	47,459
Cotton threads, yarns and warps	14,246	28,496	26,145
Cotton thread on spools.....	20,989	41,112	43,979
Other imported cottons	54,949	61,670	140,691
Totals.....	\$312,950	\$346,812	\$627,987

This indicates a growth of imported cottons which might materially affect the market. There are no official figures out for August, nor will there be for a fortnight yet. Report says that both English and American cottons have been coming in even more freely during the month just closed. No authentic information can be given on this point. Up to Aug. 1, this year, Canadian imports of white and grey cottons (that is, from Jan. 1 to July 31) were valued at \$356,421. For the same period of 1897, the imports of these goods were valued at \$192,890. This is an increase of \$163,000 worth of white and grey cotton in this market during a period of seven months.

As to colored cottons, the Canadian imports from Jan. 1 to July 31, 1898, reached a value of \$1,757,189. This is an increase of \$250,000 worth over the imports during the same seven months of 1897.

The buyers contend that as the Canadian mills are all busy, and that deliveries of white and grey cottons, especially, are hard to get, there will be a desire to keep prices up. Now, that war is over, a stiffening of the cotton market in the United States is hoped for.

VALUE OF A TRADE PAPER.

"There is one thing that particularly struck me in my rounds," says an American traveler. "I noticed that the stores of those merchants who were readers of trade paper presented a better appearance than those of the other class, also that they were more systematic in their ways of doing business. Their store fixtures and devices of all kinds were more modern, and their

clerks better posted, and also better trained. They seemed to make life easier; and at the same time do a larger business and in a more satisfactory manner than their competitors, who had no time to read their trade paper, or who had no use for it. They were not drawn into useless and expensive schemes by sharpers, who catch the unwary, neither could any one get ahead of them on the latest things in the market."

JAPANESE MATTINGS.

The sale of Japanese mattings in Canada has been large, and K. Ishikawa & Co., who have introduced and made a success of them in this market, have made preparations for a still larger sale, and a big range of patterns is shown for import orders. There are special lines in cotton warps, to retail at 12½ and 25c. As for the import fancy silk trade, this firm are showing a range, including Parisian styles, of about a hundred different designs.

KID GLOVE NOTES.

WITH the first reminder of Autumn weather in the air, or suggested by window dressing of fall costume stuffs, this important line commands attention. For the last two or three months the usual stagnation has prevailed in the retail market, giving ample opportunity to dealers to house clean their departments and prepare for the coming season. It appears that there never was a time in recent experience when a glove department might be handled with so little difficulty and so much comparative profit. In the first place, the material is largely confined to some fastened goods of two or three clasps, especially the former. Thus, in kid, lines to retail at \$1.25 to \$1.50 in colors and blacks, with an assortment of sizes in lacing and four-button, especially in blacks, together with a lamb glove in colors at \$1, are really all an ordinary dealer requires.

There is no limit, however, to varieties of quality and color effect in city departments, but the styles remain uniformly few. The importance of push goods and low lines is less than ever. People are able and willing to pay for a glove which keeps its appearance with wear, and that man is unwise who risks his clients' custom in order to force a certain gross profit, easily obtained on nondescript material. Buy from people whose taste in treatment is recognized, and pay the price necessary for grades which induce return visits, also go slow on stock which are only cheap because they are not right in style or quality.

Meantime, prospects for this season were never better. Orders have been freely placed and deliveries have been proceeding for some weeks, and, with an expected early fall, which recent cool weather seems to promise, trade will soon be in full swing. It will be necessary to provide for Christmas trade before supplies in importers' hands are exhausted. Orders should be booked for attractive color assortments in clasp lines, especially of good quality. Such shades as blues, myrtle, golden brown, and ox-blood may be safely counted on.

A very choice French lambskin in well assorted colors and blacks of "Jammet" make are being shown, which cover the necessity of a \$1 line, reliable quality, in blacks especially. This figure is hard to adjust with satisfaction.

THE SILK TRADE.

K. Ishikawa & Co., the Japanese silk merchants, have made big preparations for stock orders in Japanese plain silks, and are showing special lines to retail at 25 and 50c. In silk handkerchiefs, plain and embroidered, 20-inch, with 1¼-inch hem, a special line to retail at 25c. is shown.

All the Christmas novelties of this firm, including embroidered handkerchiefs, drapes, chair and table covers, etc., are all in stock now.



TRADE MARK

All goods carried in stock by us bear this TRADE MARK.
It guarantees their quality.

Ret
No More Tariff Preference but still we sell

GERMAN GOODS

Spec
We represent leading German manufacturers of Dress Goods, Silks and Velvets, Woollery, Gloves, Laces, Embroideries and Trimmings, Underwear, Linings, and Linen Goods, etc., and our samples are shown now for Spring Trade.

We are Canadian agents for **WOLFF & GLASERFELD'S** German White Shirts, Collars and Cuffs. These goods are celebrated for their beautiful finish and high quality.

We handle **CONRADIE & FRIEDEMANN'S** famous Saxony Underwear. This underwear is known and worn all over the world.

In Dress Goods we control for Canada **FRANZ SOHMIEDER'S** Celebrated Scotch Plaids and Dress-Materials. These comprise entirely new patterns in tasteful combinations. No trimmings are required, as every dress length combines its own trimming.

In Furniture Coverings we represent **JUL. SCHMITT'S**, Germany. The best known manufacturer in this line. We also show large range of Upholstery Trimming.

The largest range of Scarf Silks in Canada is shown by us.

Our stock is complete in Tailors' Trimmings of all kinds, for wholesale dry goods, clothing, shirt, blouse, and fur manufacturers.

If your wholesaler doesn't handle our goods, write us, we will see that you are supplied.

M. MARKUS

Branch Office, TORONTO, ONT.

30 Hospital St., MONTREAL.

ALWAYS RELIABLE.

"Perfection" Brand

Down and Wadded Bed Comforters, Cushions, Tea Cosies, Etc.

In ordering the above brand you take no risk whatever, as all goods so labelled are fully guaranteed by us, and, if not correct in every detail, can be returned (without expense to the purchaser). **THIS IS A FAIR OFFER**, and we make it because we have full confidence in our goods. **IF YOU WANT THE BEST VALUE FOR YOUR MONEY** place your order with us and you will get it.

GOOD QUALITY. HANDSOME DESIGNS. LOWEST PRICE.

Mail Orders given our best attention.

CANADA FIBRE CO., Limited

Manufacturers of Down, Cotton and Wool Comforters, Cushions and Tea Cosies of every description

OFFICE AND WORKS: 582 WILLIAM STREET, MONTREAL.

NEW FEATURES IN WHOLESALE TRADE.

JOHN MACDONALD & CO.

JOHN MACDONALD & CO. report that they are clearing some job lines of men's underwear. These are the over-makes of a large mill, and a hundred cases, comprising low lines, medium and fine goods in stripes and plain, are now ready to choose from.

The firm are also offering seconds in fleece-lined goods. Five hundred dozen of job braces to retail at 25c., which are usually retailed at 50c., are also shown.

Some very good values in kid lined gloves, to retail at 50c., may be had. A shipment of rubber coats, 27-inch capes in black and navy to retail at \$3, has just been received. The firm are showing linen thread in boxes, four spools to the box, to retail at 10c. a box.

Owing to the early importations this year, the Christmas and holiday fancy goods are coming in, and buyers are, therefore, invited to make a choice early, as there is likely to be a scarcity in some lines. Among the novelties may be noted hand-painted glassware, handkerchief and glove boxes, rose bowls, etc.

In dress goods and silks, trade has been very active with a decided feeling for fancy blacks. In fancy silks, a large variety is shown in the way of checks, stripes, fancy brocades in light and dark grounds, black and white checks, luxors and triumph silks. A shipment of new chiffons has arrived. A large trade is being done in ladies' ready-made skirts, and a heavier stock than usual is being carried of ladies' and children's imported hosiery as well as domestic and imported underwear. Recent arrivals of new velveteens and colored henriettas are noted.

The firm have bought out a stock of 3 A. American elastic linings, which are now in, and were bought at less than 50c. on the dollar. There is a large stock of these.

HUTCHISON, NISBET & AULD.

Visitors to Toronto during next week may have the opportunity of seeing the excellent exhibit of the famous Oxford Mills home-spuns and tweeds for men's and women's wear. These goods are rapidly gaining in popularity as cloth for bicycling and other outing suits. Hutchison, Nisbet & Auld, who are making this exhibit, are proud of the display. A striking example of the condition of trade this year is given by the same firm, who report that business during August this year was fully 50 per cent. better than the same month last year.

The firm are showing a range of novelties in high-class two-faced material for ladies' golf capes, in bright solid blues, whites, slates and scarlets, with clan, tartan, and fancy checked backs; also an assortment of modes to be made into golf capes.

In the department they designate "Fabrics for Ladies," the firm are showing a very large range of coloring in broadcloths and Venetians, also a nice variety of whipcords.

The assortment of Canadian woollens is larger and more attractive than ever. Customers of this firm need no further comment on this stock, which is under the personal supervision of Mr. Hutchison.

FINLEY, SMITH & CO.

Finley, Smith & Co.'s travelers are now out with their samples for next spring, and will shortly call upon their friends and patrons. They have a larger range than ever of the very latest novelties in Scotch tweed and fancy worsted suitings, in all the newest designs and tones, while their collection of trouserings embraces everything,

from the smart, showy "leaders" at low prices to the highest class of textures that are woven in the world.

A special feature of their collection is the splendid display of Canadian tweeds, in their own exclusive patterns, which have been copied from the best British and foreign goods.

Their well known serges, "Trafalgar," "Britannia" and "Royal Navy," now need no introduction.

S. GREENSHIELDS, SON & CO.

S. Greenshields, Son & Co. are offering to the trade some special drives in double fold printed sateens and job prints by the case.

The firm's staple department advise the arrival of 150 cases job whites and greys. Also 50 cases remnants.

In white quilts, S. Greenshields, Son & Co. have cleared 3,000 from the makers, and are offering them at very special prices. The firm report having taken an entire lot from the manufacturers of a special line of dark flannelettes. They are offering these below the market price. They have arranged for the control of a large assortment of the newest designs in plain and reversible wrapperettes, extra values at the prices.

KYLE, CHEESBROUGH & CO.

Kyle, Cheesbrough & Co. report a large increase in their silk trade. They are showing a good line of plain taffeta, also a range of prices in plain pongees, besides blacks and fancies of all descriptions.

This firm's range of belts contains many novelties. The jewelled belt of continental make will be much worn this fall. The range of laces for spring 1899, is certainly splendid. From the cheapest valenciennes to silk laces at \$1.50 per yard can be found in their range. Besides being very large it is extremely well selected.

R. C. WILKINS.

The skirt department of R. C. Wilkins' "Rooster" brand factory is turning out a tweed skirt with Roman lining that appears to be meeting with popular approval.

WYLD, GRASETT & DARLING.

Wyld, Grasett & Darling are showing an extra large stock, having purchased the stock of Alexander & Anderson, who, a few weeks ago, decided to retire from the dry goods business. The new stock is made up of a very fine selection of domestic and imported staples, linens, and dress goods, including British, French, and German goods, which were imported before the increased duties took effect on August 1. Hosiery, gloves, laces, muslins, curtains, smallwares and woollens of the very best type are also included.

In addition to this, the firm carry their usual large and well-assorted stock in all departments. In dress goods, heavy importations of continental dress goods, cashmeres, covert cloths, and all the popular fall and winter fabrics have been made. The tartans, which will be fashionable for indoor wear and for children, are very handsome and varied, and in all branches of black goods the stock could not be better or more complete.

THE W. R. BROCK CO., LIMITED.

The legend which is displayed in large type in the smallwares department of The W. R. Brock Co. says: "We make a speciality of hosiery, gloves and underwear." The firm say they mean this, and will compete with any one in values and prices, making a speciality of goods to retail at popular prices. In ladies vests, "The Startler" retailing at 25c., the "Pearl" at 50c., are found and are declared better than ever, being better trimmed and of equally good stock. Larger orders than ever were placed for them.



The Puritas

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

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

Remember the Alaska.

Alaska Brand Down Quilts are a household word throughout Canada. As the buyer of a large Toronto firm said to our secretary :

"There is a style about Alaska Brand Quilts which makes them sell all around the other makes. Besides, I can get a decent profit on your quilts, because I know no other firm in town will be able to show the designs I bought from you, and thus undersell me."

These are laudable sentiments. If you are true to the Alaska, the Alaska will stand close to you.

The Alaska Feather & Down Co.

290 Guy Street

Limited

MONTREAL

"The Lace Warehouse of Canada."

Have you seen our set of . . .

Laces

for Spring 1899 ?

Our travellers are now showing the finest range of laces, we believe, the merchants of Canada have ever seen.

It will pay you to do so.

Ask to see our 886 Poplin
IT CANNOT BE BEATEN.

We are also showing a splendid range of Trimmings, Garters, Silks, Veilings, Hair Pins, Hosiery, Gloves, and Dress Goods for immediate delivery.

"THE LACE WAREHOUSE
OF CANADA."

Kyle, Cheesbrough & Co.
MONTREAL.

Carpets, Curtains and Upholstery.

BRITISH CARPETS IN THE COLONIES.

THE British manufacturers report that trade with the colonies, especially Canada, is opening out in a very promising manner. English manufacturers expect, with a rebate of 25 per cent. on the existing tariff, to be able to successfully compete with American makers. It is said that a decided preference for English-made carpets is springing up in Canada, and all specialties required are sent to the mother country for execution. The connection, too, with Australia is improving. The country is recovering from the disastrous effects of the financial crisis which occurred two or three years ago and confidence is being restored. Business prospects are declared to look rosy and the carpet trade is sure to share in the improved times.

CANADIAN BUYERS ON BRITISH GOODS.

The English advices, reported in this column, regarding increased trade by Canadian houses with British carpet manufacturers are fully borne out by the views of Canadian buyers themselves. Mr. Mitchell, of John Macdonald & Co., who has just returned from abroad, said the manufacturers on the other side declared colonial trade active, especially with Canada. It was hard for Canadian buyers to get deliveries unless heavy orders were put in. He made large purchases and a number of special lines are now ready for the trade. These include: 60 pieces of 8-4 linoleum, from a large English manufacturer, to retail at 50c.; 100 pieces tapestry to retail at 50 and 60c. per yard; a range of mats and rugs from door size to hearth size, and tapestry squares from 2½ by 3 to 4 by 4 in two qualities and a range of patterns; lace curtains to retail at 50c., 75c., \$1 and \$1.50; a special job in 6 4 and 8-4 tapestry covers and a few pieces of a special job in satin russe and cotton tapestry coverings.

THE REVIEW questioned Mr. Hewitt, of The W. R. Brock Co.'s carpet department, and met with a similar report. This department is new, and the whole stock has just been arranged and put in order. Practically, all the principal lines are of British manufacture. Just this week, a range of jutes and hemps from a well known Dundee manufacturer, are being opened up. In order to attract trade to the new department special lines are being offered, including three lines of tapestries at a price, and of exclusive designs, the mat and rug stock is now complete in all widths; of the special drives of 5,000 white quilts, 2,000 are still to be had. In cretonne and other coverings, Canadian, United States and German goods are shown with variety as to width and design.

NEW DESIGNS IN WINDOW DRAPERIES.

The severe simplicity of plain pole draperies is gradually losing favor, and a more effective and daintier type of hangings is now becoming prevalent, according to an English exchange. The tirades of hygienists and the condemnations of advanced æsthetes have spent their fury, and pretty window draperies are now almost de rigueur in well-furnished homes. The window hangings of mediæval times were often elaborate, not in arrangement, but in texture and trimmings, and, with the probable advent of Gothic art in the home, it behoves us to turn our attention to the possibility of treating this stern and sumptuous style in a manner suitable to the requirements of the present time. In olden days, poles were nearly the only means of hanging window curtains, for carved cornices were unsuspected then for such a purpose. Nowadays, however,

Gothic cornices, with perforated tracery, would not only be permissible, but would look decidedly pretty, and would help the general appearance. In light, unpolished oak and deep cinnamon-colored plush, with gray-green linings, this window drapery would be novel and effective, and it could be cut

and made with but little difficulty. The valance is attached to the pole by a corded trellis, and the plush over-drapery is secured in position by means of cords which pass over and through the valance. In deep ruby, with very pale gray-green trimmings, this drapery would be suitable for a richly-furnished dining-room or library, while in combinations of myrtle and sea-greens it would be equally appropriate for a morning room.

A MERCHANT WITH BACKBONE.

A reader of THE REVIEW writes. "The solicitation by societies, clubs, churches and other organizations for various forms of advertising on programmes, fans and placards has become such a nuisance that the business men should decline to encourage it. As an advertising medium they are absolutely worthless, and those who are induced to advertise therein know it, but have not the courage to decline, fearing that a refusal will hurt their business; but they should not fear this. The writer has steadily refused to give aid to this form for the past three years, and it has not in the least interfered with his business. If your service is right and your goods and prices are right, no fear is to be apprehended on this score. It is a stand-and-deliver sort of business. Have a little nerve and refuse, and thus put an end to this annoyance."

THE DECLINE OF INDIAN ART CARPETS.

In an interesting article on Indian carpets, Mr. Vincent J. Robinson, C.I.E., points out the reasons why the consummate art, which was formerly displayed in these goods, had to meet competition from convicts who made carpets by machinery instead of by hand and skill, as the regular historical Indian carpets were made.

Some years prior to the date of the ruin of the Masulipatam work, he says the Indian Government, for economic reasons, unnecessary here to enlarge upon, resolved to employ in the prisons the labor of men sentenced to long terms, in such manufactures as were deemed likely to result in an increase of revenue, or rather in the defrayal of the expenses of the prisons. This, at first, might appear economically sound, but it proved the destruction of those industries into which art entered, and its consummation was swifter and more complete than could have been foreseen.

The most important of these was the carpet manufacture, and this industry offered a tempting opening for the jail authorities. Many facilities attended its introduction into the jails, inasmuch as the mere mechanical part of the weaving could be easily taught to the prisoners. The more subtle and artistic elements of the art were not appreciated by the authorities, who, indeed, knew nothing of them. The result of this action was that carpet designs and plant were introduced into the jails, and the works were carried on very much on the European plan. European dye-stuffs and methods were introduced, and, on the supposition that precision of detail was an improvement, this was enforced as far as possible. Men perfectly ignorant of the work were set to do it, and, as the cost of the labor or maintenance of the prisoners was not taken into account, it was possible to sell their productions at very reduced prices, when compared with the native weaver, who had to pay for everything. Formerly, the rulers and princes of the country were the manufacturers, and the carpets were made by people in their employment and under their roof, we thus perceive how great was the disorganization resulting from this order of things. Its effect upon

“Maritime” Wrappers

are made from the best materials—put together by experienced workers—under the close supervision of experts.

If not already with us,
let's hear from you.

THE MARITIME WRAPPER CO.

Limited

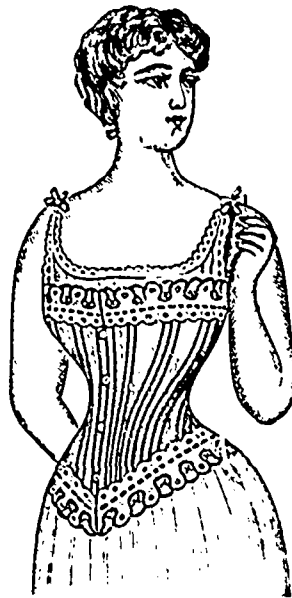
Ontario Agent

J. H. PARKHILL
46 Toronto Arcade

Woodstock, N.B.

French P. D. Corsets

10 GOLD
MEDALS



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

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

**Konig &
Stuffmann**

7, 9, and 11
Victoria Square

P. D. No. 769

11 inch, long cut,
long waisted.

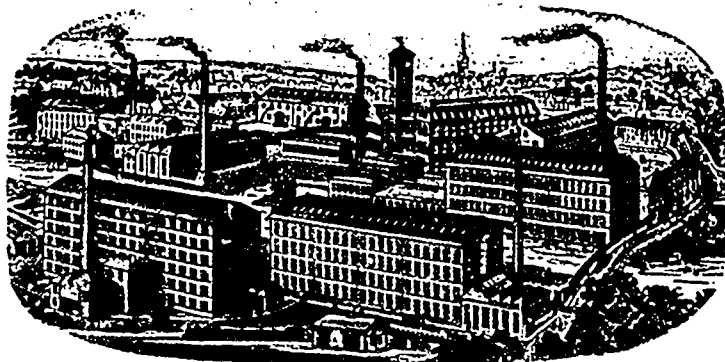
MONTREAL

Sole Agents for Canada.

FINLAYSON'S LINEN THREADS

**ARE THE
BEST MADE**

Use the best and have your
work turn out satisfactory.



The Mills at Johnstone, Scotland.

Finlayson's Threads are **FULL WEIGHT** and **FULL LENGTH**.

Agents for Canada

John Gordon & Son, Montreal

CARPETS, ETC.—Continued.

carpets was that, such as they were, they sold at prices with which the native weaver was no longer able to compete.

Further, the European merchant, anxious to find another channel of escape from the increasing difficulties of remitting the value of the depreciated rupee money to Europe, seized upon any kind of article of commerce that offered for exportation. Every encouragement was thus afforded and the way smoothed for trade versus art, and, notwithstanding all the protests made by those who became aware of the threatened dangers, the manufacture went on in the jails, and the art languished.

Such is a brief outline of the decline and extinction of Indian art carpets, extending over the thirty-five years of the writer's connection with its history.

Commencing with the enthusiasm created by the objects exhibited by the Honorable East India Company in the London Exhibition of 1851, and the hopes then raised of maintaining the manufacture in its integrity, whilst extending its importance to the trade of India and to the industrial arts of Europe, these were not extinguished until it was evident that mere trade instincts and interests, against which so long a struggle had been made, were finally triumphant, and the art practically dead. The writer then retired from all further efforts to revive an art centuries old.

It is now no exaggeration to say that in India, from the Himalayas to Cape Cormoran, no means exists for the fabrication of art carpets like those formerly to be found in most of the places herein enumerated, nor can the art element in this industry ever be resuscitated until means are found for restoring the conditions under which the originals were produced.

COMING CARPET STYLES.

A writer in the London Cabinet Maker says: "The question of

the hour with manufacturers will soon be what to produce in the shape of novelties for the coming spring. I think a change of styles might with advantage be introduced; but so far I have heard of no departure from the standard designs of last year. Some of my friends think a few good Persian and Indian colorings would do well in place of the usual floral patterns which this year have been well brought to the front—I had almost said 'done to death.' On one point most manufacturers are agreed—that Axminsters and Wilton piles must be considered, especially those of the lower makes. The general houses, which always seem somehow to possess the art of 'making things hum,' even when upholsterers are complaining of quiet times, find that these showy goods boom the trade and considerably help to tot up the returns. In face of this fact it is hoped that the British manufacturer will emulate the ingenuity and taste displayed in the colorings of some German squares I have seen on the market. In my opinion the effect of colorings in this cheap class of goods has not been equalled on this side.

THE GAULT BROS. CO.'S NECKWEAR.

Mr. V. de V. Dowker, buyer for the Gault Bros. Co.'s neckwear factory, in writing his firm from the silk markets of Germany, Austria and France, says that all the mills are very busy, and that the newest ideas for Christmas and spring trade will not reach the Canadian market before Oct. 15. He says: "We will show one of the finest ranges of Christmas and spring goods ever seen in Canada, and anyone who fails to see our assortment will make a big mistake."

The Gault Bros. Co. will also have a very nice range of shirts for spring, including over 200 lines in the newest styles and patterns. The motto of their shirt department is "Perfection," and they try to live up to it.

Halifax Exhibition

SPECIAL LINES

During exhibition week we shall offer several special lines at greatly reduced prices.

All country merchants visiting the city should call and inspect our stock of

Dry Goods,
Gents' Furnishings and
Hats and Caps.

We shall also show several lines of Novelties for Xmas trade.

A. B. BOAK & CO.

151 Granville St.

HALIFAX, N.S.

Do You Know

THE EVER-READY LINES



An Acquaintance will be Interesting.

EVER-READY DRESS STAYS

Recent improvements make them what you want—the very best.

EVER-READY DRESS BINDING

A new and durable kind: of a quality and at a price (85-50 per gro.) that will please.

EVER-READY CHILD'S WAISTS

To retail at 25 cents each.

You make 40% profit, too.

If you have not seen them write for samples.

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

The *Gault Bros. Co., Limited*
Montreal

MANUFACTURERS OF
Fine Neckwear



*Best Make
and Finish*

WAIT AND SEE OUR SPRING RANGE OF WHITE AND COLORED SHIRTS.

See the Crescent Brand for Fine Neckwear.
*up-to-date Novelties in styles
and Designs.*

SOLE AGENTS FOR
Fownes' Celebrated Gloves.

The Merchants Dyeing ^{AND} Finishing Co.

Limited

SUCCESSORS
TO

CALDECOTT, BURTON & SPENCE

*DRESS GOODS CONVERTERS, SILK DYERS
IMPORTERS RIBBONS, LACES, HOSIERY, GLOVES and
SMALLWARES*

42 Front St. West - TORONTO

THE ADVANCE ORDERS for fall season 1898 have exceeded our best anticipations, and the trade prospects for the balance of the year are most encouraging.

We shall keep the stock well assorted in all departments.

BUYERS ON THE LOOKOUT FOR DESIRABLE LINES IN DRESS MATERIALS will find the latest novelties in our Dress Goods Department. Just to hand: A LARGE CONSIGNMENT OF GERMAN HENRIETTAS; silk finished; full range of prices. To be sold on manufacturers' account.

Confining ourselves to plain staple lines of Ribbons, the exceptional value has stimulated sales greatly.

All shades and widths in Double-faced Satin Ribbons.

All shades and widths in Silk Faille Ribbons.

All shades in Baby Ribbons. Tartan Trimming and Sash Ribbons.

Ribbon Velvets in all widths, from 2 to 200.

Dress Trimmings in great variety.

Full preparation made to meet the demand for Velvets and Velveteens in all colors.

The Silk Department will reflect the fashion of the day in Black and Colored Silks.

Attention drawn to the range of Plain Black and Colored Japanese Silks, 20 to 27 inch; our own dyeing.

THE SKIRT DEPARTMENT are showing a fine line of goods in Lustres, Serges, Brocades, Meltons--tailor-made, correctly sized, perfect fit, OUR OWN MANUFACTURE.

Buyers Cordially Invited.

Orders Promptly Despatched.

42 Front St. West, - Toronto



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CANADIAN BUYERS IN GREAT BRITAIN.

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

MONTREAL and TORONTO, SEPTEMBER, 1898.

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

THE DRY GOODS TRADE OUTLOOK.

SEPTEMBER begins with a brisker trade than has been known for many years. The principal cities in Canada are well-attended by buyers from all parts of the country. The millinery openings and the cheap railway fares combined to make the crowds larger than ever. The wholesale warehouses are all filled with goods to an extent almost unprecedented. This is due partly to the importations having been hurried forward so as to take advantage of the special tariff rates which prevailed during July. It is also accounted for by heavier imports, as trade is more active and the demand for goods greater. Visits to the principal trade centres during the past ten days have shown every prospect of a lively fall business. Thereports from the country are hopeful enough to warrant this general confidence, and as long as it is not overdone, and buyers display their usual caution, and are not carried away by too heavily discounting a rosy future, the condition of trade three months hence will probably justify present expectations.

The Canadian manufacturers are also busy, and the mills generally, so far as we hear, are hard at work trying to fill orders

placed months ago. It has sometimes happened in Canada that a period like the present is followed by a reaction, as over-production and over-importation have nearly always been the bane of Canadian trading. This year, however, we may hope that, as stocks have been low for several years, the extra buying is based, not merely on the sanguine wishes of merchants, but is due to real demands among consumers.

To be on the safe side, retail merchants will, doubtless, carefully size up the prospects in their own localities, and be guided by that, rather than by any general feeling of exhilaration which prevails in trade circles. Canada is, no doubt, better off, owing to the crops, the gold fields, the influx of immigrants, and the partially fulfilled promises of outside capital coming in for investment, so that a warning note is only reasonable prudence, and not due to pessimistic forebodings.

MERCHANTS AND THE POLITICIANS.

A CORRESPONDENT of a Quebec paper recently wrote a letter on the shirt and collar duties, and referred incidentally to THE DRY GOODS REVIEW. We do not know who the correspondent is. A friend of THE REVIEW sends the letter, and the only portion of it which calls for any reference is the following expression:

"You will allow me to say that I am no. the only man who has noticed, for quite a long while, that THE DRY GOODS REVIEW, when short of definite opinions, has political tendencies which are quite noticeable, quite marked in fact."

Now, our unknown correspondent may rest in peace. The threat of "the party" has no terrors for THE REVIEW. It cares not a rush for either set of politicians. It makes that fact plain from time to time as occasion requires.

Once, in the history of this country, the great bulk of the people were either Liberals or Conservatives. If you dared to say a word against a prominent member of one party, you had all his political supporters screaming at you. That day has gone by. Perhaps our Quebec friend has not realized the change. He still thinks the country is divided into two camps, each ready to support or attack a friend or a critic. He will live to see his mistake.

We believe that the business interests of this country have been, and are being, made to play second fiddle to a number of designing professional politicians on both sides. These men want offices for themselves and places for their relatives. The business men, who ask for nothing but fair play and honest economical government, do not get what they want. But they will get it in time, as the power of the professional politician declines.

THE REVIEW has no fears of accusations of being a partizan journal. Simply because it has no party interests to serve. There are good men in both parties, but they do not control in either case. THE REVIEW has never heard one complaint of its political criticisms, as merchants know very well that its contempt for the professional politicians is well founded and just. Every merchant has his political preferences, and probably, in a general way, inclines to one side or the other. That is natural enough. But, if our Quebec friend imagines that our merchant readers can be led around by the nose, in the interest of the professional politicians, he is in error.

IN MORE THAN ONE LINE OF BUSINESS.

IT IS difficult to lay down a hard and fast rule on the question of merchants devoting themselves to more than one kind of business. Manifestly, a man of large capital may see an opening where returns would be greater than if he put the money into an extension of his business. If a safe investment is chosen, there is no reason at all why he should not so dispose of his surplus.

But, in general, more than one business which demands the personal attention of the merchant is a mistake. If any considerable share of his thought and time is taken away from his personal occupation the danger of loss, in the long run, is great. If the outside investment is one conducted by other competent persons, gives him no worry, and is simply a convenient opening for money making, no remark is called for.

The English bankruptcy returns, however, for 1897 contain a significant warning on this subject. The important failures, during that year, covering failures with unsecured liabilities of \$1,000,000 and upwards, are classified in the returns as follows

Cause of failure	No	Liabilities
Miscellaneous.....	3	\$ 361,000
Ordinary.....	9	3,412,000
Extravagance and gambling	2	490,000
Outside speculation.....	18	4,943,000

The principal cause, it seems, of heavy failures was that the persons involved engaged in financial and speculative enterprises outside their regular business. To handle more than one business requires great capacity. To risk a large slice of one's capital outside one's business, where loss means, not merely the wiping out of the investment, but the involving of all one's interests, is a course that must appear unwise. As we have said, it is a rule with exceptions. The majority of merchants will find that they are not among the exceptions.

Many a millionaire, who seems to have a dozen or more irons in the fire, is really not devoting any time to most of them. They are looked after by a qualified staff, and the investments are generally of a permanent, safe character.

The ordinary merchant will find one thing at a time a good rule to go by.

BRITISH CAPITAL FOR CANADA.

The organ of the English textile interests, *The Textile Mercury*, of Manchester, says in a recent issue.

"It seems clear that the boom in Canadian interests promises to be large and long continued. The Dominion has successfully struggled against the diseases which afflict the childhood of nations as corresponding ones do the childhood of the human creature. They are both in alternating periods of growth and consolidation. Present appearances strongly justify the belief that our kindred community in the great Northwest is entering upon a stage of development which promises a strong, vigorous, and healthy manhood. As a consequence, industrial and trade prospects are brighter than ever before in its history. Its liberal policy and its determination not to be seduced from its connection with the Mother Country are manifestations of a robustness of wisdom and prudence which will not be lost upon the Motherland. It is the Old Country which can be of the greatest benefit to the young one. The great need of the latter is abundant capital, and the capitalists

of the Old Country want an enterprising field of investment under 'the old flag.' This the Dominion can give, and the result will be to the benefit of both."

All this is very pleasing. British capital on a large scale would do much for this country. We Canadians have sometimes thought that, except loans to Governments and municipalities (which are, generally speaking, absolutely safe investments), and to railway schemes (which are not always wise) British capital has rather given Canada the cold shoulder. No doubt some losses have been incurred, but we have never suffered the general collapse which has overtaken both the United States and Australia (and to some extent South Africa). English gold has poured into all the regions we have named and helped to build them up. Not only that, but the stream of emigration has, during the past thirty years, turned their way rather than ours.

If our Manchester contemporary is right, and a change is now going to set in, both the English investor and this country will benefit. There are scores of good openings. Some of the best have been overlooked hitherto.

MAKING NEEDLES.

It is announced that a concern will shortly begin to make the first needles ever manufactured in the United States. Hitherto, needles have been imported from Europe.

To compete with the long-established, world-known manufacturers of England, Germany and France seems a hard task. The way it is proposed to do this demands a word. By using new machinery, the United States concern believes it can produce 1,000,000 needles a day, making 125 operatives do the work of 1,500. This may be a sanguine expectation. But it is by the use of improved methods and improved machinery and skilled workmen that much of the success of manufacturing iron and steel has been achieved.

Cheaper labor is, therefore, no longer the bulwark of European manufacturers. Machinery and new methods are working wonders, and we should watch the proposed competition in needles to see if it can succeed, as other branches of manufacture have succeeded, in the very teeth of the strongest European rivalry. We doubt if the United States will, as time goes on, be any better market for British and foreign manufactures. The tendency, it seems to us, is all the other way.

KEEN AFTER OPENINGS.

To show how keenly the Americans are after foreign markets, now that the home market is pretty well glutted, hardly was the war with Spain over when a Boston firm of dry goods commission merchants sent a ship to Porto Rico, laden with samples of cotton goods, and hope to follow it with a cargo of the goods themselves. The Boston dealers intend to do their business direct, rather than through their New York commission houses, as has been their custom heretofore. We have reached a time when all business is done under great competition. The United States, having reached the limit of their home market, find that high protective duties may help to secure them their own country, but cannot do much for export trade. With their usual energy they are after new markets. We hope Canadian exporters are not asleep under conditions that are not wholly dissimilar to those in the neighboring republic.

WHAT ABOUT RECIPROCIITY AT QUEBEO ?

MOST of the reports now being printed from day to day in the papers, regarding the prospects of reciprocity, are idle rumors. There is no way, except by breach of confidence on someone's part, in which the results of the Commissioners could be divulged without their consent.

We assume that the Canadian Commissioners, before discussing reciprocity with the United States representatives, will have thoroughly posted themselves on the subject. They must possess not merely a general, but a special knowledge, of all the large branches of trade that may come under a reciprocity treaty—coal, lumber, fish, salt, etc. This special knowledge, of course, would be supplied to our Commissioners by specialists.

Now, during the only wide treaty on trade which ever existed between Canada and the United States (1854-1866) the Republic sold us \$20,000,000 worth more than it purchased from us. Besides that, a great deal of freight was attracted away from the St. Lawrence river and other Canadian routes to the United States routes and ocean ports, to say nothing of the valuable fishing rights we gave them. Their mackerel fleet alone took \$4,500,000 worth of fish in some years. Finally, a considerable business was secured by New York and Boston commercial houses acting as middlemen for Canadian products. On the whole, therefore, the Elgin Treaty of 1854 turned out one of the best speculations the United States ever went into.

Those who have read the memorandum of Sir Edward Thornton and Mr. George Brown (dated April 27, 1874) know that the benefits derived by the United States from the old treaty were equal to, if not greater than, those enjoyed by Canada. There is no manner of doubt about that. The treaty was not terminated by the Washington authorities because it failed commercially. Hostile national feeling was the cause, and the debates in Congress during 1866 are conclusive evidence on these points. Besides, the Boston, New York, and other chambers of commerce, petitioned for a renewal of the arrangement.

Manifestly, therefore, the Canadian Commissioners should have ready and present to the conference a paper bringing Mr. George Brown's figures down to date. There is a good thing in reciprocity for the United States. Canada can show that even under present conditions the United States has every reason to cultivate Canadian trade. Look at the record, in round numbers, of the past five fiscal years:

CANADA BOUGHT FROM THE UNITED STATES

1894	\$53,000,000
1895	54,000,000
1896	58,000,000
1897	61,000,000
1898	86,000,000

Total for 5 years..... \$312,000,000

CANADA SOLD TO THE UNITED STATES.

1894	\$35,000,000
1895	41,000,000
1896	44,000,000
1897	49,000,000
1898	41,000,000

Total for 5 years.....\$210,000,000

During five years, then, we have purchased from them about \$100,000,000 more than we have sold them. The United States

may say they are quite satisfied with present arrangements. If so, the Canadian Commissioners should be chary in offering large concessions to secure a treaty.

We favor a treaty, but we are against paying too much for it.

BIG INCREASE IN IMPORTED TEXTILES.

THE Manchester trade with Canada shows large increases. The going into force of the full preferential tariff, with one-quarter off the duties on British goods, accounts for most of the increase. During the first week in August, over \$435,000 worth of woollens and worsteds went from the Mersey to Canada.

This," says a Manchester correspondent, is a record figure. The facts will probably come to the knowledge of continental houses, and are not likely to impart pleasurable feelings, especially in Germany. It should now become the business of those concerned to be on the lookout for any attempts at introducing foreign goods into Canada by surreptitious methods, the probable nature of which it is not necessary to indicate. British shipowners, with recollections still vivid as to the effects of the Merchandise Marks Act upon their transshipment trade, will probably not be indisposed to wish well to such German houses as may decide to despatch goods up the St. Lawrence by way of the Thames or Mersey. A feature of recent local trade with the Dominion is the satisfactory shipments of colored cotton goods."

We quote the above for the information of both our Canadian and English readers. The figures for the fiscal year ending June 30, 1898, just published, seem to indicate that Canada has increased her trade, during the past year, with the United States rather than with England. But these figures are dealing with a period when the British preference was only one-eighth of the duty. To judge the effects of the preferential tariff by the year ending with June would be premature. Another year must elapse before we can be sure.

The Manchester trade has evidently felt the extra preference which began July 1, and was made exclusive August 1. As time goes on, the tendency to buy more from England will exhibit itself. So far, all the reports fully bear out THE REVIEW'S assertions in this matter.

GERMAN WOOLLENS IN CANADA.

THE German woollen and worsted manufacturers, and the wool merchants also, are up in arms against the proposed new German duties on wool.

By free imports of wool they have been able to manufacture very cheaply for export. They have undersold other manufacturers in certain lines by reason both of free wool and cheap labor, as well as, it should in justice be said, the excellence of the materials and the attractiveness of the patterns. The wool-grower now wants consideration, owing to the competition from the Cape, Argentine and Australia.

We do not see how the manufacturers, possessing protective duties themselves, can logically or reasonably resent the application of the same principle for other people's benefit.

In Canada, it is well known, certain lines of German woollens have captured trade away from British manufacturers. Ten years ago, Canadian imports of German woollens were only valued at

about \$200,000. This included every class of woollen goods that we got from Germany, yarns, ready-mades, hosiery, etc. In 1897, the imports had increased to over \$800,000. In ready-made clothing we imported \$375,000 worth, and many retail houses have done a large trade in ladies' jackets, capes and other woollen garments.

The same is true of knitted goods and hosiery, the imports of German makes in 1897 amounting to \$72,000, and of worsted or woollen fabrics for dresses, etc., we imported \$266,000 worth. These goods have been more or less a factor in this market, and it remains to be seen how the new Canadian tariff will work, or how a German duty on wool would affect the German manufacturer.

THE MARITIME PROVINCES.

THE HALIFAX CHRONICLE, of recent date, contains a lengthy and able letter from the pen of Mr. A. M. Payne. It deals with the contribution of a writer who had an article in the July issue of THE REVIEW, on Canada's situation as a midway route between Asia and Europe. Mr. Payne refers, in friendly terms, to THE REVIEW article, which was written, at the request of the managing-editor, by a member of the British Empire League, who is interested in the commercial side of Imperial questions. Mr. Payne points out that the writer did not make sufficiently clear his meaning that when a traveler wants to go from England to Australia by the shortest route he must choose the Canadian Pacific, which runs through the State of Maine and is, therefore, for that portion of the distance on foreign soil. This is quite true. The Intercolonial, from St. John to Quebec, is a little longer, but we imagine that the extra distance still leaves Canada in the possession of the shortest route altogether on British soil.

The latter portion of Mr. Payne's letter deals with a subject which may verge upon party politics, but is one concerning which we have always had a strong sympathy in the view taken by the Maritime Provinces. In brief, although Mr. Payne does not express it in these words, have the people of the Maritime Provinces always had good reason to support the policy of older Canada since the date of confederation. We do not want to take up old sores. There are questions connected with Canada's growth and expansion which are just as well left alone. But it should always be remembered by the western merchants and the western people of Canada that we were a great deal better off in Maritime provinces before the confederation. The population of the Maritime provinces at the time of the confederation was not one-third of the population of the Maritime provinces now. The population which they added to the Dominion is one of the finest in the world, as to character and capacity. Not less important, they gave us our maritime winter ports, without which the Canadian Dominion would be a mere apology for a country since our Atlantic communications would be frozen up for five months in the year.

Now, what has Canada done to recompense the Maritime Provinces for the sacrifices they made? It seems to us to be utterly inadequate to point to the Intercolonial, the share of the Canadian revenues voted to the Maritime Provinces, or any particular enterprise, such as the St. John Steamship service, which may have been aided by the Dominion Parliament or the Dominion Government.

What is still needed, in addition to the cordial support of any reasonable public demand made from our fellow Canadians down by the sea, is that our western shippers and people should feel it their simple duty to encourage eastern through transportation. They should never forget that the eastern Provinces were not added to this country as the hunting grounds of any western section, but, that by helping each other, all our Provinces can march forward to a healthy prosperity. In this respect Mr. Payne's letter is timely and we are glad he wrote it.

It may be added that the business men of Canada are naturally somewhat disappointed at the failure of the latest project to secure a fast Atlantic service. It is really not a party question. No doubt, if the leaders of both parties consult together, occasionally, as they may very well do in private, they would agree that the Atlantic service is a question which can best be settled by an understanding that neither side is to benefit from either the success or the failure of particular schemes. The Government should go right ahead with another project. It would be a tremendous pity if a line, which would undoubtedly capture a large slice of ocean passenger traffic (because men hate the idea of one day's journey at sea when they can take it on land), were not in operation before the Paris exhibition of 1900, when enormous crowds will probably cross the ocean to see the exhibition in that year.

TWO THINGS OF IMPORTANCE.

During a period of revived trade like the present, merchants can profit by attending to two good rules of business.

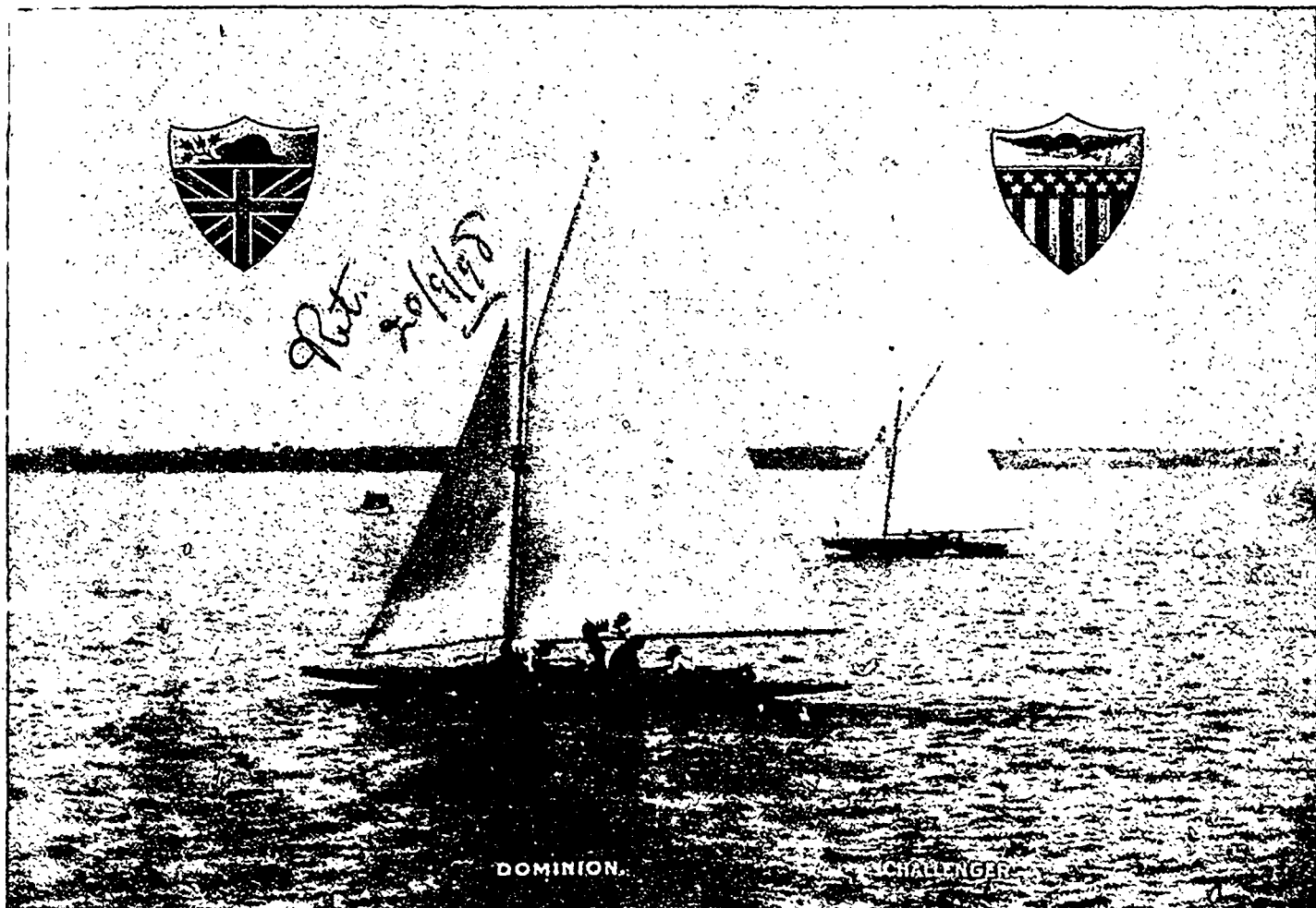
It might be hard to practise them at any other time. One is to go in for the cash system, or to get as close to it as possible. By taking his cash discounts the merchant saves a sum which in many cases means his living expenses. He can meet city competition better.

The other rule is to push the better qualities of goods. Not to keep hammering away at the cheapest lines, as if he desired customers to buy nothing but the cheapest.

A man comes into a store to buy goods. If he hasn't the money, of course, he can't buy more than his purse will afford. But, at a time like this, the permanent value of taking a good rather than a cheap one should be put before him with tact and judgment, not so vigorously as to offend him, but persistently enough to appeal to his intelligence.

THE WOMEN'S OUTFITTING TRADE.

W. H. Lucas & Co. are the pioneers in that branch of women's outfitting devoted to flannelette nightdresses, and have factories at Oxford, London and Castleford. Increased trade has compelled them to enlarge their premises several times within the last few years, and a good sized building was annexed this year. Several special lines are now being made for Canadian trade. No. 9021 is a new pattern in nightdresses, and is shown in both white and pink flannelette. The white one is trimmed with self and blue, and the pink one with self and embroidery to match. They have the usual large sleeves, and are ornamented with silk beading, collars and cuffs. No. 1162 is a cream Saxony flannelette nightdress (shrunk). It has silk insertion yoke, collar to match, trimmed with wide frill and silk embroidery, and edged with Torchon lace. Lucas & Co. make knickers and chemises to match most of these nightdress patterns.



Glover & Brais MEN'S FURNISHINGS Montreal.

The Leading House in Canada

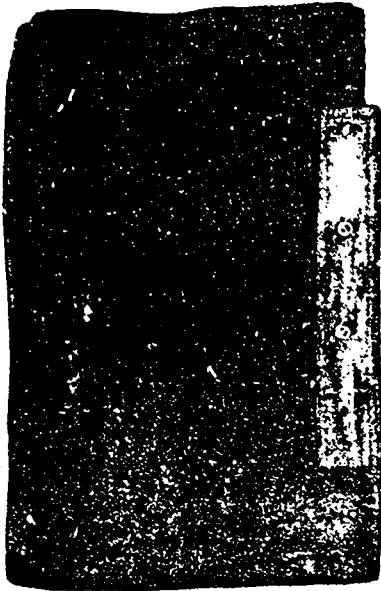
Men's Furnishings.

NEW UNDERWEAR AND HOSIERY.

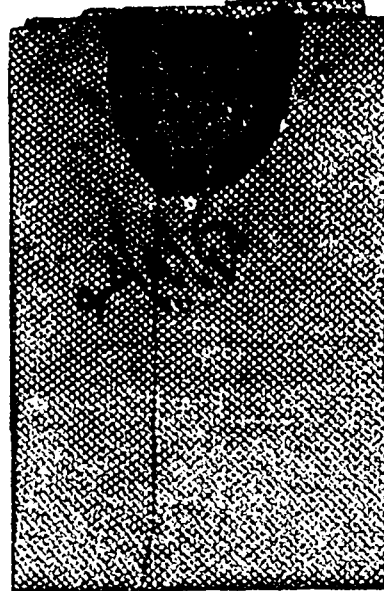
DURING September, the trade will be shown samples of underwear and hosiery for next year. The range displayed by the principal jobbers contains a good deal that is new, though many

suffered the inconvenience of having his drawers too tight or too loose, will understand. A line of Balbriggan jerseys, with French neck and half sleeves, struck me as being eminently suitable for summer wear—under sweaters or boating jerseys.

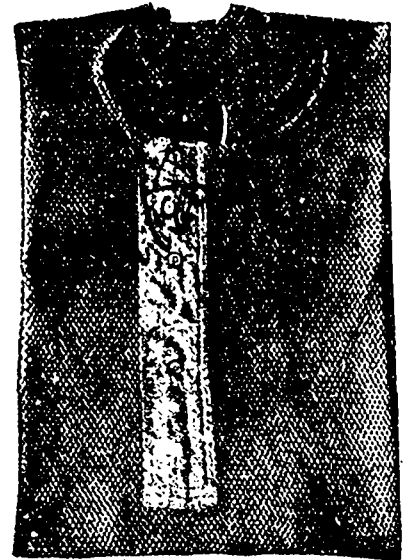
In cashmere goods there are many lines that the retailer should make a point of seeing. Amongst them was a new patented underwear, with gussets under the arms and in the crotch of the drawers. Very pretty Lisle goods, in all shapes and stripes, that some of the wholesale houses are showing, should be seen also. Among the illustrations will be seen samples



"Vented" Underwear.



Fancy Undershirt, with French Neck.



Lisle-Net Underwear.

successful "sellers" of former years are again on hand. Net lace underwear, that had such a run last season, will be handled extensively again. Its lightness and coolness seem to have insured its popularity with those who have tried it. Lisle net lace underwear, with silk finish, is a more expensive quality of the article, suitable for fashionable trade. Vented underwear will, it is prophesied, have a big sale. The strands are loosely woven, allowing the perspiration to escape from the body, and keeping it cool and dry. A sample shirt is shown in the cut. It can be obtained in natural, unbleached, and striped. "Military Regulation" is the new underwear of the season. It is made along the lines laid down by the German and Continental Governments in clothing their armies. The hygienic properties claimed for it are many, and, like the "Vented," it is said to insure cool dryness to any part of the body the garment covers.

of a line of fancy underwear, with the beautifully-finished French neck, which is becoming so marked a feature in all the higher grades of goods.

In men's hosiery the number of new patterns is almost endless,



Fancy Tartan.



Fancy Clocks.



Hygienic Spliced Foot.

In Balbriggans, THE REVIEW was shown some new French goods, the shirts with half and full sleeves and French necks, the drawers with adjustable stomach bands. The latter is a great convenience, as everyone who has

and THE REVIEW can only mention a few of the many on view in the different warerooms. They cover everything, from small, neat

To the . . .

Clothing Trade.



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

... WRITE US ...



A. S. Campbell & Co.

256 St. James Street

BLACK GOODS

A Specialty.

MONTREAL

MEN'S FURNISHINGS—Continued.

spats up to tartans and stripes that are loud enough to be heard a mile away. Some of the patterns are very handsome, the sample shown in the cut being selected from a group of "special beauties." Another of the cuts shows a new hygienic sock, with foot in natural color. This is to prevent the possibility of poisoning the feet from chemical dye. "Clocks" in many colors appear on some lines of socks, as shown in the cut. The coloring in this case is a rich scarlet on black.

The cuts which illustrate this article are used by courtesy of Glover & Brals, from whose advance sheet a set of samples of these goods have been selected.

PUSH AND ADVERTISING.

There is reproduced on this page an illustration of an advertisement used by Hoover & Co., of "The Commonwealth, Winnipeg, during the exhibition week in that city. The character is that of Lord Dundreary, and was personated to perfection by Eugene Carl. The coat was made of white duck with cardinal collar and cuffs. The inscription on the back read The Commonwealth \$10 suits, they sit Down the side of the arms was the word "Hats." It was a striking and unique advertisement, and one which no doubt paid them well.

In addition to this, and their usual snappy advertisements, they had a specially attractive window that week. The corner window they had arranged like a small forest with shrubs and sodded on the bottom, in the midst of which stood a huge buffalo, as real as life. A small card bore the inscription, "A dying tribe." The specimen of buffalo was a good one, and, considering the scarcity, should be worth money. The other seven windows were attractively arranged with special lines, and tickets of some description could be seen on nearly every article displayed. Hoover & Co. were well satisfied with their business that week. They say that the exhibition is a big acquisition to Winnipeg.

A REPRESENTATIVE OF THE SUSPENDER TRADE.

Mr. Harry Knowles, whose photograph is given herewith, is a traveler whose face is familiar to the trade between Montreal and Quebec. He carries suspenders only for The Dominion Suspender Co., with which concern he has been connected for the past eight years. Mr. Knowles is reputed to be one of the highest-paid salesmen on the road. His home is in Hamilton, Ont.

NECKWEAR MANUFACTURE.

Morris Louis Weissman, of 1806 Notre Dame street, Montreal, is one of the latest additions to the rapidly growing number of Canadian neckwear manufacturers. Mr. Weissman was formerly with Julius Schaul & Son, of Great John street, New York, and has had a thorough apprenticeship in the business. He is now showing samples to the wholesale trade.

A NEW STORE OPENED.

For the convenience of visitors to the Fair, Wreyford & Co. are showing Young & Rochester's samples of dressing gowns, shirts, collars and neckwear, at 83 King street west (next door to Jaeger's depot), and are offering to the trade several special-value lines in heavy underwear, half-hose, sweaters, etc., at the same address.

Mr. H. Morris has opened in merchant tailoring and men's furnishings at Windsor, N.S., having removed from Springhill, N.S., where he has done business as M. Shedlosky, adopting the English spelling of his name for business convenience, by authority of the Legislature.

A TRIBUTE TO THE CASH SYSTEM.

Mr. J. A. Stewart, of Exeter, passed through Toronto this week on his return to business from a rest and vacation down the St. Lawrence to Quebec. Mr. Stewart, who is a bright merchant, speaks well of trade at Exeter, his firm having done a better business this year than last. He said to THE REVIEW "We did what you told us, and for three years have been on a cash basis, with one price always. We would not break a price for any person, and as for going back to the credit system, I would sooner go out of business than do that. Exeter, of course, is a good town, in a fine farming district, therefore, merchants can have a nice business in a centre like that." Mr. Stewart closes his store at 6:30 o'clock every evening, and finds that the staff appreciate that and work all the better for it. He spoke a kind word of THE DRY GOODS REVIEW, which he said was always read in his store.

UNBUSINESSLIKE.

Imagine a merchant who wanted a salesman filling the vacancy with a photographer, or an engineer, or a lawyer, or someone who had no aptitude for business and did not want to acquire it? Can you imagine his doing it? Yet, that is what governments are doing every week in filling public positions.

Some competent men are acquired, no doubt, under the present system. Otherwise, a revolution would set in. But, in the main, party service is the requirement, and the greater failure you have been in life the better your chances of getting a public position. Unless you happen to be a relative of the politicians: That is an even better recommendation than proved unfitness for any responsible position.

More hard sense, energy and enterprise are displayed by merchants, during a period of competition and dull trade, than by any other class, we believe. How many of them are offered vacancies in the public service, vacancies that ought never to be filled by other than competent men? Quite true, they are not asking favors. But why is it that patronage so seldom comes their way?



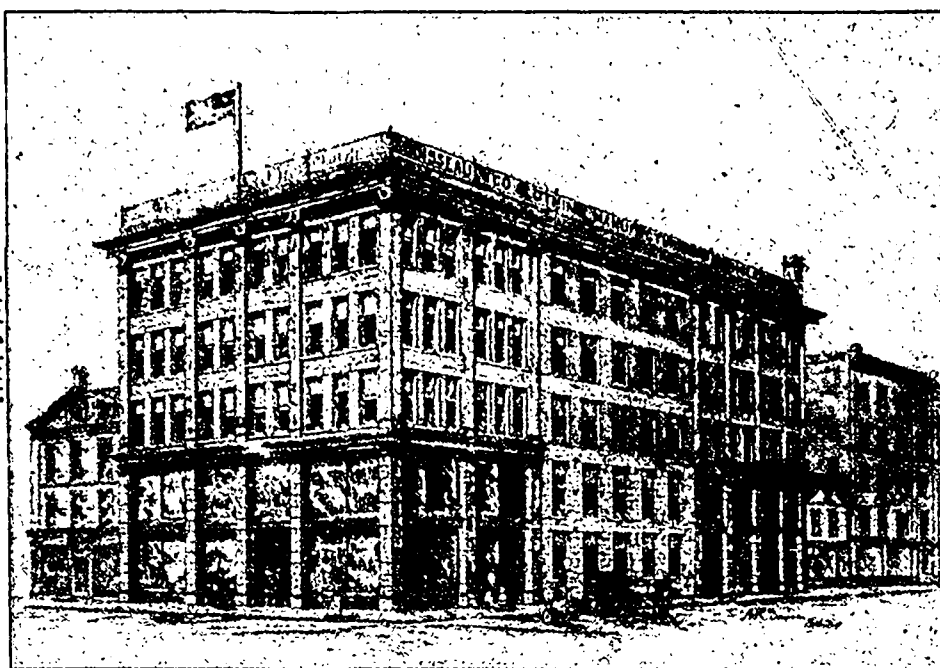
Mr. Harry Knowles.



An Advertising Device.

Our New Premises.

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



OUR NEW BUILDING, COR. YONGE AND TEMPERANCE STS.

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

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



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

The Hat and Cap Trade.

SPRING STYLES READY TO SHOW.

THE hatter will shortly have an opportunity of seeing the spring styles in imported hats suited to the Canadian trade. THE REVIEW is able to give, in advance, some general idea of what will soon be submitted to the trade by the leading importers. Travelers will go out about the second week of this month, or early in October, with both felt and straw goods.

The English manufacturers are showing this year both stiff hats and fedoras, an indication that the latter has come to stay, whatever its share of trade may be.

COLORS.

In soft hats, the colorings include tabac, pearl, Cuba walnut lock, and, of course, black. The colors of the stiff hats are similar, and there is to be noted a gradual tendency toward the soft colored hat. In fedoras, some pretty fancy bands are still being shown in stripes and spots, but it is not anticipated that the run of these will be so great as last season. Still, there will be some demand.

SHAPES.

As to the shapes of stiff hats, they range from medium to medium high crowns, and the brims range from a half-flat set to medium rolls. The trade look for some demand, among the older men, for the square crowns of a few years back, and some nice samples of these are being shown in black and colors, medium and full shapes.

The shapes of the fedoras have not changed much from last spring's styles. A variety are shown, from medium to medium high, with both the round and the half-taper crown. Fedora brims are inclined to the flat set, which makes a smart, natty hat for young men.

Rather a novelty in fedoras is one with a flange brim and wide surah silk band in colors. This is a very dressy hat.

THE CRUSH HAT AGAIN.

Another feature of the coming season is the revival of the crush hat, which, after a comparative retirement of several years, appears to be coming in again. A big range, of American manufacture, are being shown, the intention apparently being to replace the cheaper linen hats of last year and fall back to the crush hat. The crush is being shown in all shades from white to black, and there is a big range of prices to choose from.

STRAW HATS.

The samples of imported straw hats are also nearly ready. They include not only men's, but a range of ladies' sailors in endless fancy varieties. Rustic brims, satin ribbons, and tartan check bands, and children's galateas are seen. The men's straws are both high and low crown, rustic, plain, etc.

THE CAP TRADE.

In English caps, the range of golf caps is specially large and tasteful this year, and I notice some very nice goods in the early samples, while, no doubt, new designs will be shown later on. There are some Scotch tartan plaids and over checks which seem to be adapted to our trade, and the chances are that the tartans especially will have the call for early spring trade. In children's

tams and caps there are some striking samples in white pique, white drill, etc., with colored piping. One fine cloth tam has red and white cord drawn across its flat top, and has a dice band; another, a white duck crown with a glazed peak, has the naval shape, which will doubtless continue popular for all kinds of outing.

ROGERS' NEW WINNIPEG STORE.

J. H. Rogers & Co. are now fully established in their remodeled building, says THE REVIEW's Winnipeg correspondent, and are showing a fine line of hats and fur garments. Mr. Rogers bought the business of Brown the hatter, and Mr. Brown will manage the business for Mr. Rogers.

RATHER TOO PUSHING.

The other afternoon a gentleman entered a Blackburn hatter's establishment to purchase a hat. He tried on several, and was evidently hard to please, the counter being covered with the rejected ones.

At last, the salesman picked up a brown felt bowler, brushed it round with his sleeve, and, extending it admiringly, said:

"These are very much worn this season, sir."

"Are they?" rejoined the customer thoughtfully surveying himself in the mirror, with the hat on his head. "Do you think it suits me?"

"Suits you to perfection, sir, if it fits right."

"Yes, it fits very well. Do you think I had better have it, eh?"

"I don't think you could do better, sir."

"No, I don't think I could, so I won't have a new one."

The shopman had been pushing the old hat!—English Exchange.

BUYING HATS.

We believe every hat buyer, says the N.Y. Hat Review, seeking to build up a business of value in hats, should visit the market at least once in a season. Such an inspection of the market will impress two points of importance—make plain what is good and new and selling, and make just as plain what are back numbers, and therefore to be avoided.

INTERESTING STATEMENT BY MR. C. ROSS.

PRESIDENT C. ROSS, of the Ottawa Board of Trade, does not believe that insolvency legislation is by any means a dead issue. In conversation with a REVIEW reporter, he pointed out the increasing need for an adequate bankruptcy act, and expressed the opinion that united action on the part of Canada's commercial interests would compel the Government to pass it at the next session of Parliament.

"Why, things are so bad, that when I am in Great Britain I feel half ashamed of admitting that I come from Canada," said he. "Over there they look upon us as a lot of thieves, and, really, when one considers some of the shameful failures that have disgraced our commercial history, we can hardly blame them. I believe there should be a meeting of the Dominion Board of Trade to consider the question, and to marshal the forces of honest business men for a big fight that will place an insolvency law upon our statutes."

Mr. Ross is fully alive to the determined opposition that those who favor such legislation will meet from the banking interests and others whose interests will not be enhanced by it, and from the natural apathy with which the Government considers all questions of a purely commercial nature; but, he believes that if the crying need of an immediate change from our old methods is properly put before Parliament, it cannot refuse to act.

FALL and WINTER 1898

A. A. Allan & Co.

LADIES' and GENTS' . . .

Fine Furs

Respectfully request inspection of the most attractive line of

FUR NOVELTIES
ever submitted to the trade.

Every Fur department that will give our productions a place in stock will secure the patronage of the most critical consumers. Latest Novelties always to be found with us.

We manufacture all our goods.
Assortment large ; prices right.
We lead in styles.

Gillespie, Ansley & Dixon

TORONTO

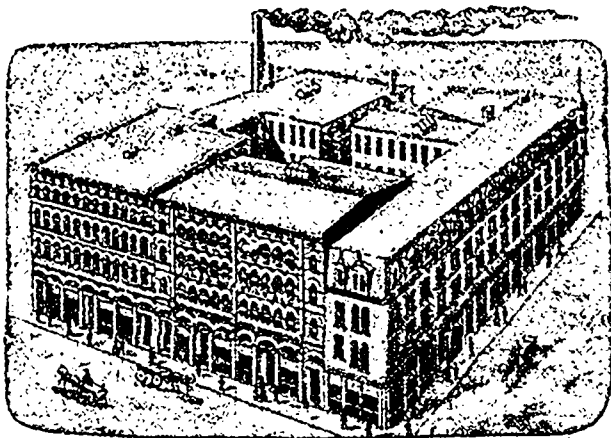
WE INVITE BUYERS
TO VISIT OUR WAREHOUSE AND INSPECT

Fur Novelties
Ladies' Walking
and . . .
Bicycle Hats
Children's Fancy Caps.

Also our complete stock of

Hats, Caps, Furs and Robes.

Sole Agents for Christy's Celebrated Hats.



We carry a complete line
of popular-priced

FURS and
FUR GARMENTS

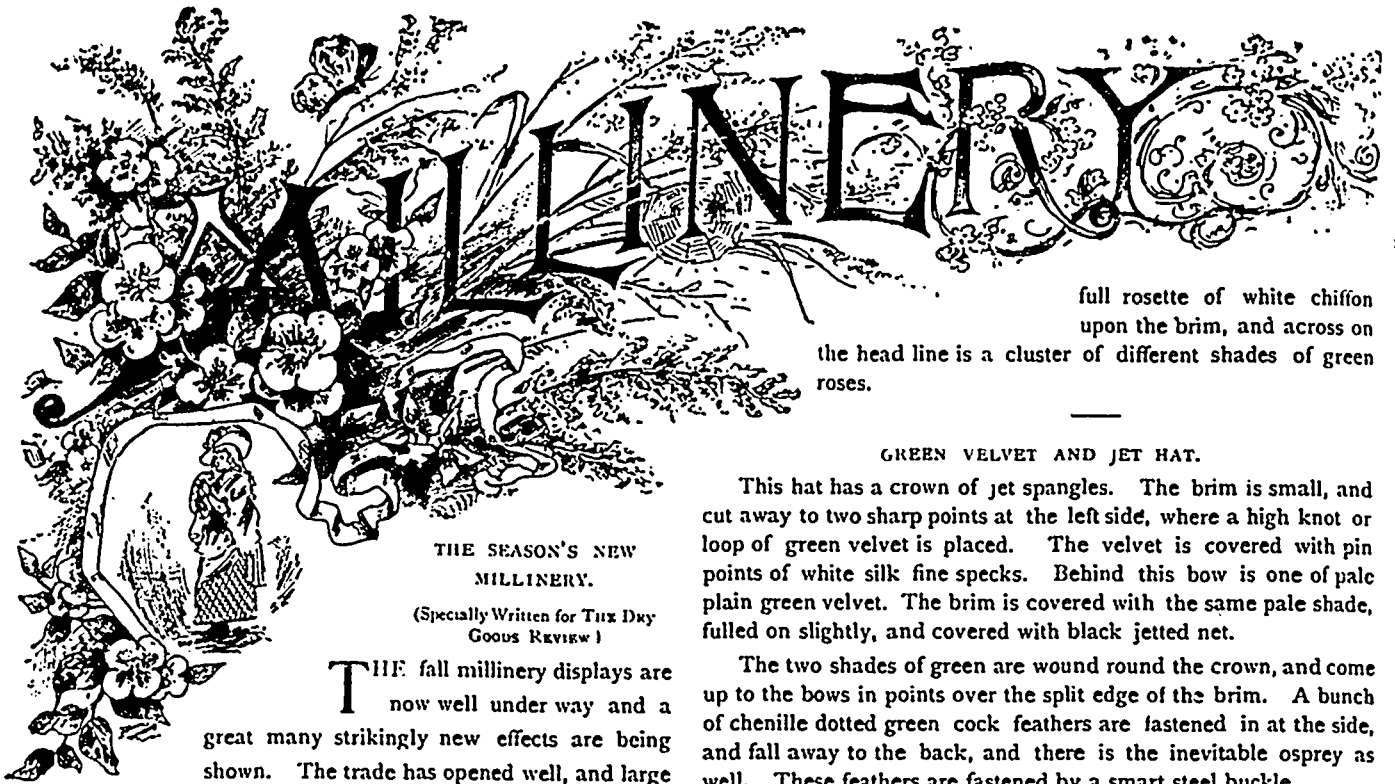
suitable for medium and
fine retail trade.

JAMES CORISTINE & CO.

Importers of, Manufacturers of Fur Goods

469 to 475 St. Paul Street,

MONTREAL



THE SEASON'S NEW
MILLINERY.

(Specially Written for THE DRY
GOODS REVIEW.)

THE fall millinery displays are now well under way and a great many strikingly new effects are being shown. The trade has opened well, and large orders are already placed.

Among the newest styles in velvets for hat trimmings is the "Polka Dot." This comes in all colors, but the white dot on colored ground is the favorite. Polka dot ribbons trim sailor and Tyrollean felts, in plain bands, with either a curled or straight wing in black or color at the side.

Blue, as was prognosticated some time ago by THE REVIEW, is the reigning color, the bright royal being conspicuous. A light shade of tan felt is being shown, but is not selling as the blue felts are doing.

Another color that is to be much worn for hat trimming is what is called "ox-blood." This is a very fine shade of red, and will be most suitable for winter wear.

An entirely new hat has been introduced. Its peculiar name is "The Collar and Tie," and the name describes it thoroughly. The hat proper is of black felt, sailor shape, narrow back. The crown is trimmed with a band of black and white jet and passementerie, and set into the top of the rim is a large turndown white satin collar lined with black velvet. This rolls round the back of the crown, rondeau style. It is fairly deep, so as to stand well up and give height to the crown. In the front is a bow and end tie which is set low over the crown, black velvet lined with white satin and is caught in the centre with a steel buckle. The white part of the collar is turned out.

The "Dewey" rosette is another new idea from the same source. This is a flat rosette in the bun style and size, of velvet, gathered closely double, and fastened in the middle with a fancy button. A hat of brown and ox blood velvet, turned up well on one side, has a "Dewey" rosette of ox-blood on the outside, and one of brown on the inside.

A brown and orange turban is shown, the turban being made of plaited brown galloon. From the centre of the crown comes a frill of green and orange striped satin ribbon, held in place by a steel ornament. Filling in between the brim and the crown is a full soft fold of white chiffon, eight sprays of jetted brown wings stand out from the frill of ribbon, four on either side. At the back is a

full rosette of white chiffon upon the brim, and across on the head line is a cluster of different shades of green roses.

GREEN VELVET AND JET HAT.

This hat has a crown of jet spangles. The brim is small, and cut away to two sharp points at the left side, where a high knot or loop of green velvet is placed. The velvet is covered with pin points of white silk fine specks. Behind this bow is one of pale plain green velvet. The brim is covered with the same pale shade, furred on slightly, and covered with black jetted net.

The two shades of green are wound round the crown, and come up to the bows in points over the split edge of the brim. A bunch of chenille dotted green cock feathers are fastened in at the side, and fall away to the back, and there is the inevitable osprey as well. These feathers are fastened by a smart steel buckle.

JETTED TURBAN.

Black sequin brim, narrower at the back and split up at the side. Full puffed crown of royal blue velvet, brought up in a double point or pouf high to the left side, with spray of white osprey, fastened with steel ornaments. Black wings with white polka dot running from the buckle right to the back of the hat.

Another fine hat has a rim covered with white satin, and over this a black chenille dotted mohair. (This particular material is called "shredded wheat," and will be extensively worn.) The crown is rondeau style, of two shades of ox-blood, not too distinct, shading into each other. The front is finished with black wings and buckle.

A fanciful shape is the "Napoleon front." It is of two shades of blue velvet, the darker to the front of the Napoleon. A narrow jet buckle encircles the hat, and a rondeau crown of blue velvet is covered with jetted black net. Blue and brown wings are set in on the back and front of one side of the "front," and the other is ornamented with a torsade of black and white ostrich feathers, fastened by a rosette of the same.

An ox-blood and brown velvet hat has a brim of shirred brown velvet, lined with ox-blood done in the same way. Rondeau crown of ox-blood velvet, shrouded in black net with large chenille spots of brown. A spray at the side of black osprey, two wings, of spotted red, white and brown feathers, are fastened with a knot of brown velvet, and two beautiful natural-colored ostrich feathers sweep back from it, one outside the brim and the other underneath; a twisted roll of brown velvet goes all round the brim, inside, in order to set the hat well up from the head. This hat is in exquisite taste.

Some small bonnets with strings are shown. One, a very odd and pretty one, is made of heart-shaped pieces of velvet in blue, caught together and running to the front a little fluted. These heart-shaped pieces, four in number, are edged with jet; another piece, the same in shape, stands up straight at the back, and a full rosette is placed on either side, with strings coming from them.

The "shredded wheat" will be extensively used to trim hats this winter. It has all the lightness of net, but, being made of

WHOLESALE MILLINERY.

Triumph
of
Ideas...

A TRIUMPH OF IDEAS—Such was the general expression of those who inspected

Our Grand Display of Trimmed Millinery

at our opening last week. Of the hundreds of Hats, Bonnets, etc., shown, **not one remained unsold.** A record for us, and we are quite satisfied such enthusiastic buying was never heard of in Canada.

Our Trimmed Millinery Department not alone in popularity. Every Department in the house received that recognition by the trade, which is the only true evidence of merit—large purchases.

Replenishing daily with new goods and the latest novelties as produced, we will keep up the enthusiasm.

The D. McCALL CO., Limited

James Johnston & Co.

Importers

MONTREAL

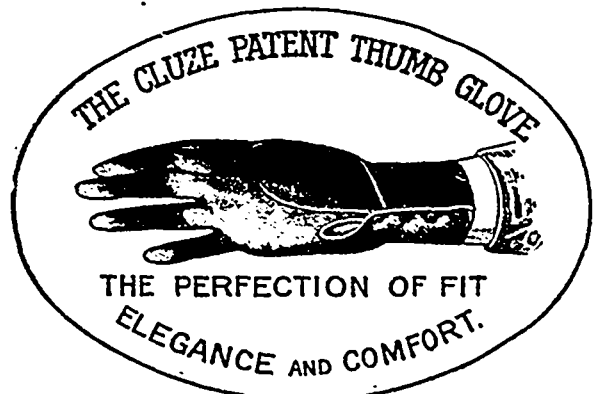
are now in full swing for the
Season in all

DEPARTMENTS.

Buyers in the city for the Millinery Openings will do well to give us a call. Although not milliners we keep everything requisite for the Trade in that line as in all others.

Agents for the ...

Cluze Patent Thumb
Kid Glove.



Special Attention given to **LETTER ORDERS**

THE -- DRY -- GOODS -- REVIEW

MILLINERY—Continued.

fine mohair, will prove very durable, and will not become limp in bad weather. It comes in short lengths in black, with large dots of different colors in chenille. Bows for the fronts of hats are made of it, with wings set in in front and behind to give it substantiality. Bows of velvet are also used for this purpose. Crowns and brims are also wound with it, with velvet underneath. In fact, "shredded wheat" promises to be one of the principal factors in many of the coming headpieces.

Large bows, with as many as ten loops, are placed on the top of hats in the front; they are fastened on a stem, and surmount a bow with buckle and wings. A pretty hat of brown felt has striped ribbon of brown, black and white in this style.

Wings come in every form, style and color, jetted or plain, and will be worn with every hat, it would seem. Some are curled, some are plain, some are stiff, some are all soft and loosely put together.

Large birds, paroquettes, are seen in green, brown, dark blue and black. These will be put on the sides of hats, and will go from the front to the back. Hats are made with the split brim for these.

Fancy bird effects are shown, where the wings spring from the neck of the bird. Between them is a bunch of curled peacock feathers and two long, curled cock feathers behind, in Bird of Paradise fashion. These are in all shades of brown and fawn, and are set on either in front, with bows, or to one side.

Torsades come in every sort of feather arrangement. One is seen with peacock tail eyes standing out, one above the other, three in number, springing from a bunch of green, curled cock's feathers.

Ostrich feathers will be worn in two shades, one full tip set behind the other. White and burnt orange, or white and ox-blood, will be favorite colors as well as blue.

Sequins and jetted crowns are seen in every shape and in beautiful designs. They will be used for both bonnets and hats. The rims of hats will also be trimmed with bands of chenille and spangles, or sequins on net, the chenille being in colors to match or contrast with the rest of the trimming of the hat.

JENNA.

FALL STYLES.

S. F. McKinnon & Co.'s warehouse, with the usual bevy of beauty in visiting milliners, in addition to the large and attractive stock displayed in their new high and airy warehouse of 3,500 square feet on each of the six flats, is a sight to gladden the eye. Here, the secrets of the fashionmongers are not loose upon an anxious public, and it is ours to briefly tell the leading features. Starting on the ground floor, we find the felt hats are lower in the crown and a trifle smaller in size; that the drooping or shade giving brim is put aside for one that gently turns off the face, a pleasing and bright change, and that many elegant walking-hat styles are very popular.

McKinnon-made—No. 560.

The elevator is too crowded, so we ascend by stairway to the all-important first flat, and there, in one of the most commodious and handsome showrooms in

Canada, is a display of the pattern hats—a sea of rippling and shimmering beauty, to describe which the pencil fails to give expression, a vortex of attraction around which are crowded the leading lights of the millinery trade of Canada, every Province in the Dominion, without exception, being represented. The popular Miss Anderson's genial presence was in great demand, but a moment or two was spared to show a few leading features.

Combinations are not so frequent as two or three tones of a color, and the popular shades in preferred order are: Of blues, pervenche, barbeau and national; of purples, iris, velontine and lysiane; of greens, triton and neptune (as the names imply, shades of the sea); light beige, or castor, is a very favorite color, and then cactus, cleopatra, olympia, silver and mordore have a share of popularity. There is a distinct softening of the colors, vividness giving way to harmony.

Beautiful white birds, with paradise or osprey, many a dark one of rich plumage, but particularly the light fawn and grey of natural shadings, are chiefly used as decorations. Elegant and varied combinations are made, one single quill of delightful harmony being composed of the plumage of the tetrah, heron, mearle and Guinea fowl, while the pheasant and other bird breasts and tails are much in demand.

Velvets form the chief groundwork, plain or mirrored, it can be of three shades, and the mirroring is often in a wavy design, and many are embroidered with white or colored silk spots; this last feature is seen among the handsome ribbons; whilst other ribbons are of soft satin, checks, shaded or stripes. Tiny narrow ribbons will be very correct, and are used as well as narrow sequin trimmings for designing the crowns; pearl and steel ornaments are good, and, as usual, ostrich feathers are plentiful. A beautiful ostrich plume is of a light colored feather placed over one of the same color but very dark, with a pleasing effect. All through, the millinery is richer, more wearable and handsomer than for some time. The fancy feathers on view on

the third floor are simply endless in beautiful varieties; and here are also seen some elegant ostrich boas in colors, mixed with white. They are very popular in Paris, and will be correct this fall.



McKinnon-Made.—No. 536.



McKinnon-made—No. 535.

S. F. McKinnon & Co.

MILLINERY--MANTLES

Our unparalleled location and well-lighted warehouse—our unequalled facilities for buying—our expert knowledge of the trade—ample capital and the liberal terms we give, makes us easy leaders in the wholesale trade in our lines. Business for the month of August of the present year shows an increase of 54 per cent., as compared with the same month of last year, in quantity of goods sold.

Millinery and Novelties.

We are showing an immense and almost inexhaustible collection of most correct London, Parisian and New York Millinery Novelties for the present season. Our buyers have not missed a line that would add to its attractiveness and completeness. Our staple lines of velvets, velveteens, velvettas, etc., are most complete. Our range of plain, staple and fancy Ribbons is very large. Our assortment of Fancy Dry Goods is rich and novel to a degree and just that exclusiveness about the stocks that will make every retailer want a selection of our goods. We have been watching closely the trend of styles and believe we have everything in stock that will be needed for the new season's trade demands.

Mantles and Cloaks.

The outlook for trade in this branch of our business is the brightest we could wish for. Our samples have been well received, large orders have come, are coming and will come yet, for Fall Mantles. McKinnon made Mantles have closed off all arguments that Mantles to be good must be made in Germany, and have demonstrated that to-day the best are made in Canada. We copy the best Berlin and New York models, and you have always this warrant that they are right-down-to-the-hour in style.

VISITORS TO THE FAIR are welcomed to our show rooms to see our stocks. Buy if you want to, but feel that you are under no obligation to.

S. F. McKINNON & CO., 71-73 York St., TORONTO

2 doors south of the Rossin House.

MILLINERY—Continued.

This firm predicted an increased business this season, the result being a greater advance than anticipated, the sales for August to date being 50 per cent. in advance of last year. Such a difference in two seasons running cannot be attributed alone to the improved state of trade, but speaks highly for the popularity of the house and its representatives and the strong selling strength of the lines they carry.

Another two flats up takes one to the mantle showroom, and, after all, one must consider as much the latest style in jackets as well as headgear, and, indeed, a sudden change in style of jackets is often more serious to one's pocket than a new hat. Fortunately, for those who are economizing, the styles are very similar to last season, slightly shorter and also a little smaller sleeves, mostly of tailor finish, and with velvet and braid finishings. Sacque fronts, with rounded corners, are very new. McKinnon made jackets are now well known throughout the breadth of the country. Little will now be heard of inferior German cloths, of slipshod work or of styles six months' old—the McKinnon factory remedies that. The firm have sunk all obstacles, overcome all difficulties, and to-day show returns and conclusive proofs that Canadian-made mantles are no longer a doubtful experiment, but an accomplished fact of singular success. Sales have exceeded expectations. All their jackets, three of which are here illustrated, are of their own design, from New York and other directing sources; they are perfect in model and finish. The manager will take up a tailor-made jacket retailing at the lowest price, with every seam neatly bound with fancy silk, with a tiny button on the under side of every large one, and with a finish and cut that is surprisingly superior when compared with an imported garment even of a much higher price.

McKinnon-made mantles are distributed continent-wide, and their first catalogue of 40 designs will, in a few days, be issued to the trade.

THE REVIEW welcomes an industry that is likely to assume vast proportions, and the head of the firm can point with pardonable pride to his perfect model factory, where the continual hum of electricity, used as power for the cutting and sewing machines, is the thrilling forerunning sound of the greater development of a big Canadian industry.

THE D. McCALL CO., LIMITED'S OPENING.

The opening at The D. McCall Co.'s, last week, saw an admiring crowd of buyers, who were delighted with the great array of millinery and expressed themselves especially pleased with the trimmed goods.

In the demand for trimmings,



The D. McCall Co., Limited.

the firm find that their predictions, made a fortnight or so ago, are borne out by the choice of the buyers who have congregated in the showrooms and warehouses during the past few days. Plisse velvets have sold well, as have also mirror velvets, while plisse satin, in two tones, has taken for the crowns of hats and for other purposes. Sequin crowns are in vogue, and among the trimmings much called for are horsehair trimmings, horsehair and sequins, and, indeed, of materials generally, it may be said that the expensive stuff is in demand.

The shapes and trimmed hats, some of which are illustrated in this issue, called forth many tributes from milliners. The showroom contained a great variety: Small turbans, sailors, walking hats for early trade, dress hats (many of them worn off the face), a new sailor with narrow brim and low crown, and a great variety of fancy



The D. McCall Co., Limited.

bands. A trimmed walking hat of felt, with cock's feather, has proved a good seller. The buyers for The McCall Co. have reason to be well satisfied with their work.

Milliners have chosen better goods with no sparing hand. As to colors, the purchases indicate the leaders to be: The blue tones pervauche, centaure, barbeau, also two other tones in blue, national and lobelia. The new reds and very pretty in combination are prophyre, cactus and pavot.

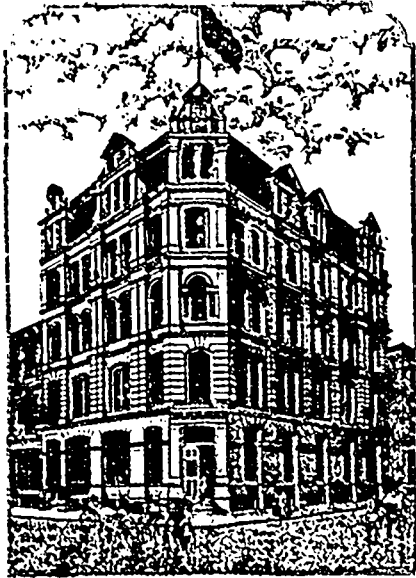
Among the new and taking fashions the sequin wings mercury effect, the Louis bow, wired velvet ribbon, a pair of feathers like a plume, and pheasant breasts in the same style are all favorites. Another variety of this seen is the pheasant and quills, and some have the head attached. In fact, the outcry against bird trimmings has not reached this season's styles, and a very pretty effect is produced by the white gull with osprey. Grebe trimming has jumped into favor and is used for the side crown. The three-quarter plumes are seen, being longer than last season, and blacks, whites and ombres are the shades most used. The trade in these has thus revived, also feathers in the new tones of green, grey, etc. The guinea hen effect is also in favor. Of flowers, roses chiefly are called for, and a brilliant range of these in the warm tones suited for winter and autumn hats are seen, the roses being placed underneath the brim.

Long pins, large jets, pearl and steel pins, and gilt and silver pins with the national coat of arms, are happily used for the sailor hats. Silk taffetas, in evening shades, turquoise, bengal pink, etc., were shown, while check and shot taffetas also find favor. The metal effect in velvets was called for, and a range of black braiding effects on colored grounds take for both dress and millinery purposes.

In ribbons, the narrow widths are the big feature, and the demand extends to double satins, and velvet satins, black and colored. The plain ribbons, 9 in. wide, satin antique, polka spots, ombre glace are all very good, and a new effect is ombre faille which draws up together for trimming purposes. Narrow edgings, and in fact all narrow

Returned 12/4/87

MILLINERY OPENING



Millinery buyers visiting the Exhibition will find our stock complete and fully assorted in every Department. Daily importations replacing the inroad made in it by the most unparalleled week's selling in the history of the House. A call solicited.

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

WYLD, GRASETT & DARLING

ALL DEPARTMENTS IN STAPLES

LINENS, DRESS GOODS, HABERDASHERY,

MEN'S FURNISHINGS and MERCHANT TAILORS'

WOOLLENS and TRIMMINGS

are now complete for the Fall Trade, and inspection by our customers and the trade generally is solicited.

We have purchased, at a very large discount for cash, the entire stock of General Dry Goods from

ALEXANDER & ANDERSON

We have removed it to our own warehouse, and offer this clean stock at exceptional bargains.

WYLD, GRASETT & DARLING

MILLINERY—Continued.

effects are good property this season. Naturally, this firm shows a great range of plain velvets, as this is a velvet season.

THE JOHN D. IVEY CO., LIMITED'S, OPENING.

"Yes, by far the finest opening we have ever had," said the president of The John D. Ivey Co. in reply to a question. "How do I account for it? The prosperity of the country is one reason, the return of confidence in the trade is another, and, as regards the business of this house, beyond doubt we have shown the finest stock of latest designs to be found in the trade." Mr. Ivey hoped that the friends of the house would bear with them as to the delivery of the large quantities of millinery which have been purchased by customers. The staff are working day and night, but it would take time to get abreast of the work.

A visit to the showroom and warehouse revealed the causes for the successful opening this year. The models of the new millinery are extremely taking and original, and have been much appreciated. The Napoleon effect in hats is one of the most novel. The firm show a number of exclusive designs, both in models and trimmings. Several of the season's fads, such as applique lace, true lovers' bows, Louis XVI. bows, "Dewey" rosettes and beehive rosettes have all taken well. Black and white effects are all right. Three shades of one color used together are good. Spotted velvet, the trimming known as "shredded wheat," with chenille spots (which are much in evidence), passamenteries, sequins, jetted goods, tinsel effects, and embroidered velvets (reaching a price as high as \$25 a yard) are all taking well. Ostrich tips are much used, and wings and feathers are shown in many beautiful varieties. The new velvet is the "bark," which is a reproduction of the bark of a tree in colored velvets.

Several very beautiful models were examined, showing the highest taste for artistic effects, and especially suited to the better millinery trade. One in turquoise blue, veiled with black sequin net, a black and white ostrich plume and turquoise jewel ornaments, is very fine. Another was of silver grey mirror velvet and high class applique Chantilly lace, white ribbon and silk applique with ostrich tips. A novelty is a small fancy hat of two shades of blue and with Dewey rosettes (these are in the shape of bombs and shells), white tips with sequin lace applied on them, and jet ornaments introduced in the trimming.

The Marquise hat is a magnificent triumph of skill. One model was made of white silk lace with black chenille dots, the ground of black satin with applique of white lace veiling and under crown of mirror cerise veiling. The back trimming was ostrich tips.

The "collar and necktie" hat, described elsewhere, is a handsome novelty, a royal blue sailor felt, with very swell trimming of collar and necktie design of blue velvet lined with white taffeta silk. It is unique and stylish in appearance, dispensing with all feathers, etc.

The Cyrano hat has a black lace transparent brim with full crown of black velvet with white lace applique, two ostrich feathers on each side of the front fastened with a large rosette of white ribbon.

Another hat of the Gainsborough shape had a turquoise blue mirror velvet crown in serpentine rolls, and was entirely veiled, from the brim to the crown, with spotted chenille. It was trimmed with turquoise wings and feathers. A stylish sailor hat was of black silk velvet, the brim of black ribbon velvet, an inch wide, a side crown of light blue mirror velvet, with angel wings from each side of the front caught together with a beehive rosette of light blue velvet.

The transparent brim, which is popular, was shown in a round hat of white lace with spots, with several rows of narrow ostrich

trimming on it. The crown was two large puffs of cerise velvet, and the trimming, black ostrich feathers and jet. Another Marquise hat was a light blue mirror velvet, a perfectly plain brim drooping back and front, and a full crown of the same color. The side crown was of grebe, trimmed with black ostrich feathers, and spotted with white, two handsome black ostrich pom-poms under the brim at the back, and steel ornaments. This and many other models roused the keenest admiration of all who saw them.

FIRM CHANGE.

The firm of J. R. B. Smith & Co., wholesale milliners of Montreal, has been dissolved by one of the partners withdrawing. The business will be continued by J. R. B. Smith and his wife.

MONTREAL MILLINERY.

Thos. May & Co. are showing an endless variety of beautiful millinery effects this season. It would seem almost an impossibility to make a selection, each lovely hat, or toque, seeming to be, in its own peculiar style, a perfect creation.

A marked fashion, among many new ones this fall, is the corded velvet for hat trimming. It is not only corded one way (or, rather, finely tucked to simulate cording), but it is tucked in squares of about $1\frac{1}{2}$ inches. This forms the crown of many hats, and the same material is set in full double puffs to form brims. The elaboration of trimming is remarkable. A hat would be said to be overloaded were it not for the good taste shown in putting together so many different materials.

Jet comes in every possible shape and form, crowns, brims, aigrettes, torsades, buckles, pins. All are a mass of gleaming, cut jet, spangles and sequins. These, heavily trimming rich-colored velvet hats, with the addition of several handsome plumes, go to make up a perfect hat for cold weather wear.

A handsome black velvet hat was shown with medium broad brim, turned up at the side, lined with white chiffon slightly full on. A narrow puff of black velvet went round the edge of the brim. The crush crown was formed of black velvet beautifully embroidered in silver flowers. Three black ostrich plumes, en torsade, at the left side, were fastened by a silver and brilliant clasp. Underneath, a large choux of petunia satin of a soft texture going from the side right to the back made an exquisite effect.

Another was of purple velvet, covered with black ruffled baby ribbon in an elaborate pattern. The brim was formed by a double puff of this, which was shirred into the depth of the crown, having the top loose. A large bunch of black plumes ornamented the side, with osprey and steel ornaments.

One was of deep heliotrope velvet, tucked in squares, drawn plain over a rounded crown, with double puff to form the brim and running up to high points at the side, with two shaded ostrich plumes of heliotrope, and fastened with two handsome pins.

One peculiar hat was seen with a frill of velvet with two rows of stitching at the edge to give a corded effect. This frill is wound round and round the crown as full as possible. Two frills lay flat to form the brim, one under the other. The crown was pale salmon. The side was turned up, and between it and the trimmed crown stood up two "angels' wings" of palest pink and grey. A knot of velvet and long narrow bows lay on the side, the ends of the bows caught up to the upper edge, and lay close to the hair. The regulation metal clasp fastened it.

One of Viro's perfect creations was shown in soft grey velvet. The crown was low and full, with double cordings running across the top in both directions, forming a cross in the centre; a full brim curved up to one side slightly, when a beautiful grey ostrich plume fell away to the extreme back. A large bow of velvet of the same shade, run through a cut steel ring, was set on directly in front...

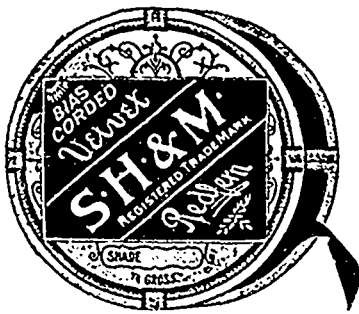
Up-to-date Merchants

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**Cheaper,
Easier and
More Profitable**

to handle

S. H. & M. Bias Velveteen SKIRT BINDINGS



put up on reels ready for use, than to follow the old practice of cutting velveteen by hand from the piece, which is wasteful, and far less convenient.

S. H. & M. Bindings are cut evenly on a true bias, neatly and smoothly joined, and are of superior quality and make-up to any other.

We carry in stock the following lines :

S. H. & M. Redfern Brand, Bias Corded Velvet

S. H. & M. Pride and Belle Brands in Plain Velveteen

S. H. & M. Waterproof Cord Edge Binding

and a line of low priced Velveteen Binding.



Also lines of our

Amazon (Hercules Heading)
Brush Edge Skirt Protector



and

Liberty Brush Edge
Skirt Protector

Sample and Shade Cards with prices mailed free on application.

THE STEWART, HOWE & MAY CO.

24 Front Street West, TORONTO, ONT.

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

MILLINERY—Continued.

and from this the plume started. This was one of the most beautiful hats shown.

Green Velvet Hat.—A broad brimmed hat with the velvet rim in tucks running from the crown out to the brim, and having an inch loose at the edge to form a puff, crush crown, very full in front, with two pearl pins, large black plume on either side falling well to the edge of the brim.

Small Pink and Black Hat.—The shape of this was entirely of sequins and chenille, well turned up at one side, with a very full oblong bunch of bows of two shades of pink ribbon running from the lower edge up to the top of the crown. The bunch of bows were well toward the front, and were finished at the side, towards the back, with a black osprey and ostrich plume.

Olive Green Toque.—This was a dainty little thing in dull green. A crown was made of gold passamenterie, and the brim was formed of folds of the green heavily corded silk to simulate cording (a new material something like the old fashioned "Terry velvet"). The folds of the brim came up full to the side, and in the centre was placed a natural shaded ostrich plume with buckle.

Large Petunia Hat.—The brim of this was edged with ostrich feather trimming; a crush crown rising high in points at one side, with two black plumes and osprey, fastened with steel clasp; large bow under brim, with steel clasp also.

The full bunches of bows are a novelty this year. As many as 20 or 30 loops can be crushed together to form one oblong bunch to set onto the side of a hat. When put on this way the bows are cut short. When they spring right across the crown they stand out and are longer.

Exquisite white velvet, embroidered in black raised patterns and with a lace edge, is used on hats. This, standing up from the side of a black velvet crown with a pink top and banded with jet, pink brim, and long ostrich plume makes a most beautiful effect.

Ox-Blood Hat.—Crush crown of black, ox blood brim, narrow and in folds, coming up high to sides, with black ostrich plumes; edge of brim trimmed with a heavy fringe of black sequins. This is very suitable for winter wear.

It would be almost impossible to say which color was most effective. But blue and ox-blood are the prevailing colors, though the deep petunia and heliotrope run them close.

Steel pins, of all imaginable shapes and of all sizes, are put on hats; no knot of velvet or bow is correct without its buckle.

Torsades of ostrich feathers are heavily jetted, and some are dotted with contrasting colors in chenille.

Flowers are shown in exquisite shades. Large roses of velvet and satin, bird feathers and ribbon, are the most fashionable trimming for the winter.

There is much black interspersed, and this is a most artistic idea. No color shows out well unless well backed by black, and young faces are made fairer, and old ones less old by the softening effect of the lovely black velvet.

THE NEW THREAD COMBINATION.

ARRANGEMENTS are rapidly being completed for the organization of The American Thread Co., which was incorporated last March at Trenton, N.J., The company has a capital of \$18,000,000. It is expected that a prospectus will be issued in London, and also in New York, about the end of the month.

The new company will include practically every leading cotton thread company in the States. The Willimantic Linen Co., The Warren Thread Co., The Merrick Thread Co., The Kerr Thread Co., and The William Clark Co. and Alexander King Co. are among

the largest of these. The company's capital of \$18,000,000 is divided into \$6,000,000 of 4 per cent. debenture bonds, \$6,000,000 of 6 per cent. preference stock and \$6,000,000 in ordinary shares. In London, it is reported that the American manufacturers will take \$8,000,000 of the stock in part payments for their business.

Some difficulty was experienced in inducing the various companies to agree to the consolidation, especially with The Willimantic Co. This was finally overcome, however, through the purchase of The Willimantic by The English Sewing Co., which will have a very large if not controlling interest in The American Thread Co. The English Thread Co. is itself a consolidation of the cotton thread companies of Great Britain not including the great Coats trust. The Coats Co., however, holds a large though not controlling share of the stock of The English Sewing Co. It would, therefore, seem fairly certain that the recent severe competition in the thread trade will shortly be done away with.

The completion of the new American company has already been anticipated by an advance of from 15 to 20 per cent. in three-cord goods and long lengths of six-cord goods, in which the competition was most keen.

As soon as the prospectus is issued steps will probably be taken to complete the organization by the election of officers, and it is understood the new company may be in operation by October.

NEW CARPET WAREHOUSE IN TORONTO

John Kay, Son & Co., importers of carpets, etc., King street west, Toronto, are erecting a four storey warehouse next to the present premises. The building will be a fine structure, costing in the neighborhood of \$30,000.

Rugs—Spring 1899—Mattings

We have pleasure in announcing to the trade, that, in addition to our increasing silk business, we now have a special department of Japanese

Rugs and Mattings

In these we are showing the latest novelties in exclusive designs, for the coming

Spring 1899

Buyers will find with us a complete range of the most desirable goods; all at close prices.

An inspection of our samples cordially invited.

Branches:

**LYONS
YOKOHAMA
SHANGHAI**

J. FRANK RIEPERT

Direct Importer

36 Hospital Street **MONTREAL**

Japanese Rugs, Mattings, and Silks

EUGÈNE **JAMMET'S** FRENCH Kid Gloves

IN STOCK

LATEST STYLES
AND
CORRECT COLORS

BLUES, MYRTLES, BROWNS, OX BLOODS, Etc.

With 2 Large Clasps at
\$9.00, \$9.50 and \$11.50

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FITZGIBBON, SCHAFHEITLIN & CO.
MONTREAL.

THE . . .

Canadian BRAND

~~~~~  
**THINK OF IT**—

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

The same in quality throughout, on English worsted warp.

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

A GUARANTEE WITH EACH ROLL.  
A TRIAL ORDER SOLICITED.

Royal Carpet Co., Guelph, Ont.

# W. M. CROFT & SONS

Established  
in 1855

Stock COMPLETE in all Departments SPECIAL VALUES in

**PURSES COMBS**  
**PIPES JEWELRY**  
**TOOTH BRUSHES**  
ETC., ETC.

New Arrivals in SIDE COMBS, BANG COMBS and HAIR ORNAMENTS  
in the latest styles—real up-to-date goods.

CROFT'S CELEBRATED

SEWING NEEDLES  
MACHINE NEEDLES  
ENGLISH BRASS PINS

**53 BAY ST., - TORONTO**



## Boots and Shoes.

**T**HE demand for boots and shoes continues rather slow, many retailers holding off, evidently anticipating a weakening in prices, but, judging from what *THE REVIEW* can learn, they are likely to be disappointed. Manufacturers are limiting their production, owing to the decreased demand, and it is only this circumstance that prevents a still higher price being asked for leather, for, if the usual quantity of that article was being purchased, the present output would be overtaxed and stiffer prices asked. The stocks on hand are not large for this season of the year. Some manufacturers and jobbers anticipate a further rise in prices.

### AUCTION SALE.

The stock of boots and shoes of the Commonwealth Shoe Co., of Quebec, in liquidation, which was recently purchased by James Robinson, of Montreal, will be sold by auction in Toronto on Sept. 7. This stock consists of a large variety of medium and low grade goods, and will be disposed of without reserve. Suckling & Co. are the auctioneers. At this sale the balance of Guinane's stock will also be sold, consisting of about \$7,000 worth of high class American goods, which have been held in transit by the Customs authorities.

### UNION MAKING TROUBLE.

It is reported that another shoe manufacturing firm in Montreal is being squeezed by the lasters' union. It will be remembered that one of the prominent establishments in that city had recently to fight this union, and, upon the differences between the firm and the union being arbitrated upon, the union got the lion's share. Encouraged by this success, it is now making itself felt in other houses, and, unless the manufacturers can come together and fight the union with its own weapon, it is more than probable that it will exercise its power whenever opportunity offers.

### FREE SITES OFFERING.

The property owners of Hartland, N. B., are evidently anxious to encourage manufacturing in that district, the promoters of a shoe factory having recently been offered two different sites free of charge, one offer including a cash bonus of \$500 if the factory were located on the property in question.

### SAMPLES FOR SPRING.

Most manufacturers are now hard at work on their samples for the spring trade, and a representative of *THE REVIEW*, having an opportunity recently of looking over the preliminary samples of one of the largest establishments in the country, noted that, as previously mentioned in *THE REVIEW*, the tendency was towards a more sensible last, broader and heavier, with larger heels and more out-

side swing, a mannish shoe for women's wear being the correct thing for next year. Tan will be the popular shade for men's wear, while the ladies will wear shoes made of tannish brown or light chocolate. The trimmings for shoes will be more elaborate than ever, sheepskin, which has heretofore been so generally used for toppings and facings, being replaced by plaids of endless variety. A great range of vesting tops are being prepared, but it is questionable whether they will be in as much demand as in past years.

### RUBBERS.

The market for crude rubber is very strong, and prices for goods for mechanical purposes have been twice advanced 10 per cent. Only one advance of 7½ per cent, has taken place in rubber footwear, but the chances are in favor of higher prices in the near future.

### EXTREMES IN STYLES.

Last year and the year before the styles for boots and shoes inclined very much towards pointed toes and small heels, this year the tendency is just the reverse. Square toed boots and shoes, both for men's and women's wear, are now the correct things. One thing is gratifying, however, and it is that Canadians do not, as a rule, look with favor upon the extremes in style, and, consequently, manufacturers on this side of the line are not making the unsightly square-toed footwear that some United States firms are. It is, however, to be noted that many of the larger retail shoe stores who stocked up with the imported needle-pointed shoes of last season are now offering them for sale at greatly reduced prices, and even at the lower prices find them hard to dispose of.

### BICYCLE BOOTS.

The buttoned boot for ladies' bicycle wear is evidently proving satisfactory, judging from the circumstance that manufacturers are making a larger line thereof than heretofore for the spring trade. It would seem, to a casual observer, that the high-topped laced boot would not only prove equally as neat, but much more comfortable, as all stretching could readily be rectified by simply lacing a little tighter, whereas, with the buttoned boots, it would mean that all buttons would have to be moved. The new shoes are not so high in the leg as last season's, and they are being made in vesting tops of various neat designs.

### TROUBLES IN THE SHOE TRADE.

New England shoe men have been meeting with business reverses during the past few months such as they seldom if ever experienced before. The failure of MacGovern Bros. & Thompson, of New York, was a hard blow to many New England firms. The suspension of the Crawford Shoe Co. also had a serious effect upon the trade, and now comes the assignment of Hosmer, Coddling & Co., of Boston, a firm doing a business of over \$2,000,000 a year. The fact that some of the largest houses have gone under, notwithstanding a prospect of good fall business, has had a very deterrent



C. W. Hendershot's Dry Goods Store.



Standard for Quality  
Style  
Finish

OFFICES  
and FACTORY :  
178-180 Inspector Street.

*J. & T. Bell*

FINE FOOTWEAR

*Montreal*

“Bell”

Shoes Fit Well

Look Well

Wear Well

**BOOTS AND SHOES—Continued.**

effect upon the trade, particularly, as many manufacturers have been running under difficulties for some time past.

**WINDOW CARDS.**

Few retail merchants make use of this very effective way of advertising their goods, and fewer get up such cards in a manner that will attract the attention of passers by. Here are a few samples



C. W. Hendershot's Men's Furnishing Store.

of cards shown in the windows of a prominent Montreal retailer, which evidently had the desired effect:

Skool days are coming.  
Your Boys and Girls want a  
Good Understanding.  
We put them on a Good Footing  
for \$1.25.

Remember  
Your children need dry feet.  
It is cheaper to buy these  
Waterproof Boots at \$1.35  
than pay Doctors' Bills.

STERLING is not the maker's  
name, but the QUALITY  
of these goods.  
Sizes 1 to 5, \$1.47.

**TRADE NOTES.**

A new boot and shoe store is to be started in Kentville, N.S. Mr. J. E. Beeton has secured premises in Arnold's block, and will open up with a full line of boots and shoes and men's furnishings.

A recent issue of The Ontario Gazette contained the notice of the incorporation of the Citizens' Shoe Co., of Toronto, with a capital of \$20,000. The first meeting of the company was held on Aug. 26, the following stockholders being present: W. N. Ferguson, R. M. Smith, Chas. Miller, J. A. Fullerton, Toronto; E. C. Slater, R. Lucas, Montreal; S. H. Thompson, Toronto, and

Thos. H. Lucy, Aultsville. A board of directors was elected as follows: J. A. Fullerton, W. N. Ferguson, R. M. Smith, R. Lucas and S. H. Thompson. The board elected R. Lucas to be president and W. N. Ferguson as secretary. The company will operate the Slater shoe stores in Toronto and other cities. It has purchased the Toronto Slater shoe store at 89 King street west, which store will be managed by Mr. William Pickles.

T. A. Menhennick, of 26 King street west, Hamilton, who has been carrying on a retail shoe business at the above address for a year past, has sold out his stock to a Toronto firm, and will retire from business for a time.

James McCreedy & Co., Montreal, are showing some novelties in ladies' two-buttoned shoes. They are made with high fronts of colored leathers or vesting, over which the straps meet. The effect is very good, and this class of shoe promises to be a trade winner.

The estate of Louis Joly, boot and shoe dealer of Hawkesbury, has been wound up by the assignee, Sheriff Hagar. The claims amounted to \$1,632.91, while the estate only realized \$330.60, thus paying the creditors 20 1/4 c. on the dollar.

**A MERCHANT'S STORE AND RESIDENCE.**

The views presented in this issue (on pages 42 and 44) of the residence and store of Mr. C. W. Hendershot, of Kingsville, Ont., will interest the trade. They illustrate the business of an up-to-date merchant who, in three years, has, by his energy and capacity, built up a thriving trade, rivaling that done in larger centres than Kingsville. The stock of general dry goods, ladies' furnishings, carpets, etc., is very choice and complete in every way. In dress goods especially is this noticeable, Mr. Hendershot handling a full line of Priestley's celebrated dress goods. The store is up-to-date in every respect, having an excellent cash carrier system. Mr. Hendershot's men's furnishing store occupies large premises in the Wigle block, and is managed by his brother, Mr. P. D. Hendershot, a gentleman well calculated to build up an already large



"Warrington"—Residence of C. W. Hendershot.

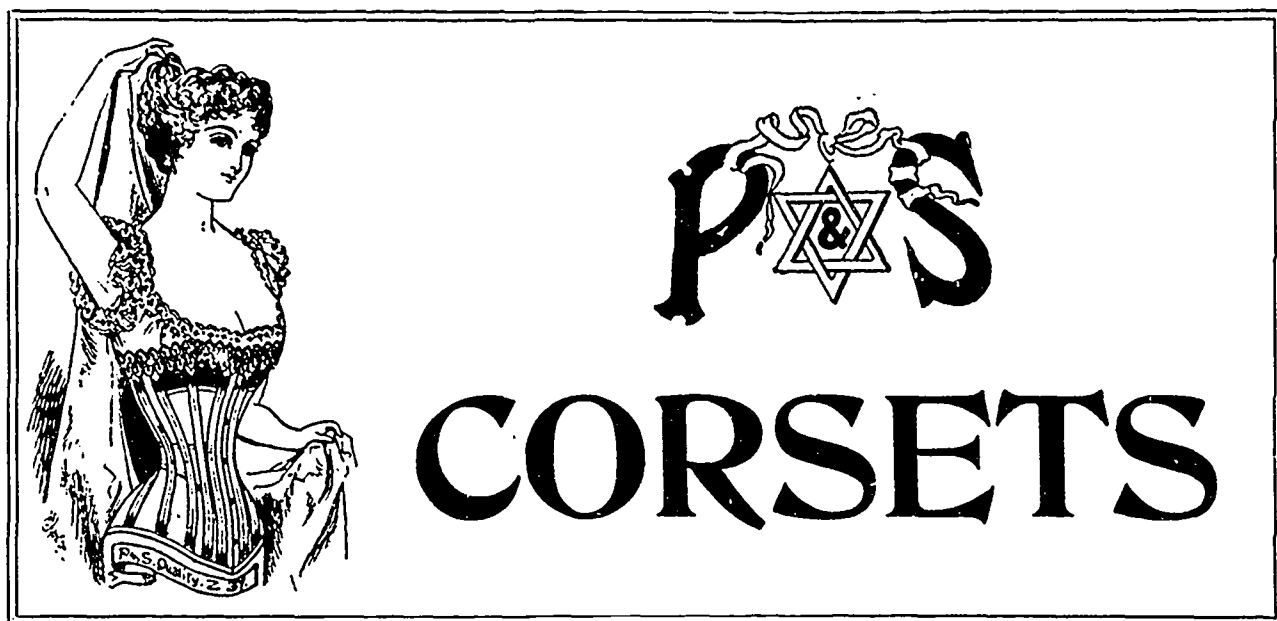
trade, having had 15 years' experience in the largest department stores in the country. The stock is composed of a nice line of readymade clothing, gents' furnishings, boots and shoes. Mr. C. W. Hendershot's residence, as will be seen, is a handsome one.

The illustrations show the store interiors. REVIEW readers know how difficult it is to get good photographs of interiors, and, in this case, the fronts of the stores were darkened so as to get clear views of the whole lengths. Mr. Hendershot is one of many merchants who subscribe to THE REVIEW because it is useful and represents the Canadian trade.

# STIRRING UP BUSINESS

**NOW** is a good time for making a little stir among your customers. Remember, a fortune is always waiting for the man of enterprise. Surely, **YOU** are that man! Unless you are afflicted with strikes and lock-outs in your neighborhood, never say trade is bad. It may be a reflection on yourself! Trade is very much what you make it.

What about those windows of yours? Get rid of those antiquated lines you have been showing any time these last ten years. If you must keep early-century goods for a few old people, keep them out of sight. Let the newest, the freshest, the latest goods be well to the front.



**ARE EMPHATICALLY** the Corsets for to-day. They are the Corsets for you to stock if you want your business to flourish. They are the latest result of long years of manufacturing experience and are certainly at the top for perfection of shape, reliable materials and first-class workmanship.

In these goods the new Rustless Zairoid replaces Steel in the Busks and Supports: ironmould on underwear therefore impossible. Think what this means!

P & S Corsets have made their mark in England and have become a standard line. We want all the world to know about them. Try a sample parcel: you will soon want more, and still more of P & S Corsets. Though high-class in every way, they can be sold at popular prices.

WRITE US FOR PRICES AND FULL PARTICULARS.

**W. Pretty & Son, . . . IPSWICH, ENG.**

# Gloves ...AND Mittens

**BERLIN, ONT.**

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

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

## GLOVES AND MITTENS

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

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

### W. CAIRNES & CO.

Manufacturers

**BERLIN, ONT.**

# Star Shirt

Established 1870.

**WHITE  
SHIRTS**

**FANCY  
SHIRTS**

**NÉGLIGÉ  
SHIRTS**

**NIGHT  
SHIRTS**

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

E. Van Allen & Co.

Hamilton, Ontario.



C. K. HAGEDORN, Manager.



"We Fear Nae Foe."

# Suspenders .. and Buttons

Fall Samples now on the Road.

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

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

We are noted for filling orders promptly.

Try us.

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

# Hutchison, Nisbet & Auld

TORONTO

Select . . . .

Woollens and  
Tailors' Trimmings

## SILK LININGS

for  
LADIES' AND MEN'S GARMENTS.

Plain Satins  
Velontines  
Silk Serges  
Striped Sleeves  
Taffetas (for Ladies' Garments).

Also A LARGE RANGE OF COLORED SERGES.  
NEWEST DESIGNS. VARIOUS QUALITIES.

# Hutchison, Nisbet & Auld

# Collars, Cuffs and Shirt Bosoms

"WATERPROOF."

Only the  
Best Materials  
Used

SUPERIOR TO ANY PRODUCED

## The A. B. Mitchell Co.

16 Sheppard Street TORONTO

Agent—DUNCAN BELL, Montreal.

Our stock for ❀ ❀ ❀



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

**WOOLLENS** and

**TAILORS' TRIMMINGS**

**John Fisher, Son & Co.**

442 and 444 St. James Street

MONTRÉAL

QUEBEC OFFICE—101 and 103 St. Peter Street



## TAILORS

be up-to-date  
and put the

**Moore  
Patent  
Pockets**

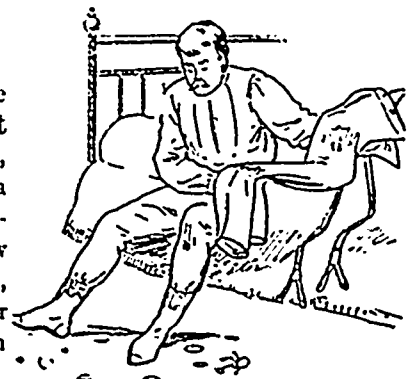
in all your suits.

What happens when you don't have the Moore Patent Pockets in your clothes.

Head Offices, 207 St. James St., Montreal

## Everyone

who has seen the Moore Patent Pocket is enthusiastic in its praise, and declares it will work a revolution in pocket making, and, they say, now that they have seen them, they would not have their clothes made without them at any price.



## HEAVY IMPORTS DURING JULY.

## THE LOW TARIFF MONTH SAW PHENOMENAL IMPORTS OF DRY GOODS.

A DETAILED TABULAR STATEMENT OF INTEREST TO THE IMPORTING TRADE—A RUSH OF GOODS IN NEARLY ALL LINES—GERMAN AND OTHER CONTINENTAL PURCHASES ANTICIPATED AND BROUGHT TO ESCAPE HIGH DUTIES—HEAVY INCREASES ALL ROUND.

THE month of July will long be remembered by the trade. Importations were rushed through by all the wholesale and retail importers. Warehouse and store space is taxed to provide accommodation for goods which passed the Customs and paid duty, although immediate sale is not expected.

As everyone knows, this rush was due to the low tariff rates on both British and foreign goods which prevailed from July 1 to July 30, after which date British goods alone enjoy the  $\frac{1}{4}$  off the tariff rates. The total imports into Canada during July, 1898, were, therefore, \$23,600,000 worth, as compared with \$13,400,000 in July, 1897, a normal month. The duties paid amounted to \$2,767,000, as compared with \$1,514,000 in the previous July.

Selecting the dry goods items from the full list of imports, some very remarkable increases are recorded. This is not alone in foreign goods—for which special arrangements as to early deliveries had been made by the trade—but also in British goods. As the latter continue to enjoy the  $\frac{1}{4}$  reduction in duties permanently and no special effort was required to have them in during July, the question arises: Are British goods going to pour in at anything like the same ratio of increase during the remaining months of the year? If so, the effect would probably be felt in this market. But it is much too soon to offer a definite opinion.

In cotton manufactures, which are referred to in an article elsewhere in this issue, the increase is from \$346,526 to \$627,987. That is a big month's business. The hat and cap imports increased by at least \$20,000. The fur men brought in at least \$104,000 worth, compared with \$33,000 worth last July. The increase in silk imports is enormous: from \$193,000 to \$841,000.

Then, in woollens, every class shows a very large increase: Clothing, from \$25,000 to \$214,000; carpets, from \$30,000 to \$72,000; cloths, more than twice the usual imports, and dress goods from \$334,000 to \$904,000. No doubt, in such items as dress goods, clothing, knitted goods, yarns, etc., continental purchases are largely represented, and imports will begin to fall off for a few months to come.

THE REVIEW has carefully compiled a detailed tabular statement of the chief articles of import interesting to dry goods merchants, and it will be found worth glancing over:

|                                                  | July, 1898. | July, 1897. |
|--------------------------------------------------|-------------|-------------|
| Cottons, not dyed or colored .....               | \$17,811    | \$20,057    |
| "    bleached, dyed or colored .....             | 321,902     | 169,339     |
| Cotton clothing .....                            | 47,459      | 26,138      |
| Cotton thread (not spools), yarn, warp, etc....  | 26,145      | 28,496      |
| "    on spools.....                              | 43,979      | 41,712      |
| Other cotton manufactures.....                   | 140,691     | 51,384      |
| Bracelets, braids, fringes.....                  | 102,998     | 1,724       |
| Laces, collars, nettings, etc.....               | 67,991      | 325         |
| Fur manufactures .....                           | 104,213     | 33,803      |
| Gutta percha, manufactures.....                  | 33,397      | 23,238      |
| Hats, caps and bunnets of beaver, silk or felt.. | 50,387      | 42,538      |
| "    all other .....                             | 29,663      | 17,981      |
| Boots and shoes .....                            | 21,464      | 17,385      |
| Silk manufactures.....                           | 841,563     | 193,857     |
| Carpets, Brussels and tapestry.....              | 72,812      | 30,521      |
| Woollen clothing.....                            | 214,686     | 25,802      |
| Woollen cloths, worsteds, coatings etc.....      | 453,923     | 200,986     |
| Woollen dress goods .....                        | 904,327     | 454,945     |
| "    knitted goods .....                         | 94,042      | 23,714      |
| "    shawls .....                                | 25,275      | 10,264      |
| "    yarns .....                                 | 62,002      | 23,926      |
| Other woollen goods .....                        | 141,839     | 46,127      |
| Totals .....                                     | \$3,868,569 | \$1,540,762 |

## A RETAILER'S CLEARING SALE.

Mr. A. A. Osborne, one of Midland's most enterprising merchants, while in conversation with a representative of THE DRY GOODS REVIEW, said, "I am a thorough believer in advertising when it is done in the right manner. For instance, I wanted to clear off all my spring and summer goods. I advertised a thirty days' sale during August, marking everything at cost. Now, I haven't got any of the goods in stock. If I had kept them over until next season they would have been old style. My customers would say, 'Why! you had this last year, haven't you got something new?' They would say 'Mr. Osborne hasn't things at all nice, last year's goods, shop-worn at that.'

"Besides being clear of the stock, I have the money ready for winter goods. Of course, I do not let my credit customers take advantage of the sale. They must pay cash the same as anyone else."

## FOLDERS FOR RETAILER'S SAMPLES.

A simple and convenient means by which retailers can send through the post to out-of-town customers, is a cardboard folder fastened by a string and patent catch. I. E. Pedlow, of Renfrew, utilizes them, and THE REVIEW casually noticed one the other day. They fold inward and outward. The outside fold is blank for the name of the customer. When received, the flaps can be reversed, and Mr. Pedlow has his name printed so that it can be at once mailed by the customer with the sample selected. The folders are made by The E. B. Eddy Co., Limited, Hull, P.Q.

## STATE OF TRADE IN BRITISH COLUMBIA.

R. E. Cooper & Co., of Victoria, B.C., the British Columbia agents of The Maritime Wrapper Co., Limited, express themselves well pleased with the opening prospects of fall trade at the Coast, and, during the trip just ended, succeeded in opening many new and valuable accounts.

## 50 Buildings on the

Toronto  
Exhibition Grounds

Are roofed with our

## ...Steel Shingles

The following letters show their worth:

"I take pleasure in certifying that the roofs on the Exhibition Grounds, covered with your Metallic Shingles, have given the utmost satisfaction, and have proved the tightest roofs we have. I consider them a good fire protection."

"MARK HALL, Architect."

"I agree with Mr. Hall's statement as to character of roofing material furnished by this company. The Siding and Shingles are ornamental in design and effective as a fire-guard."

"JOHN J. WYTHROW,

"President, Industrial Exhibition, Toronto."

Call in and inspect our many lines of reliable fireproof building materials on your way to or from the Fair. We are right at the corner of King and Dufferin Streets, adjacent to the grounds, and will make you cordially welcome.

## Metallic Roofing Co., Limited

1179 King Street West  
TORONTO

# Celluloid

**COLLARS  
CUFFS AND  
SHIRT BOSOMS**

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

ALL GENUINE GOODS are  
stamped with our  
Trade Mark



**MILLER BROS. & CO.**  
30 DOWD STREET, MONTREAL

Toronto Agent  
G. B. FRASER, 3 Wellington St. East

## Everyone

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

SPECIAL LINES IN

# Boys' and Children's Suits

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

## CLAYTON & SONS

Best Equipped Clothing Factory  
in Dominion of Canada.

HALIFAX, N.S.

# Fall and Winter Underwear

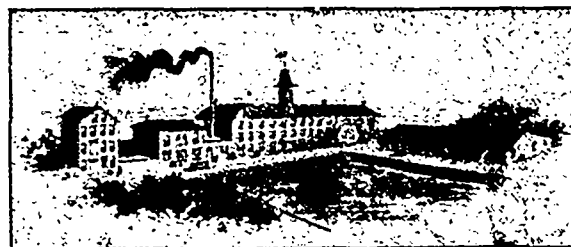
We manufacture everything your customer can ask for in

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

**VESTS . . .  
DRAWERS  
COMBINATIONS**

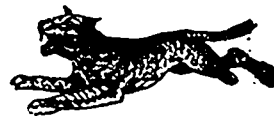
Our Full-Fashioned Underwear bears our label, "TURNBULL'S."

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



# UNDERWEAR

TIGER BRAND



TRADE MARK

Made in sizes from 20 in to 46 in.

Unexcelled for Durability, Style and Finish.

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

**The Galt Knitting Co. LIMITED**  
**Galt, Ont.**

RETAIL ONLY.

TRADE MARK IN WOVEN LABEL

ON EACH GARMENT



## FACTS AND FASHIONS.

## GLOVES.

THE glove trade does not show much change. Merchants are shy of buying largely. To understand the glove business requires years of careful attention, and many merchants confess that the buying of gloves is one of the branches that they know least about.

Among the many balls that Her Excellency the Countess of Aberdeen set rolling, was one that was probably an unconscious one, but which has done a great deal for one branch of the glove trade. Her ladyship appeared at an afternoon function in white gloves, and ever since the run on this style has been phenomenal. Houses have not been able to fill their orders, and the demand now is just as strong as when it first began.

The pearl down fastener has not been found to be serviceable, the top coming off after a few weeks' wear, and the demand is now entirely for the metal dome, which is everlasting.

Navy blue and alliance blue gloves are being shown in fine lines, and promise to be very fashionable to complete the blue costumes of the coming fall and winter. There are also some brilliant shades of burnt orange, blue, green, and heliotrope, which will be asked for as well. But the elegance and good taste of the white glove will not be disputed. It shows for itself its immaculate condition, for, if there is nothing in better taste than a fresh white glove, the atrocity of a soiled one is self-evident, and the most exquisite costume is either made more perfect or ruined by the white glove, clean or soiled.

JENNA.

## THE LENGTHS OF PLAUEU LACES.

The question of short measurements in Plauen laces has been giving the trade in England some trouble. The vice-president of the Plauen Union of Lace Manufacturers has written the explanation

to The Draper's Record. "The lace is made in pieces 4.50 metres in length—that is 4 11-12 yards. For purposes of convenience, and at the special request of the wholesale houses, each piece of lace nominally figures as being 5 yards. That greatly simplifies calculation, though it is easy to understand that a buyer unaware of the facts would feel himself imposed upon when he made the discovery that he was apparently the loser of a yard of lace in every 12 pieces purchased. In reality this is not so, for the price charged in Plauen is per piece, and not for 5 yards. It might be well, perhaps, to make the facts a little clearer. If each piece of lace were described as 'nominally 5 yards,' attention would continually be called to the discrepancy between 5 yards and 4.50 metres. The Record believes that the only permanent way to avoid such difficulties is by adopting in England the well-nigh universal metric system.

## A CHANGE AT OTTAWA.

J. M. GARLAND, Ottawa's old-established wholesale dry goods merchant, has concluded an arrangement by which he will take over the business of J. A. Seybold & Co., the only other wholesale dry goods house in the Capital. The change will be made about Dec. 1 next, when the large new warehouse which Mr. Garland is building on O'Connor street will be ready for occupation. Mr. Seybold, it is believed, will permanently retire from business.

Though the firm of J. A. Seybold & Co. have not been many years in existence, they have undergone several changes. The business was first carried on under the style of McGee & Russell; it was then changed to Russell, Forbes & Co., and, on Mr. Forbes' retirement, Mr. Seybold procured an interest in the house, the firm being known as Russell, Seybold & Co. Subsequently, Mr. Russell retired, leaving the entire business in his partner's hands.



## WHAT YOUR FEATHERS NEED.

Fashion often allows a little latitude in some articles of apparel, but she is inexorable in the matter of millinery.

Every season, Paris names the colors and the styles for the coming season.

To be saleable, the ostrich plumes or feather of whatever kind you have in stock must conform with these colors—to be fashionable. To be fashionable, your stock, unless brand new, must be done over and dyed in the proper shades.

We want to do this work for you. We dye, clean, curl, and make up plumes in the latest colors and most fashionable shapes.

Our work is as near perfection as human work can be. All the new methods and appliances find practical development here. We do more than keep abreast—we keep in advance.

Let us hear from you—we can please you and save money for you.

# R. PARKER & CO.

WORKS AND HEAD OFFICE: - 787-791 Yonge Street, - TORONTO

# Perrin's Gloves



**PERRIN FRÈRES & CIE.**

5 Victoria Square, MONTREAL.

Manufacturers  
and ..  
Importers of

**KID GLOVES**

of all Styles  
and ..  
Qualities ..

We have a large stock on hand in the latest styles and newest shades.

**4 N's.**

**Neat  
Novel  
Natty**

**Neckwear**

What the Trade says must be surely true.

**Cookson, Louson & Co.**

Wholesale MEN'S FURNISHERS,

16 LEMOINE STREET, **MONTREAL**

- 1st.---Our Travellers are on the road.
- 2nd.---If in Montreal call in and see us.
- 3rd.---All Letter Orders promptly attended to.
- 4th.---Pleased to have a trial order.

**COOKSON, LOUSON & CO.**

# W.M. PARKS & SON, Limited

ST. JOHN, N.B.

Samples for **FALL TRADE 1898**, now ready.

**FLANNELETTES**

Stripes and Checks

Domet Flannels  
Shaker Flannels  
Courtenay Flannels  
Flannelette Sheeting

Cottonades  
Denims  
Tickings  
Galateas, Yarns, etc.

Agents . . .  
J. SPROUL SMITH, 30 1/2 Yonge Street Toronto.  
DAVID KAY, Fraser Building, Montreal.  
JOHN HALLAM, 83 Front Street East, Toronto, Special Agent for  
Beam Wares for Ontario.

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



There is no use **HUNTING**  
for . . .

## **Fast Black Goods**

---



All you have to do is secure the  
lines stamped

*Louis Hermsdorf  
Dyer*

A pleased customer, a life long  
customer, is the way one hosiery  
man puts it.

---

**AMERICAN BUREAU OF LOUIS HERMSDORF**

78-80 Walker Street - NEW YORK



# Sensationally Low Prices



was the caption we noticed on an "ad." sent in the other day for insertion in one of our publications, and it reminds us that it was the **sensationally low prices of**

## THE NEW IDEA PATTERNS

that captured the buying public, and has compelled a reduction in the price of all the other patterns on the market.

Gentlemen: That there is money in Paper Patterns, even at the low price we sell them at, is proven by the fact that we are still in the business and occupy the place we do to-day. You can attract more trade to your store with a **Guaranteed to Fit**

### *New Idea Pattern*

at

## *10 Cents*

than you can with any other, we do not care what its name is.

If the agency in your town is not yet assigned, had you not better apply for it at once? Our representative may call in soon and by accident get into the other store first.



## NEW IDEA PATTERN CO.

HOME OFFICES:

636-638 Broadway, Near Bleecker Street,  
New York City.

WESTERN OFFICES:

Medinah Temple,  
233, 235, 237 Fifth Ave., Chicago, Ill.

CANADA OFFICE:

Comstock Building,  
75, 77, 79 Victoria St., Toronto



# The Ten following Novelties

WILL BE PRESENTED BY THE

## GILBERT MFG. COMPANY for the Autumn of 1898.

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

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

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

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

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

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

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

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

# Gilbert Mfg. Company

380-382 Broadway   NEW YORK

# SPRING CLOTHING

## 1899



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

The above Representatives start out in September.



### Wholesale



### Clothiers

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

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

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

**Ontario Travellers start out about 1st October with Sorting Samples**

## Woollens and Clothing.

### GOODS THAT ARE KNOWN.

THE value of individuality in stocks is now appreciated by wide-awake retailers. This quality is only of value, however, when the individuality of the goods sold becomes known to the consuming public. A house in Montreal, in the clothing business, who advertise their goods as "ready-to-wear" clothing, have created such a demand for their goods by their persistent advertising to the consumer, that, to a merchant whose trade demands a superior make of clothing, it has become almost a necessity for him to carry their goods.

The dealer, in buying this brand of "ready-to-wear" clothing, has something that is known to be of superior quality, and once that quality is known his competitors cannot secure the trade he has built up by palming off other and inferior makes for this make, or, as they often express it, "something as good."

### THE OUTLOOK IN ENGLISH OVERCOATING FASHIONS.

They are discussing the chances of autumn and winter overcoat styles in England. Minister's London Fashion Gazette says: "What materials public taste will run on is a more difficult question to answer, as there is absolutely nothing novel. This is, perhaps, all the better, as plenty of last year's overcoatings remain on the shelves which can be cleared this season. Mixtures—steel and Oxford mixtures—are sure to go well, whilst plain colors, such as blacks and blues, will, we believe, not be in much demand. A good deal will, of course, depend on the weather. If mild, the thinner cheviots and lambswool coatings will go; but, if the season is at all cold, then we should recommend the coatings which have a soft lambswool back and a Vicuna face, as they are light in weight, yet warm; and, above all, because they wear exceedingly well, especially when made with edges piped with Melton. These goods are expensive, from 15s. upwards, but, on the other hand, they cannot be imitated in cheap makes, which are the bane of good-class trade."

### A BAGGING SYSTEM.

In the August number of Gibson's Clothing Gazette, published in New York, the improvement in Canadian clothing is favorably commented upon. THE REVIEW is very pleased to see that we have earned the good opinion of our neighbors. While ready-made clothing in Canada has improved vastly in the past three or four years, a system of manufacture is pursued by some few houses here, which, if persevered in, will do the ready-to-wear clothing trade considerable harm. This system is called the "Bagging System," whereby clothing is made without basting or properly staying, the garment being made up wrong side out and afterwards turned. The great disadvantage of this is, that in sewing a seam without its being basted the under portion of the cloth, from the action of the feedbar in the sewing machine, will stretch more than the upper. The result is that one piece is longer than the other. This is cut off afterwards, and when the garment is turned right side out it is pressed into shape, and the piece that has been stretched is shrunken with the iron until it is the same as the other. Clothing made up in this way may present a very smooth appearance, the disadvantage is, that, instead of being tailored, it is pressed into shape, and the result when the goods are worn is that they do not retain their shape, and look shabby and slovenly very soon.

H. Shorey & Co., of Montreal, have issued a circular to their customers warning them against clothing made up under this system.

The ready-to-wear clothing trade in Canada is growing to be a very important industry. Canadian woollen mills say that they are obliged to look to the clothiers, instead of, as formerly, to the woollen men to take their output. Anything that tends to throw discredit upon any branch of industry should be promptly met at the start, and the action of the house referred to is very commendable, and to the advantage of the more reputable manufacturers of this line.

### THE NEW YORK CLOTHING TRADE.

The wholesale or manufacturing clothing trade in New York is the outlet whereby fully 70 per cent. of the production of the woollen mills is passed into the hands of consumers. Cloak manufacturers distribute about 20 per cent., and the remainder, or 10 per cent., finds an outlet through cloth houses and jobbers. The volume of business conducted by wholesale or manufacturing clothiers is something immense in the matter of dollars.

### THE FRIEZE ULSTER.

The frieze ulster is a garment particularly suited to the Canadian climate, and, with the added advantage of having these ulsters Rigby-proofed, it becomes almost an indispensable article to a man living in the country, whose avocations call upon him frequently to make long drives during the autumn or winter season. Competition has reduced the price of these ulsters to a figure that renders their manufacture a source of very doubtful financial advantage to the maker. This, of course, has had a tendency to reduce the quality of the goods, but the make that's known as the Rigby waterproof frieze ulsters have maintained their standard of excellence through all, and have become such a necessity in the market that almost every clothing dealer now keeps them.

### WESTERN REPRESENTATIVE.

Mr. W. R. Angus, of Vancouver, formerly with A. S. Campbell & Co., of Montreal, is now representing the well-known Front street, Toronto, firm of W. E. Chalcraft & Co., makers of fine clothing, for the Province of British Columbia.

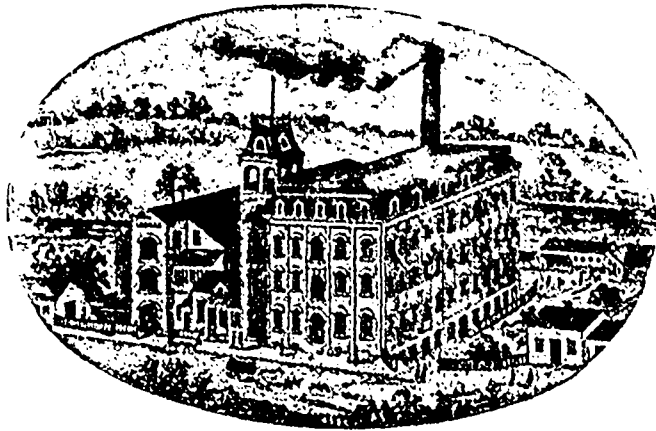
### THE RIGHT KIND OF ADVERTISEMENT.

Attention is called to the sound truth, with reference to advertising, contained in H. Shorey & Co.'s advertisement on our front cover. In order that advertising may be of any benefit to a firm, they must make up their mind to back it up to the fullest extent; otherwise, it acts as a boomerang. The fact of advertising an article brings it more prominently before the notice of the public, and, if the article is of no value, it teaches them to avoid it in the future; whereas, if the same article was not advertised or known under a trade-mark or name, they would not be so careful to avoid it.

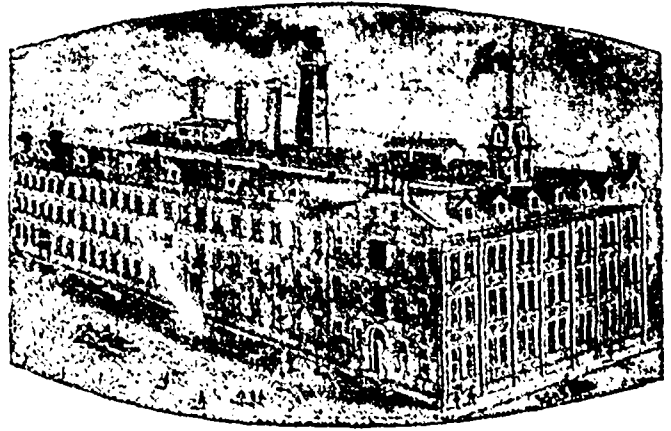
There is no law on the statute books relative to honesty in advertising, more is the pity, but there is a proverb, well known, about the "burnt child." It would be a good thing for advertisers if they would ponder over "cause and effect," in writing their advertisement, and be careful to state only the truth.

### A BUSY SEASON.

W. E. Chalcraft & Co. have doubled their force and are working at night, in order not to disappoint their customers. Especially brisk has been the demand for overcoats and double-breasted suits.



MILL NO. 1



MILL NO. 2

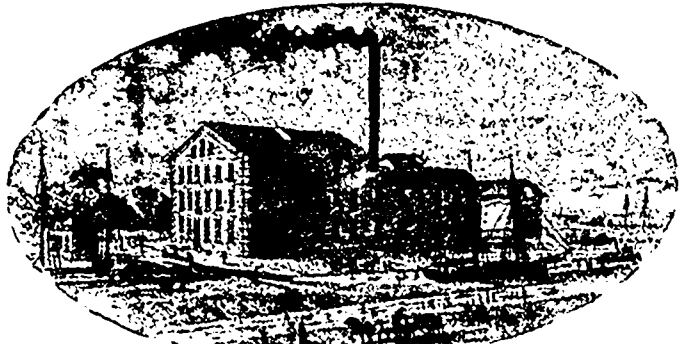
# The Penman Manufacturing Co.

Head Office: PARIS, ONT.

Limited



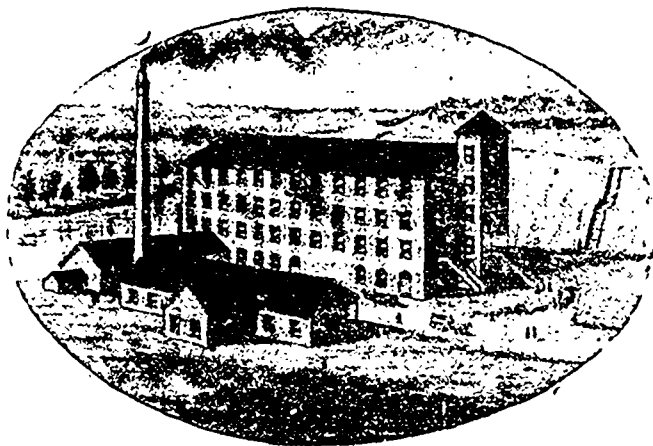
MILL NO. 3



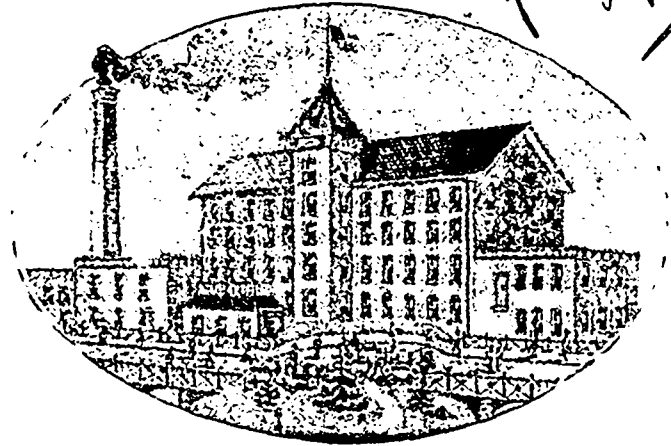
MILL NO. 4

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

*Sending for returns*



MILL NO. 5



MILL NO. 6

SELLING AGENTS

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



**WOOLENS AND CLOTHING—Continued.**

The firm invite attention to their fall lines of boys' and children's fine clothing, including middies, sailors and reefers. Their stock includes everything for all kinds of trade, both in novelties and staples.

**CANADA HOLDS HER OWN.**

An English woollen contemporary refers to a discussion going on concerning the rival merits of Scotch and German tweeds. It says that "nothing approaching Scotch tweeds can be made in Germany, or, for the matter of that, anywhere else, either for price or for quality and taste." THE REVIEW has not one word to say against the high merits of Scotch tweeds, which have a reputation all over the world. But then, there are others. English and Irish tweeds have also excellent reputations. As to Canadian tweeds, we make lines in Canada which are equal to, and sometimes displace, the Scotch tweeds. It may be that the Canadian duty is a factor in this, but the excellence of the goods is undeniable. This is not mere boasting, for almost any large importer in Canada, of experience, will assent to the statement that in some lines Canadian tweeds cannot be surpassed. It used to be said in early days that the tweeds made in Canada did not keep their color as well as the British tweeds. But that has been rectified, and now, besides competing with imported woollens in price, the Canadian makes also meet them in color and design.

**TRADE IN THE OLD COUNTRY.**

Mr. Begg, of John Macdonald & Co., has just returned from a buying trip abroad, and reports the big concerns in the Old Country to be busy and speaking hopefully of trade, except the trade with the United States, which was disappointing. So far as their business with Canada was concerned, the British manufacturers seem to be well pleased. Shipbuilding is now active in the Old Country, and this condition always favorably affects the woollen trade. Mr.

Begg reports prices to be firm there, and in one or two lines there was actually a tendency to increase prices.

**THE NEW BOISSEAU BUILDING.**

As the new warehouse being erected for E. Boisseau & Co., at the corner of Yonge and Temperance streets, Toronto, nears completion, it gives every evidence that it will be a handsome as well as a commodious building. Workmen are now engaged tinning the roof, and putting the metallic ceiling on the ground floor. The flooring also, is being laid on this floor.

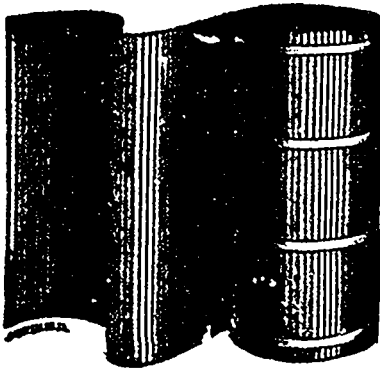
The feeling of largeness as one looks up through the five storeys, with very little ceiling or flooring, but with a regular network of girders, pillars, etc., is indeed impressive.

There can be no doubt but that this firm, when their business is all under one roof, will find that their facilities for turning out a fine class of goods at a moderate price are greatly improved.

**THE SALE OF THE GRANITE MILLS.**

The proceedings for the liquidation of the Granite mills commenced on August 24 at St. Hyacinthe. The creditors are contesting the transfer of the mills to the new company. Some time ago, a new company was formed as the Boas Manufacturing Co., with a capital of \$1,000,000, and an agreement was entered into by which the new company took over the property of the Granite mills and issued mortgage debentures to the extent of \$750,000, which were offered to the creditors of the old concern in settlement of their claims. A large number of the creditors accepted the debentures in settlement of their claims, but several of the English creditors refused to do so, and instituted proceedings for the compulsory liquidation of the Granite mills by a liquidator to be appointed by the court. Mr. Moritz Boas was examined, but proceedings have been adjourned to September 8, owing to the absence of Mr. Feodore Boas through illness, and of Mr. Boronon, the secretary of the Granite mills.

**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 Cheeker. . . . .

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

**STAIR PADS**

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

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.**



**What is the Matter With This ?**

The cheapest line of Quadruple Plated Silverware ever offered at any time, or in any market, is

Packed in gross lots, 12 pieces each of 12 different articles

Only **\$33** F. O. B. Toronto

**THE SANTIAGO ASSORTMENT**



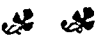
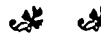
These goods can be sold with a good margin of profit at a popular price. Illustration shows one piece out of the assortment, and is about  $\frac{3}{4}$  size.

72 BAY ST., TORONTO  
OHAS. EDWARDS,  
Manager

The **REGENT MANUFACTURING CO.**  
182 and 184 Wabash Ave., CHICAGO.

**WE MAKE**  
 **MILL YARNS**

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

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

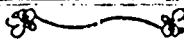
We would be pleased to send you samples of any of our goods.

**EUREKA WOOLEN MFG. CO.**

Limited

**EUREKA, N.S.**

THIS SPACE BELONGS TO



**Ballingall,  
 Copeman & Co.**

**PARIS, ONT.**



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

WRITE FOR PARTICULARS, PRICES, ETC.




We are offering Special inducements in Rubber Coats. Remember the Nos., **128, 318 and 913.**

Our stock of English Collars is compete in all heights and sizes, they are the **Leader, King and Paris.**

We have just received another large shipment of **Tie Silks**, the samples of which will be in our travellers' hands on their next trip.

*Caulfeild, Henderson & Burns*

17 Front Street W., TORONTO

## NEW FEATURES IN THE WHOLESALE TRADE.

THE W. R. BROCK CO., LIMITED.

A NEW glove is the "Clanish." It is a cashmere, three dome fasteners, Scotch tartan trimming and fancy points. It is shown in creams, blacks, tans, navies and greens. There is also a large range of fancy knitted gloves retailing at 25c.

In cashmere hosiery, heavy purchases were made before the advances took place, and both in black and ribbed goods the firm say that they have some splendid leaders.

A long handkerchief table is laid out with all the latest novelties in handkerchiefs, retailing from 5 to 50c. each, including embroidered Swiss, lace trimmed, guipure work, as well as mourning lines.

Tartan hosiery, for men, women and children, and men's tartan sweaters, are found in great variety. For bicycle wear, ladies' bloomers in black, green, cadet greys, brown and fawns are shown, and also some very pretty bicycle jackets for ladies, hosiery, etc.

Flannelette embroideries and trimmings are carried in all leading shades to match the flannelette. A special display of staple ribbons, laces, veilings, etc., is made for millinery purposes. In dress trimmings and braids, while extreme styles are not shown, the new and fast selling lines find a place. The "Dewey" and "Sampson" elastics are new lines.

The firm continue to carry a large range of fancy knitted goods, including bootees, infantees, mitts, caps, fascinators, jackets, vests, polkas, etc., of English, German, American and Canadian make.

S. F. M'KINNON &amp; CO.

S. F. McKinnon & Co. have recently marked off a consignment of 1,350 boxes of silk velvet, and are well stocked with the very latest shades.

They claim to have one of the largest and best assorted stocks of fancy feathers and wings ever brought into Canada.

The firm are already bringing in novelties in shapes and hats, ribbons and velvets, that were scarce on the first days of the mourning opening.

## DEATH OF MR. SPALL.

THE REVIEW regrets to announce the sudden death, on August 16, of Mr. C. R. Spall, partner in the firm of Fownes Bros. & Co. On Saturday the 13th, Mr. Spall was present at the London house, in Gresham street, in apparent good health. He was taken ill the next day, and became rapidly worse, and, on the 16th, underwent an operation for peritonitis, but unfortunately unsuccessful, and died a few hours after. He had for many years taken an active part in the management of the business, and his death will be a great loss to the firm. His many friends on this side of the ocean will learn with regret of his death, and sympathize with his family in their bereavement.

## REPRESENTING AN ENGLISH FIRM.

Mr. A. M. Payne is now traveling in the Northwest and British Columbia, representing Faudel Phillips & Sons, London, Eng., one of the best known of English firms, and will afterwards visit Ontario.

## A NEW BUSINESS AT GUELPH.

The opera house block at Guelph has been fixed upon by L. N. F. LaFontaine, who is preparing to open out a furrier business in the store next to J. B. Williams. Mr. LaFontaine was with Dineen & Co. for many years, and, when in Montreal, was furrier to Their Excellencies, the Governor-General and Lady Aberdeen. Mr. LaFontaine expects to employ about a dozen hands.

Irving Umbrella Co.

LIMITED

MANUFACTURERS

Parasols  
Sunshades  
and . . . .  
Umbrellas

20 FRONT STREET W., TORONTO

The most Comprehensive  
Range of

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

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

W. H. Storey & Son

THE GLOVERS OF CANADA

ACTON, ONT.

## Canada for Canadians

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

Remember, none so good as the

**"BEAVER BRAND" MACKINTOSH**

Manufactured only by

**The Beaver Rubber Clothing Co.**

1490 Notre Dame St. MONTREAL.

Fac-Simile of label on our regular goods.



**LOOP**

**GIMPS**

**BRAID**

**TUBULAR**

**SETS**

Barrel Buttons, Cords, Tassels, Fringes

Manufactured by

**MOULTON & CO.**

12 St. Peter St. - - MONTREAL

## BEAVER LINE Royal Mail STEAMSHIPS

Sailing Weekly between Montreal and Liverpool. CALLING AT RIMOUSKI, AND NOVILLE, IRELAND, EACH WAY TO EMBARK PASSENGERS AND MAIL.

| From LIVERPOOL. | STEAMERS.     | From MONTREAL. |
|-----------------|---------------|----------------|
| Sat. Aug. 20    | Lake Superior | Wed. Sept. 7   |
| " 27            | Gallia        | " 14           |
| " Sept. 3       | Lake Ontario  | " 21           |
| " 10            | Tongariro     | " 28           |
| " 17            | Lake Huron    | " Oct. 5       |
| " 24            | Lake Superior | " 12           |
| " Oct. 1        | Gallia        | " 19           |
| " 8             | Lake Ontario  | " 26           |
| " 15            | Tongariro     | " Nov. 2       |
| " 22            | Lake Huron    | " 9            |
| " 29            | Lake Superior | " 16           |
| Nov. 5          | Gallia        | " 23           |

Steamers "Gallia" and "Tongariro" do not carry cattle. First Cabin, single, \$50 to \$65; return, \$95 to \$125. Second Cabin, single, \$32.50 to \$35; return, \$61.75 to \$66.50. Steerage to Liverpool, London, Glasgow, Londonderry and Belfast, \$22.50 and \$23.50, and all other points at lowest rates. For further particulars apply to—

**D. & C. MACIVER,**  
Tower Buildings, 22 Water St.,  
Liverpool

**D. W. CAMPBELL,**  
General Manager,  
18 Hospital St., Montreal

G. M. WEBSTER & CO., Quebec.

# OXFORD TWEEDS

NOT "HALIFAX."

Halifax, N.S., is all right. It has its strong points—the citadel, for instance—but tweeds 'Halifax Tweeds' Never was a yard made in Halifax. For thirty-one years we have been making pure wool, durable and popular fabrics, which have come to be known largely as "Halifaxes." Many Canadian mills make so-called Halifax Tweeds—some low in price, consequently low in quality. We are the originators and sole producers of the now famous tweeds made at Oxford. They are "OXFORDS," not "Halifaxes."

Oxford Manufacturing Co., Limited, - Oxford, N.S.

**DRY GOODS**-- Dress Goods of all kinds, Wool, Cotton, or Unions **RE-DYED** in the piece, also Velvetens, Hosiery, Yarns, Gloves, Braids, etc.

**MILLINERY**-- Feathers, Silks, Velvets, Ribbons, Laces, Etc.

DYED, FINISHED AND PUT UP.

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

GARMENT WORK OF ALL KINDS.

**BRITISH AMERICAN DYEING CO.**

Technical, Chemical Dyers and Finishers.

JOSEPH ALLEN, Manager, Partner

Principal Offices--215 McGill St., Montreal.

257 Yonge St., Toronto.

121 Bank St., Ottawa.

47 John St., Quebec.

## Benning & Barsalou

Established 1830.....

Oldest Auction House in Canada

Trade Auctioneers and Commission Merchants

Nos. 86 and 88 St. Peter St., - Montreal

Will resume their Weekly Trade Sales of Staple and Fancy Dry Goods, Clothing, Boots and Shoes and General Merchandise for the Fall and Winter Seasons on

Wednesday, the 31st August

and Thursday, the 1st September

The Best Opening in Canada for Manufacturers and Merchants Disposing of Surplus Stock. A General Auction Business Transacted in all its Branches. Consignments and Correspondence solicited. Advances made when required. Prompt returns.

## The Kind We Manufacture!



Is not **QUALITY** remembered long after **PRICE** is forgotten?

Fine Kid and Mocha, Nap and Ind. Tan Buck, Horse Hide.

Special for Brakemen and **MINERS.**

## Creditable Domestic Lines

Highest price for Raw Deer and Sheep Skins.

**W. J. CHAPMAN**

Glove Manufacturer,

WINGHAM.

## DRY GOODS ITEMS FROM THE WEST.

### THE AUGUST BARGAIN SALES IN WINNIPEG THIS SEASON.

WHOLESALE HOUSES BUSY—FAVORABLE TRADE REPORTS—BUYERS LEAVE FOR EUROPE—NOVELTIES IN MEN'S WEAR—NOTES OF THE TRADE.

From THE DRY GOODS REVIEW'S Special Correspondent.

WINNIPEG, Aug. 27, 1898.

IN the retail dry goods trade the past month has been devoted to remnant and end-of-the-summer sales. The ladies of Winnipeg have availed themselves freely of the bargains offered, and, in most cases, they really were bargains. The house-mothers of Winnipeg like a bargain (as what woman does not?), but the custom of spending days in bargain-hunting is unknown in Winnipeg, and long may it remain so. A good many of the retail merchants have left, or are leaving, for foreign markets. Mr. Archibald Wright, Mr. Turner, and Mr. Myron McBride are among the absentees. Miss Bain, head of one of our leading retail millinery establishments, is now in New York selecting fall stock.

The Imperial Dry Goods Co. have been experimenting in manufacturing their own ready-made blouses, skirts, wrappers, flannelette underwear, and the like. They report the results so encouraging that they are increasing their staff, and will shortly put in an electric motor to operate the machines. They claim that this branch does not interfere with their regular dressmaking department.

By next month, Robinson & Co. will have their new millinery and mantle showrooms open to the public. They bid fair to be one of the finest rooms for the purpose west of Toronto.

This is always an extremely busy time in the wholesale dry goods trade, shipping out orders booked in June, July and August. In fact, so pressed with business are they that correspondents have to content themselves with scant attention in these days. At Stobart, Sons & Co.'s, everybody seemed on the jump, and each department piled high with goods. This firm does a very large share of the business in grain bags, and, as the harvest is earlier than last year, these are moving freely, being forwarded chiefly in carload lots direct from the manufacturer. Mr. Whener, chief buyer for the house, left on August 9 for Continental markets, in order to select the importations for next spring in good season. He will be absent about four months.

In ready-made clothing for men, this is a quiet month, as country merchants usually wait until they can form a fair idea of the result of the harvest before loading heavily with goods of this class. The firm report a highly satisfactory summer trade.

Mr. Slater, western representative of The

Robinson-Little Co., of London, has just returned from a trip through the Province and Territories, and reports a first-class trade.

R. J. Whitla & Co. I found simply immersed in business. On the first floor, devoted to staples, it looked as if there were goods enough to supply the entire country and yet the news is more arriving every day. However, they are being shipped out almost as fast as they come in. The dress-goods floor was not opened to inspection as they were busy unpacking a large consignment of Continental dress stuffs, but, on the third floor, Mr. Campbell, the head buyer, kindly devoted half an hour to your correspondent. First we inspected the new furnishings for men, this department having the full stock of new goods in place. There is a most bewildering array of decoration for the neck masculine, Irish linen collars in the latest English shapes, (this is not an Irish bull) such as the York, Salisbury, Rosebery, Listernon, Richmond, Regent Street, Westminster, Zola, and Dublin. In Canadian-made collars, the Strand, Clyde, Ascot, Windsor, Hypatia and Henley are first favorites. A fine line of dress shirts with long and short bosoms have the advantage of opening both back and front. The ties and scarfs are, many of them, very pretty, particularly the Derby and New Osborne shapes in light brocades and rich Roman stripes. The Comet bow is another natty tie, while Emperor, Empire Champion, Oban, To-day, Laurier and Klondyke are also fashionable neckwear.

A novelty likely to be popular with the men of the west is the black cashmere half-hose with soles fleeced on the inside. Looking at all the contrivances for the comfort and convenient clothing for the men it is marvellous how anyone dares to say it is the business of women to marry and sew on their husbands' buttons and mend their socks. What man wants buttons sewed on when he can have patent adjustable ones? The studs, cuff links, cuff holders, tie holders and the like, are legion.

This firm are making a great speciality of women's flannelette garments, wrappers, nightdresses, chemises, knickers and skirts, also blouses in flannelette and fancy woollens, with laundried collar and cuffs.

A most comfortable garment for fall is the little Empire coat, in sizes for young children and misses. These garments have

furred capes and come in green, brocade, crimson, blouette and fawn.

Mackie Bros. expect to be in their new store, in the Trust and Loan block, in time for later fall trade. The premises are well lighted and conveniently arranged.

Miss Maycock, fancy goods and childrens' wear, has moved to 364 Main street, the premises recently occupied by Brown the hatter. All her stock is new since the McIntyre fire, and a novelty is the souvenir china, showing views of historic points in Winnipeg. E.C.H.

### SALE OF MILLINERY STOCK.

The wholesale millinery stock of the firm of Reid, Taylor & Bayne, now in liquidation, was sold by auction, August 25, at 58c. on the dollar. The purchaser was Mr. Hugo Block, who was a partner of Reid, Taylor & Bayne, and who is now a member of the firm of Charles Reid & Co., the stock being purchased for this latter firm. There was considerable interest taken in the sale, and a number of wholesale millinery and dry goods merchants, besides all the solicitors for the different partners in the firm of Reid, Taylor & Bayne, were present. The stock was invoiced at \$77,000. No one was permitted to bid who had not put up an accepted cheque for \$5,000, and the terms of the sale were one-quarter cash, balance in two, four and six months. Bidding was started by Mr. S. F. McKinnon, who offered 40c. Mr. Nicholas Garland went 5c. more, to 45c. Mr. Hugo Block bid 46c., and then the bidding was confined to Mr. Block and Mr. Garland. The last bid made by the latter was 57½c., and when Mr. Block bid 58c. Mr. Garland dropped out, and the stock was sold to Mr. Block.

### A CHINESE TRADER'S EXCUSE.

A Chinese trader at Wellington, Australia, known as William Joe Gett, formerly a Chinese interpreter, has just filed his schedule. Here is an extract from his "statement of the causes of bankruptcy," which, written in red ink, covered four pages of foolscap. After detailing his trading experiences the Celestial writes: "I see my troubles endless to come. I can't get my money to pay. I am helpless. During last three years over thirty six creditors support my business. During last two months not a one let me have a penny on tick. Fish never can live in a dry pond without water. Engine can't move along without well supply of coal. Boy can't fly his kite without tail on it. Housekeeper pour out all tea to the cup no refilled water, how she give you more tea you require? All empty out just the way like my business."

# Hamilton Cotton Co.

HAMILTON

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

**CHENILLE CURTAINS**  
and  
**TABLE COVERS**

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

**W. B. STEWART**  
20 Front Street East, TORONTO.

## NOTHING DECEPTIVE

— ABOUT —

# Patent Roll Cotton Batting

North Star, Crescent,  
Pearl Brands

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

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

# Window Shades

(WHOLESALE)

Plain, Dado, Laced and Fringed Window Shades.

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

## THE Hugman Window-Shade Co.

Manufacturers,

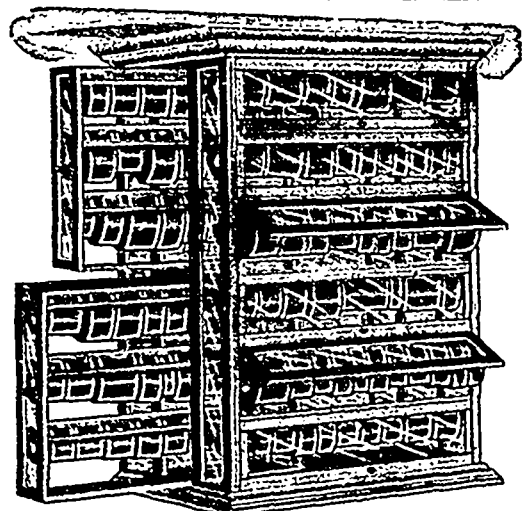
120 and 122 William Street  
MONTREAL.

MAIL ORDERS receive prompt attention.

## THE PRACTICAL RIBBON CABINET.

Practical Revolving Counter Fixture.

The Practical Kid Glove Cabinet.



No. 3 Cabinet (opens from four sides.)

NATURAL OAK, NICELY FINISHED.

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

PRICE LIST.

|                                           |                                             |
|-------------------------------------------|---------------------------------------------|
| No. 0 size 28 x 7 x 27, 50 bolts, \$ 8.00 | No. 4 size 28 x 25 x 38, 325 bolts, \$23.00 |
| No. 1 size 28 x 15 x 27, 100 bolts, 10.00 | No. 5 size 28 x 31 x 38, 400 bolts, 26.00   |
| No. 2 size 28 x 15 x 38, 150 bolts, 12.50 | No. 6 size 28 x 39 x 38, 475 bolts, 30.00   |
| No. 3 size 28 x 20 x 38, 250 bolts, 18.50 | No. 8 size 28 x 47 x 38, 625 bolts, 45.00   |

**A. N. RUSSELL & SONS** Manufacturers ILION, N. Y.

WE SELL THROUGH JOBBERS ONLY.

For Catalogues, Price Lists, Information, etc., write

|                      |   |   |          |
|----------------------|---|---|----------|
| JAS. JOHNSTON & CO.  | - | - | Montreal |
| JOHN MACDONALD & CO. | - | - | Toronto  |
| JOHN M. GARLAND      | - | - | Ottawa   |

### FIFTY YEARS' CHANGES IN MANCHESTER.

THE demolition of a Manchester warehouse, which was opened in 1851, has inspired a correspondent of *The City News*, Mr. G. Morris, to give some interesting reminiscences of business life in Manchester 50 years ago. Those were, indeed, palmy days for manufacturers and merchants engaged in the cotton trade, and for the city they enriched by their enterprise. What strikes us most in reading Mr. Morris' letter is the difference in the business methods of then and now. The principals made their £100,000 a year, and were not without knowledge of business and capacity for management. But they thought it worth while to employ good men at high salaries, and to leave them a considerable amount of independent initiative. Prices seem to have been to a very great extent fixed by the salesmen and buyers, and, says Mr. Morris, "as long as there was a good profit at the end of the year the governors were content, and did not interfere." And now!

How few foreign customers do we now see in the market? The young buyers dare not pay a halfpenny or even a farthing apiece more than their limits, and the worried salesmen often have to go half-a-dozen times backwards and forwards before they can fix up an order; and, when it is done,

how often is it merely to keep looms or machines running?

But in the old days they had to work—

There was no five o'clock business then. We frequently had to stay till ten or twelve o'clock at night, during the season. But all that was amply compensated for by the pay, good annual advances, our salaries commonly doubling every two or three years.

Mr. Morris' conclusion is that "the past was all energy, expansion, enterprise, courage, rewarded by success and a good profit. The present is timidity, narrowness, trickiness, poor pay and stagnation, with little or no profit after all." Mr. Morris is, perhaps, unduly pessimistic, and we think his conclusions somewhat too general in their character.—*London, Eng., Drapers' Record.*

### BUYERS IN THE MARKET.

Among the buyers who visited Toronto, during the last week in August, were: A. E. French, Sundridge; A. K. Anthony, Galt; D. Spencer, Victoria, B.C.; D. W. Ross, Parry Harbor; E. A. Jaffray, Bolton; E. G. Hall, Rat Portage; D. J. Davis, Thamesville; Richard Babb, Mitchell; J. Lindsay, Southampton; Mr. Cressman, of Cressman & Bowman, Berlin; Mr. Preston, of the N. R. Preston Co., Limited, Winnipeg; Mr. Whalen, of Hamilton & Whalen, Fort William; Mr. Robinson, of Robinson

& Hamilton, Rat Portage; James E. Lee, Rat Portage; Mr. Heald, of the Wm. Heald Co., Port Arthur; Mr. Smith, of the North Bay Trading Co., North Bay; Mr. Ogel, of H. H. Layfield, Vancouver; Mr. Beck, of the C. Beck Manufacturing Co., Pen-tanguishene; Mr. Sales, of Sales & Haliday, Merlin; Mr. Stowe, of Stowe & White, Brandon; H. L. Heath, Huntsville, W. H. McIndoo, Wingham; W. H. Roach, Windsor, N.S.; Mr. Cameron, of McLean & Cameron, Crapaud, P. E. I.; Joseph Corkey, St. John, N.B.; J. F. Brownscombe, Uxbridge; Mr. Geldert, of G. D. Geldert & Co. Windsor, N.S.

### CHANGE IN FIRM.

D. C. Wilcox has withdrawn from the firm of Robertson, Lindsay & Wilcox, dry goods merchants, St. Thomas, and the business will hereafter be conducted by James Robertson and W. J. Lindsay.

### THE GLOVE TRADE.

THE REVIEW is informed by Messrs. Perrin, Freres & Cie. that they have already delivered most of their fall orders. The quality of their goods this season is as good as ever, and the shades are perfect. They have a large stock on hand from which they can supply the trade.

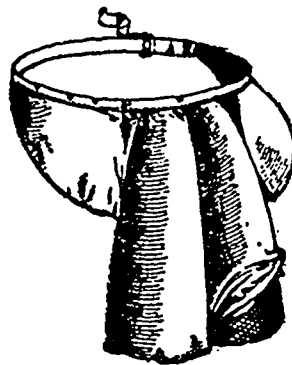
## Bustles

Full range of new shapes.

### THE IMPERIAL HIP PAD.

The latest novelty.

Sample Orders Solicited.



Brush & Co. - Toronto

## General Merchants . . . .



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

THE CANADIAN GROCER.  
THE CANADIAN HARDWARE AND METAL MERCHANT.  
THE BOOKSELLER AND STATIONER.  
THE CANADIAN PRINTER AND PUBLISHER.

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

The MacLean Publishing Co., Limited  
MONTREAL. TORONTO.

## Corsets Without Whalebone.

Invented by a Doctor.

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

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

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

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

## The Stiffly Corseted Woman

is now a thing of the past—the up-to-date belle strives for comfort and health. The

### HYGIENIC WAIST

universally recommended by leading physicians, lends stylish grace to the figure, hence its popularity with ladies of fashion.

Can be Laundered Without Injury.  
Sold by all the Leading Merchants.

MANUFACTURED BY

The Grompton Corset Co., Limited, Toronto.



**HOTELS FOR COMMERCIAL MEN.**

|                       |                   |
|-----------------------|-------------------|
| Halifax, N. S. ....   | Halifax Hotel     |
| " " .....             | Queen Hotel       |
| Montreal .....        | Windsor           |
| " " .....             | St. Lawrence Hall |
| Quebec .....          | Chateau Frontenac |
| " " .....             | Hotel Victoria    |
| St. John, N. B. ....  | Hotel Victoria    |
| " " .....             | Royal Hotel       |
| Sherbrooke, Que. .... | Sherbrooke House  |
| Toronto .....         | Queen's Hotel     |
| " " .....             | Walker House      |
| Winnipeg .....        | Leland            |
| " " .....             | Winnipeg Hotel    |
| Ottawa, Can .....     | The Windsor Hotel |

**THE 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 indu. tries or stores, etc.

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

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

**THE PRESS CLIPPING BUREAU**  
Board of Trade, MONTREAL

THE

**CANADIAN COLORED COTTON MILLS COMPANY**

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

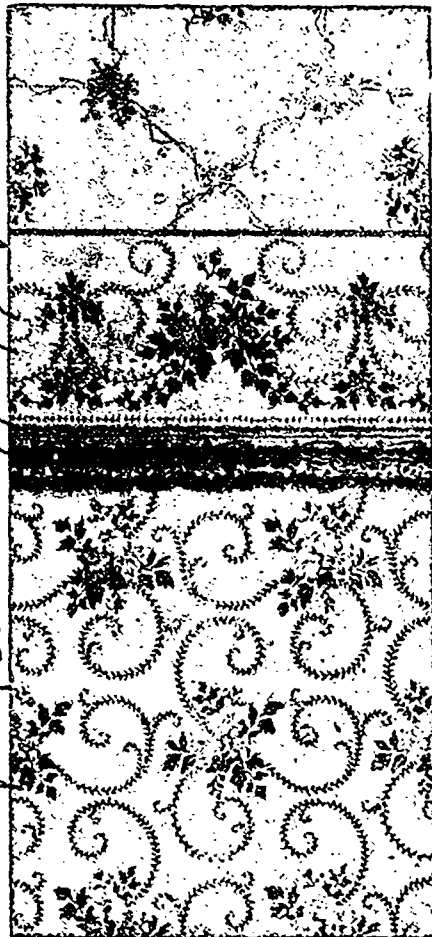
Only Wholesale Trade supplied.

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

**WESTERN ASSURANCE COMPANY.** Incorporated 1851 **FIRE AND MARINE**

|                      |                      |                |
|----------------------|----------------------|----------------|
| <i>Head Office</i>   | Capital Subscribed - | \$2,000,000.00 |
| <i>Toronto, Ont.</i> | 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.



**"STAUNTON" Wall Papers**

Our travellers are making selling records—proof that our Season 1898 99 Samples are right popular patterns, from the lowest to the highest grade, and that prices are no barrier to big business.

**Visitors to Toronto Fair**

Are heartily welcomed to visit the factory—pleased to show you through—and get acquainted—take Yonge St. car.

*EXTRACT—from a letter received recently from one of our customers*  
"Your paper was the best I ever had at the money, and I shall, when the time comes around, call on you for a fresh supply."

**M. Staunton & Co.**  
MANUFACTURERS TORONTO

referred to 11/9/98



## WESTERN RETAILERS' EXPERIENCES.

## THE METHODS FOUND BEST IN PUSHING SALES.

THE VALUE OF SPECIAL SALES—LOW PRICED LEADERS—WINDOW DRESSING A FACTOR—LOCAL ADVERTISING IN THE PRESS AND OTHERWISE.

**D**IFFERENT methods suit different places. What one merchant succeeds with may not give results to some other. But a comparison of ideas is always valuable. The Chicago Dry Goods Review has interviewed several western merchants and has recorded their experiences. One, the proprietor of a large general store in a thriving town, said:

"The city in which we are located is an ideal one in many respects for a good, hustling department store, and about three years ago we decided to run our business on that plan. There was at that time no department store in the place, and we still hold the field alone. The city has 3,000 inhabitants, and the business interests are well supported by railroad shops, a number of factories and a large surrounding agricultural territory. We also have a State institution that employs a large number of well paid people. Few towns are so favorably situated.

## FREQUENT SPECIAL SALES.

"We follow the custom of the city department stores in having frequent sales, and each time we give the people something that they cannot fail to see is a bargain and which makes a lasting impression on them. Last fall we had a sale on prints which was a great success. We advertised to sell 10,000 yards at 2c. They cost us 3½c. By nine o'clock, the time set for the sale to commence, the store was packed with women. Prints were just what they wanted at that time, and a more fortunate choice of an article on which to make a special price could not have been made. When we commenced to sell, the wrapper girl was swamped in five minutes, so we didn't attempt to wrap the goods after that. All the scenes were enacted there in those few hours that you read of in connection with bargain days in city stores. The whole 10,000 yards were soon disposed of. Enough other goods were bought that day to make us come out about even, but the advertising it gave us cannot be estimated in dollars and cents.

"We have two standing bargains which are not equalled by any other store in that part of the country. They are nails at 2½c. a pound and thread at 3c. a spool. This scheme has been a great drawing card, and it is known everywhere for miles about that our store is the place to buy nails and thread. In all our advertising we make these two items prominent, and never change the prices.

## BARGAIN PRICES ON TWO SMALL LINES.

"Our method of advertising has been the result of considerable experimenting. The papers have not proved sufficient, and we do a great deal with posters and sign boards. The posters have the same matter on them that we would put in a newspaper ad. They are not so large but that they can be sent through the mail. I use all the cuts I can get, and always quote prices in large type. I get them up in different styles; first, a straight list of bargain offerings, and then, perhaps, an argumentative ad., showing the advantage of buying for cash and at our store, and, by way of illustration, quoting one or two prices.

"We use hundreds of fence signs. These are painted at odd hours, and then during a quiet week in trade I take a drive through the country for a few days and nail them up or paint the fences. The nail and thread bargains are good subjects for roadside advertising."

## THE SATISFIED CUSTOMER IS THE BEST AD.

Another merchant with two stores said:

"I believe that the best advertisement is a satisfied customer, and I always keep that fact in mind when serving my trade. The importance of this does not detract from the importance of the regular methods of advertising. I believe in them, and try to adopt those plans that are best suited to our conditions.

"I find that different methods of advertising are necessary for different stores. My partner, who runs the other store, follows a different course than I do, and both seem to be the best plans under the circumstances. He gets out lots of circulars, quoting prices, and doesn't have much to do with the local papers. I don't believe in quoting prices too freely, for it simply gives my competitors a chance to cut under me. I only give prices in my advertising when I have something that I know can't be beat, yet I realize that the tendency more and more is to attach prices to everything, and I may be compelled to fall into line. I do most of my advertising in the papers.

## LEGITIMATE METHODS PAY.

"There was a time when premium goods might be said to pay, but that time is past. I have used them and gained customers by them, but they have been overdone. One is likely to pay more than the trade is worth by this method of advertising. I have more faith in window dressing and other legitimate attractions, which, I believe, are just as effective in a small town as in a city. We

have limited facilities for trimming windows, but we make the best of them, and with very satisfactory results. It is hard to get a clerk who is naturally gifted for the work. I do all I can to encourage my employes to attempt it, and usually have some one who is fairly skilled."

## BELIEVES IN A LEADER.

An Iowa merchant says he keeps his store prominent before the people as a bargain centre by offering at all times some one article at a price with which no one can compete. "Whenever I come to market," said he, "I look up some cheap but useful article on which I get a price which will enable me to sell it far below the regular retail price. It is always possible to find something of this kind in a job lot, and frequently I strike a great bargain.

"This article, whatever it may be, I use as a drawing card. For instance, I once sold tin cups, ordinarily worth 10c., for 3c. This may seem like a very insignificant matter and a slight attraction, but I know that hundreds of dollars worth of trade came my way, induced by those tin cups. I sold them exactly at what they cost me, and I knew no one else could make the same price without a loss. It has been the same with other things, and I consider the idea a good one.

"In advertising, I am, perhaps, somewhat at a disadvantage, owing to the lack of a good local paper. I make use of the one we have at times, and will do so more when it improves, as it seems likely to, but I am forced to depend largely upon circulars to make known any special bargains.

## THE VALUE OF DIRECT APPEAL.

I have a mailing list of all the families in the surrounding country, as well as in the town, and every week or two I mail 100 or more letters or circulars. The names are selected according to the article or articles advertised, so that but few of the circulars are wasted. These always bring returns. Circulars, I believe, work better between retailer and consumer than between wholesaler and retailers. We merchants get so many letters and circulars that we usually throw the latter in the waste basket with hardly a glance at them, while a country family, who get very few letters of any kind, will open and read a circular, and, in all probability, be guided by its contents."

## BACK FROM EUROPE.

Mr. Harvey Falls, of the firm of Northway, Anderson & Falls, Simcoe, has returned from his transatlantic business trip. He visited London, Liverpool, Manchester, and other cities in Britain, and also the gay capital of France. He sailed from Montreal, the ship taking the northern route, by way of Belle Isle.

# The Toronto Patent Agency

Limited

CAPITAL, - - \$25,000.

W. H. SHAW, Esq., President.  
 J. DOUST, Esq., Vice-President.  
 J. ARTHUR MCMURTRY, Sec.-Treas.

79, 80, 81, 82 Confederation  
 Life Building . . . . .

TORONTO, ONT.

General Patent Agents in procuring Home and Foreign Patents and all matters pertaining to Patents and Patent Causes, also the buying and selling of Patents, and the organizing and promoting of Joint Stock Companies. List of 500 inventions wanted and list of Canadian Patented inventions for sale, mailed to any address free, address

Toronto Patent Agency, Limited, - Toronto, Ont.

# Peerless

Skirt and Waist  
 Supporter.



PATENTED MAY 19TH, 1906.

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

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

Sample Orders Solicited.

**BRUSH & CO. - TORONTO**

# 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**

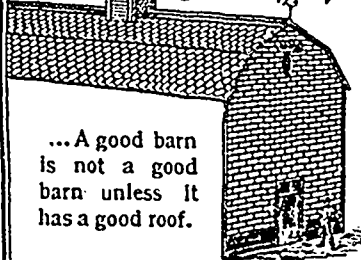
33 Melinda St., Toronto, Ont.

Manufacturer:

A. E. Putnam, Milan, Mich.

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

# ROOFS FOR THE BARN.



... A good barn is not a good barn unless it has a good roof.

We would therefore press on you the importance of enquiring into the durability of our Steel Shingles before deciding on the covering of your barn.

We guarantee all our steel products to be water, wind, and storm proof and to last a lifetime.

We will give you

the benefit of our 32 years' experience in roofing, our illustrated catalogues, and up-to-date information on these goods on receipt of a post card.

The Pedlar Metal Roofing Co.  
 OSHAWA, ONT.

# SYSTEMATIC SAVING

Can be accomplished by taking out an

**Unconditional Accumulative Endowment Policy**

IN THE

# Confederation Life Association

HEAD OFFICE - - TORONTO

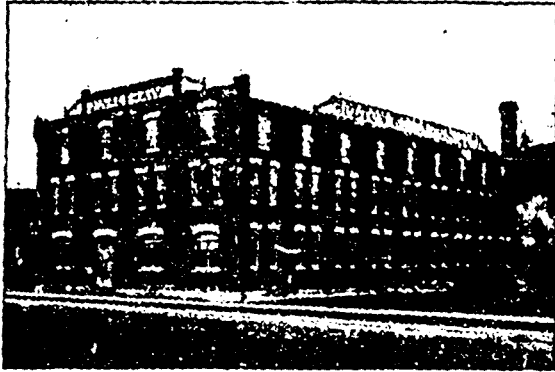
Under this form of Policy a man can obtain complete protection for his family, while capital is built up from year to year, to be used by himself in his old age. The Policies are absolutely free from conditions and contain liberal privileges as to Extended Insurance, Cash Surrender and Paid up Insurance.

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

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

**J. K. MACDONALD,**  
 Managing Director

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



**J. Walshaw,**

Manufacturer of  
All Kinds of

White and Grey . . . **BLANKETS**

**BOLTON, ONTARIO**

**Have you examined**

the merits of any of the ACETYLENE GAS MACHINES now in the market? If not, then do so and compare them with the

**Cliff-Wardlaw  
Generator**

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

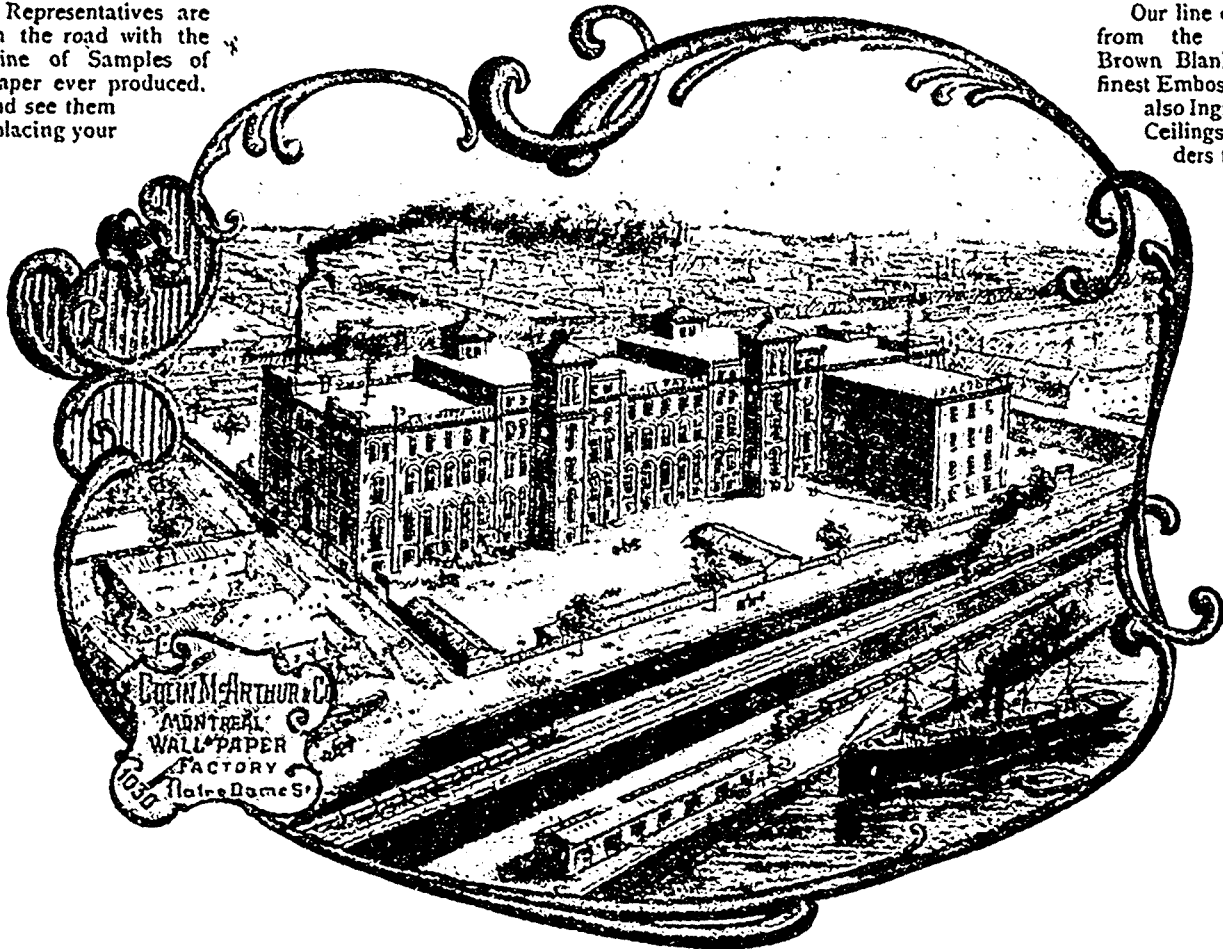
**The Safety Light & Heat Co.**

**DUNDAS, ONT.**

Write for one of their interesting Booklets.

Our Representatives are now on the road with the finest line of Samples of Wall Paper ever produced. Wait and see them before placing your orders.

Our line comprises from the cheapest Brown Blanks to the finest Embossed Gilt, also Ingrains with Ceilings and Borders to match.



COLIN McARTHUR & CO.  
MONTREAL  
WALL PAPER  
FACTORY  
Notre Dame St.

**Colin McArthur & Co.,**

1030 Notre Dame St.

**MONTREAL**

# The Celluloid Company

30, 32, 34, 36  
Washington Place

NEW YORK

ORIGINAL and ONLY  
Manufacturers of

"CELLULOID" Interlined Waterproof  
Collars and Cuffs . . .

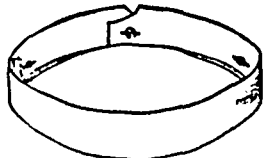
All goods made by us are stamped as follows :

Absolutely No

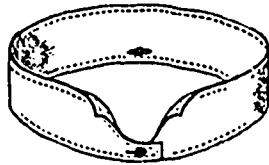


TRADE  
**CELLULOID**  
MARK.

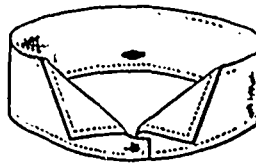
Others Genuine



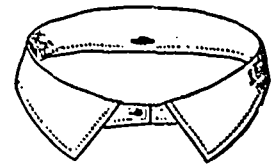
**ROMAN**  
Sizes 15 to 17 1/2 in.  
Front 1 3/8 in.  
Back 1 in.



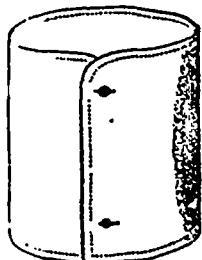
**VULCAN**  
Sizes 13 to 18 1/2 in.  
Front 1 3/4 in.  
Back 1 1/2 in.



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



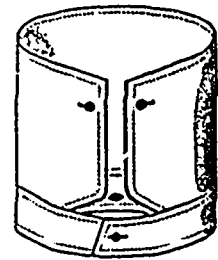
**ROYAL**  
Sizes 12 1/2 to 20 in.  
Front 1 3/8 in.



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

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

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



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

**The Celluloid Company**

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The Greatest Invention of the Victorian Era.  
Save Money, Save Eyesight, Save Artificial Light.



T. EATON CO., LIMITED, QUEEN ST. SECTION  
Lighted with Luxfer Prisms.



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Lighted with ordinary glass and light wells.

All Progressive Merchants are fitting their stores with **LUXFER PRISMS**, and save enough money on gas bills to pay for them within a year.

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# To the Trade

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ESTABLISHED  
—1849

September.

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## SHOULD THIS REACH YOU

*before Toronto's Industrial Fair is over, we would advise you of some very special lines in Woollens, Carpets, Dress Goods, Men's Underwear, Towelings, Shittings and Flannelettes, which we would like you to see when in the city.*

## SHOULD IT NOT REACH YOU

*before that time, our travellers, who are now in the warehouses receiving customers and preparing their Samples for the Assorting Season, will show you Samples of these lines, with a full range of regular goods, immediately after the Exhibition, when they call upon you.*

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