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is cool and refreshing for the internal economy, but for the outside there is nothing so

COOL AND REFRESHING

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SUMMER SKIRTS

Irish Crash, English, Scotch and Canadian Piques, American Fancy Pampas Linens, Khaki Drill Duck, etc., etc.

THE LATEST AND BEST.

Gentlemen will find our

Crash Suits, Duck Suits, Khaki Suits and all our Light Summer Wear a perfect boon for the hot season.

Bike Suits, Negligee Shirts, etc., etc.

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Manufacturer of Montreal. Shirts, Overalls and Clothing Specialties.

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AT ALL PRICES.

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FULL RANGE

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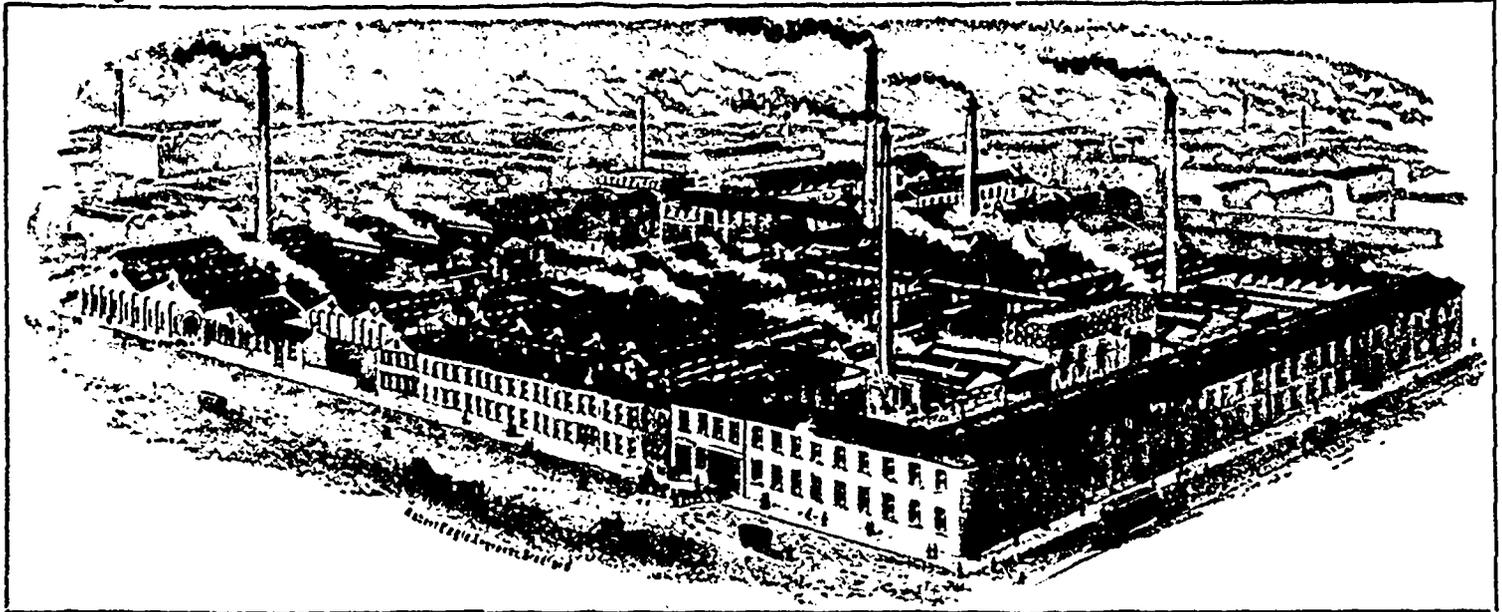
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BLOUSES of all kinds,
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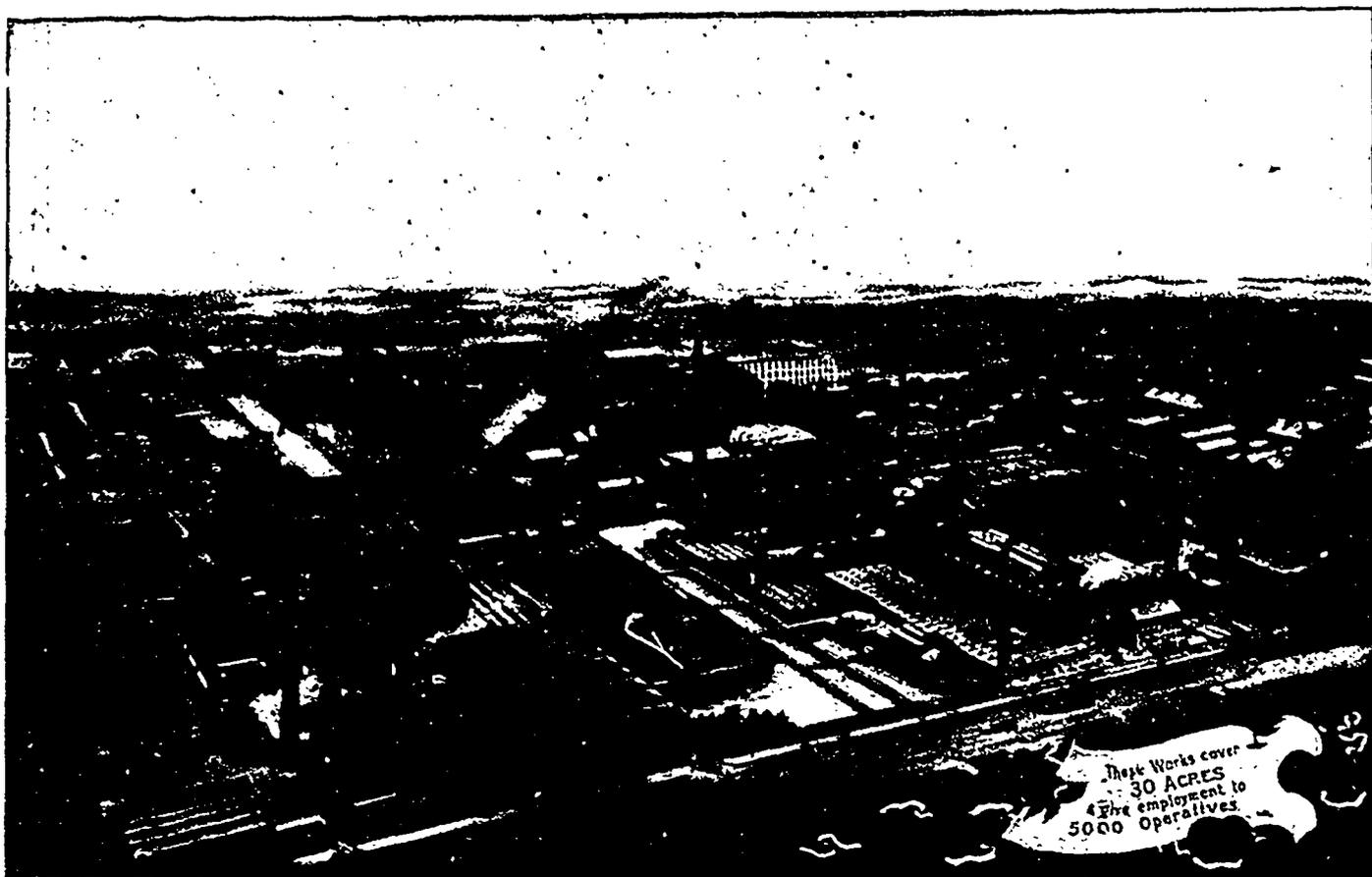


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COTTON SPINNERS AND MANUFACTURERS.



WORKS, PRESTON AND FARNWORTH, LANCASHIRE.

WAREHOUSES, PICCADILLY, MANCHESTER.

5 LOVE LANE, LONDON, E.C.

7 MITCHELL LANE, GLASGOW.

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

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GOLD MEDALS, PARIS	1867, 1878
DIPLOMA OF HONOUR, VIENNA	1873
GOLD MEDAL, CAPE TOWN	1877
DIPLOMA OF HONOUR, LONDON	1884

GOLD MEDAL, CALCUTTA	1884
GOLD MEDAL, LIVERPOOL	1886
GOLD MEDAL, EDYMBURGH	1886
FIRST AWARD, ADELAIDE	1887
FIRST AWARD, MELBOURNE	1888

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Until the virtues of Hermsdorf dye became known and popular, people wore bleached and unbleached stockings during the warm weather; they were afraid of black—it crocked, stained, did everything but stay fast. They shunned black hosiery because it wasn't reliable. Now it's different. Fast black hosiery of Hermsdorf dye has a sale every day in the year; it isn't a matter of seasons; the great mass of hosiery wearers trust Hermsdorf dye for Summer wear, and their trust is not misplaced. Hermsdorf dye is not affected by perspiration; it can hang on the line exposed to the hottest rays of the sun and not lose an iota of its color—the washtub has no terrors for it. Keep your stock of Hermsdorf Dyed Hosiery constantly before your customers; their eyes need only to catch this trademark and you have hit the mark; *Louis Hermsdorf Dyer* it means more to the average hosiery buyer than any other sign or symbol known.

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Broadway, N.Y.

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BEST CLOTH

FOR RAIN COATS.

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(Write for Samples and Price List.)



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“Oxford” Underclothing.

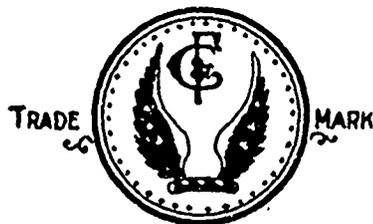
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SHAWL WOOLS.

CABLE CORD and
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Wools made specially for all classes of
HOSIERY AND GLOVE MANUFACTURERS.

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"Tress"

Their silk hat is unequalled by any maker.
Fall shapes in Felt and Silk now ready.

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**SHIRTS, COLLARS, NECKWEAR
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Novelties in Khaki and Regimental Stripe Neckwear.
Zephyr, Flannel and Silk Shirtings.

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Now Ready for Shipment



Pique Skirts, \$10.50 to \$36

PLAIN AND INSERTION-TRIMMED

12 Styles

NEW BOX PLEAT BACKS.

Zephyr Waists, \$9 to \$24

15 Styles

All the newest cuts.

GOODS EXPRESSED AT ONCE AS SIZES ARE NOW COMPLETE.

BOULTER & STEWART, Manufacturers,
...TORONTO

"Glovine" BATTING..

THE ONLY PERFECT PREPARATION
FOR



CLEANING GLOVES

of all kinds.

EASY TO USE. THOROUGH IN RESULTS.

Put up in 16-ounce bottles and sold on a guarantee.

On sale by all the leading Dry Goods Stores throughout the Dominion.

Also Cleans the most delicate Fabrics—

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MANUFACTURED BY,

THE GLOVINE MFG. CO.

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Guaranteed free of Threads and other weak and lifeless stock.

*NORTH STAR,
CRESCENT
AND PEARL*

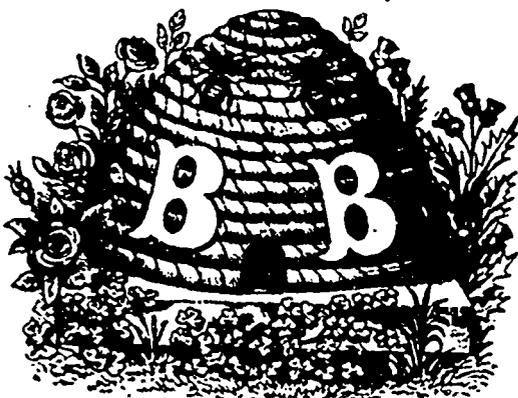
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Quality for this season still better than ever.
The best at the price. Made of good pure Cotton—not of shoddy. Ask for.

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Established 1765.

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-- MADE BY --

J. & J. BALDWIN, HALIFAX, ENG.

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ALL KINDS OF KNITTING WOOLS

KNOWN ALL OVER THE CIVILIZED WORLD

Scotch Fingering
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Lady Betty
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All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering.

Especially Adapted for Cycle Hose and Sweaters

We claim that they will knit further and wear longer than any other make.

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All Cords and Finishes.

Guaranteed Full Length.

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are the best known for quality.

Paton's Scotch Boot and Shoe Laces

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Cotton, Thread, Wool, Silk, Leather and Porpoise Hide.

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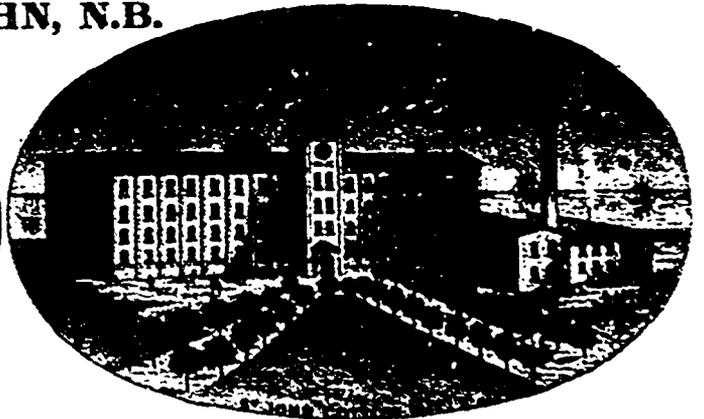
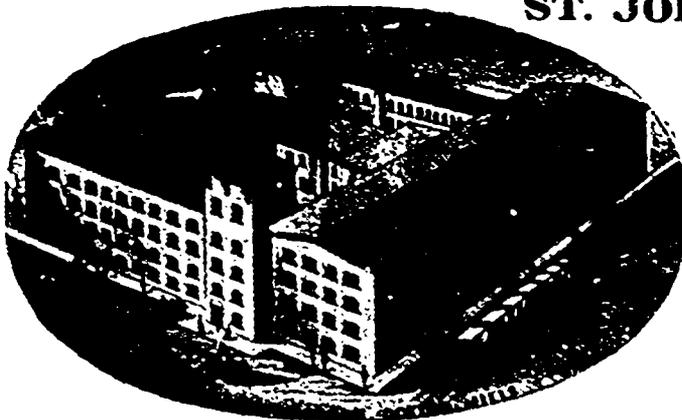
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**Cotton Spinners,
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Flannelottes, Fannelette Sheetings, Domets, Saxony, Shakers, Shirtings, Tickings, Denims and Cottonades, in Plain and Fancy Mixed Patterns. Cotton Yarns, Carpet Warps, Ball Knitting Cottons, Twines, Hosiery Yarns, Beam Warps, for Woolen Mills, and Yarns for Manufacturers' use.

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We stock probably the finest line in the trade.

Allover Laces and Nets, Lace Scarves,
Swiss Embroideries and Allovers,
Esprit Lace and Nets,
Lace Braids, etc., etc.



Our LACE CATALOGUE FOR 1900 is now ready,
and will be sent to any reliable merchant on application.

F. Robertson & Co., Toronto

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We have a full, fresh stock of

Pewny's

French Kid Gloves for

Summer Trade

Best Styles
 Best Shades
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S. Greenshields, Son & Co., Montreal
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Colonial Bleaching and Printing Co.

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Ask for.....

*Up-to-date
 Styles and Colorings*

Colonial Flannels
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QUEEN LININGS

OFFICE 232 MCGILL STREET - - MONTREAL.

The W.R. Brock Company, (Limited)

TORONTO and MONTREAL.

3 IMPORTANT LINES FOR JUNE TRADE.

Hosiery . .	ALL	Kinds
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Immense Stock

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We Solicit Your Sorting Orders at ALL Seasons.

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THE DRY GOODS REVIEW

A JOURNAL
FOR THE
DRY GOODS
AND
KINDRED
TRADES

Vol. X.

MONTREAL AND TORONTO, JUNE, 1900.

No. 6.

PROGRESSIVE STOREKEEPING.

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

Specially written for THE DRY GOODS REVIEW.

By CHAS. F. JONES, NEW YORK.

Do Your Whole Duty.

Do the best you can at all times. Don't let the weather or the times or anything else lead you to do slipshod work or to forgetting your duty to yourself and others around you. If you do your best and then fail you can hardly be blamed, but there are very few cases where anyone has done his best at anything and failed. It is usually the one who has gone to work in a half-hearted way and who has shirked part of his duties who fails. If we would all do the very best that we know how there would be very few of us who would not be pretty nearly right in what we are doing.

Little Wastes.

Why is it that so many stores are so careless about little things and so particular about what they think are bigger ones, when, in reality, the little things all together would probably make up a larger bulk than all the big ones put together?

Some storekeepers are always kicking about the heavy expenses they are under, about the amount of money that it costs to run the business nowadays, and yet they would find, if they looked around in their own business, a good part of the expense could be saved.

It is these little leaks that cause so much trouble and drain out all the profits. The store that will watch the little things, the little expenses, the things wasted here and there, and see that they are kept in reasonable bounds, will be very apt to save a great many dollars in the course of a year.

Many clerks think very little of wasting a yard or two of twine or a sheet or two of paper in many unnecessary ways, when they might just as easily have saved that amount. They forget that while a yard or two of twine does not amount to much in itself, yet, when repeated day after day by a great many clerks, it soon amounts to a great many dollars.

When Buying Goods.

It is always well to be prepared for the worst, whatever that may be, and then one is in a position to enjoy the best if it comes, or they are not apt to be disappointed if it doesn't come. And, while I say to be prepared for the worst, do not be so prepared

that you are forgetting about striving for the best. The only way to reach a goal is to aim for it. If you are anticipating the worst in the sense of expecting it, or doing nothing to prevent the worst happening, then you are very apt to get just what you expect. By being prepared for the worst I don't mean anything of this sort. I mean to be on the safe side of every question. Don't put yourself in a position that when it comes to the worst you are going to be seriously hurt.

Remember this when you are buying goods. Don't buy so heavily that, if the season turns out to be a little dull, you are going to be overstocked.

Remember this in employing help. Don't employ so many that, if you find trade not what you expect, you are going to have a lot of employes standing around doing nothing.

Always try to shape your course so that if you don't get as good as you expect you are on the safe side, and are not going to be very much put out in your business affairs.

Leave Sryle To Customers.

Don't allow your salespeople to be putting on airs. Don't have anyone in your store who is too good to wait on the humblest and most ragged customer which you may have. This is something that would be very quickly noticed by persons buying of you, and it is very often that some of your real good customers may not be dressed quite as finely or quite as stylishly as they could if they wished to.

Don't allow your clerks to make the mistake of thinking they can hold themselves above anyone who wants to buy from you. The poor deserve just as good, just as prompt, just as pleasant attention as the richest person who may come into your store.

Hints From Customers.

You can get lots of friendly and very good advice from your employes if you will only cultivate the habit of getting from them what they have learned by contact with the customers. This really is the most accurate information which one can have from a business. It should be your ardent desire to find out as near as possible what the customer thinks of you and your goods. If you could get the confidence of your clerks, and

every once in a while have a private conversation, you can likely get out of them a great deal of valuable information, which will enable you to correct any bad points which your business may have, or which will point out to you how to improve your store service.

Don't hold yourself so far above your employes that there is no unbending to come down to them and to be friendly enough for them to desire to tell you anything which is to your advantage or for the improvement of the store.

Old and New Goods. Use the new goods to help sell the old. But, of course, you want to be discreet in mixing them. You don't want to place the new goods alongside of goods that are so old that the two will show up in violent contrast. But it is often well to mix fresh goods with old that you have already on hand, as the new will help to sell the old without injuring its own sale.

The Dissatisfied Clerk. A dissatisfied clerk is of very little use to the store, no matter what may be the cause of dissatisfaction. It is well to either try to satisfy or to reason him out of his dissatisfaction or to get rid of him. A person who is dissatisfied with his life, with his pay, with his surroundings, cannot take the interest or the care that is necessary for him to take in order to make the business successful.

If you find for any reason that your employes are dissatisfied, it would be well for you to either do what you can towards satisfying them, if they have just cause for their dissatisfaction, or argue them out of their wrong way of thinking, or get someone else in their place. It must necessarily be that dissatisfaction is a thing that will cause a great deal of annoyance and loose work in any store.

Trials come upon us all at some time of life. The chief thing is to remember what will help us during the remainder of our lives. If we do not learn anything by trial, then we are in a bad state, indeed. But, if we can get valuable lessons from the troubles we have gone through, then we are better prepared to make a success of the good times now in existence.

A WELL-ARRANGED STORE.

G. R. Ashwell & Son, of Chilliwack, B.C., are making some alterations in their store, which, when finished, will be thoroughly up-to-date. It having a frontage of 60 feet affords ample window space for displaying goods, and is 40 feet deep. The second storey of the store has been used as a hall for concerts, but now it will be devoted to men's furnishings, boots and shoes, crockeryware and wall paper. There will also be a waiting-room with a piano in it, so that the ladies may amuse and rest themselves without leaving the building.

The dry goods department takes up half of the ground floor, while the remainder is given over to groceries and hardware. The stairway runs from the dry goods and grocery departments and joins at the first landing. This saves customers from walking from one department to the other in order to go to the second storey.

Reid & Co., of Cranbrook, B.C., have built a fine and up-to-date store. It is about 50 feet long and 35 feet wide, with a wall in the centre, dividing the ladies' ware from the men's, and an arch for communication in the rear between the two departments. The stock is very neat and prettily arranged, which adds greatly to the tone of the place.

SOME "DON'TS" ABOUT GLOVES.

MOST women do not realize the importance of the glove. An ill-fitting or inappropriate glove can mar the effect of an entire costume. It is unfortunate that there should be so much carelessness in connection with that article of dress which has held so revered a place in romantic history. Gloves have been the symbol of power, the gage of defiance and the token of love, and now they have dwindled to a necessary adjunct of dress, which, in the majority of cases, is treated with the same consideration as a poor relation—anything is good enough! But women's carelessness of detail in regard to hand covering is noticed and commented upon to an extent which, if the fair wearers only realized it, would create a revolution in glove wearing.

There are many "do nots" which are applicable to glove wearing:

Do not buy cheap gloves. If your income is limited you might better don neatly mended, correctly cut, good quality gloves than a new pair of poor shape and quality.

Do not wear evening or dress gloves except in the evening or on dressy occasions. It seems to have become a custom to wear a fresh pair of delicate gloves on some important occasion. When they become slightly soiled or have been cleaned they are used for less important times, and a thoroughly soiled glove appears to be "good enough to run out in or to wear shopping." This is thoroughly bad taste, if not bad form. For traveling, walking and shopping, wear a medium heavy glove matching the costume, or a stout English glove of some neutral shade. This will prove more economical than always purchasing dress gloves, which, when once soiled, are backed out so quickly and look so slovenly.

Do not try to make the hand look small by wearing a tight glove. In selecting a glove be sure the fingers are long enough and that the button or clasp fastens at the juncture of wrist and hand and not on the palm. It is best to purchase from different dealers until gloves perfectly suiting the hand of the wearer are discovered, and then give that dealer all your trade. Promiscuous glove buying is as bad as promiscuous shoe buying.

On the other hand, do not wear gloves too large. The baggy backs, wrinkled fingers and slouchy wrists do not give that refinement of appearance which all women covet.

Do not wear a glove with a button off, or a rip in some seam, thinking it will not be noticed. Such a defect is glaring to strangers and friends. Almost any store will have any gloves which have been bought from them properly mended for a trifling sum, and the gloves look much better than when mended at home.

Do not put a new glove on carelessly. The first wearing moulds the glove to the hand and decides its future appearance. Be careful to get the fingers straight and work them gently on, little by little, each in turn. Then put one finger in the palm and, by pressing outward, adjust the hand part. The thumb follows, and when the seam on the outside of the hand is even and smooth the glove may be buttoned or clasped.

Do not wear kid gloves without sprinkling powder in them if your hands are inclined to perspire.

Do not take a glove off carelessly if you desire it to last well. In taking gloves off turn the wrist over the fingers and draw until the fingers are half uncovered, then the finger ends may be loosened by the tips. This makes it an easy matter to readjust the glove right side out. It is a good plan to breathe in a glove after taking it off. It preserves the softness of the kid by quickly drying any slight moisture.

Sell Summer Goods in Summer Time

"*Rush*" is the word to drive into your employees. Take a big dose of "*Double Rush*" yourself. The warm weather has been late coming. The season for selling Summer goods will be nearly a month shorter than usual.

You will want extra good leaders to help the "*Rush*." We have a few lines to be cleared out early in June, such as Gingham, Prints, Muslins, Fancy Silks, etc. No large quantities of any one line.

Orders for White Piques, White Muslins, White Organdies, White Lawns and Linen Crash Suitings will be filled at old prices. The quantities are limited, order quick.

Staple Cotton Goods for Fall 1900.

Everything you want in the way of Grey Cottons, White Cottons, Denims, Cottonades, Ladas Tweeds, Shirtings, Tickings, Flannelettes, Imported and Canadian, Cotton Blankets.

Linings of all kinds.

Cotton, Linen and Damask Towels and Towelings.

Special for Fall 1900.

French Elastic Canvas; also Black, Slate and White Canvas. We have a few hundred pieces, special as to value and price.

Dress Goods for Fall 1900.

Novelties in Black and Colored Dress Goods. The largest range of Costume Tweeds and Skirt Tweeds ever shown by any one house in Canada, all New.

Do not forget that we carry full ranges of Curtains, Gloves, Hosiery, Underwear, Ribbons, Laces, Trimmings, Fancy Goods and Smallwares.

BROPHY, CAINS & CO.

23 ST. HELEN STREET

MONTREAL

FEATURES OF MAY TRADE IN WINNIPEG.

*A Change in Millinery—Rumor of a New Firm—White Dresses in Vogue—
The Military and Patriotic Fashions.*

From the DRY GOODS REVIEW'S special correspondent.

WINNIPEG, May 26, 1900.

AS previously noted, the agency of The D. McCall Company in this city has changed hands, and Mr. John McRae, who has been in charge of the agency since its inception, is devoting his energies to another line of industry. Mr. White, who previously looked after the British Columbia branch is now in charge. He has been with the house for many years. Business is reported exceptionally satisfactory. The season opened fully three weeks earlier than usual and the demand has been very extensive for white and all classes of light goods. The present demand is principally for white sailors and leghorns, of these latter it has been found difficult to square the supply with the demand. Pastel shades in shapes have not proved as popular here as elsewhere, although the sale has been large.

Turban effects have been very popular. For country trade the sailor par excellence has been the rustic jumbo braid, but in the city there has been more call for the fine white split straw. More and more dealers find the demand for American hats, indeed, few lines of English hats are salable here. This is especially noticeable in sailors. The English sailor is lower in the crown and has a more squat effect, which the American and Canadian women will not have at any price. Short-backed sailors with draped brims and crowns will be popular for midsummer. The sale of khaki ribbons and chiffons has been large.

It is rumored that one of the representatives here of an eastern millinery house is about to open a large retail millinery and ladies' tailoring establishment, but the report could not be verified up to time of writing.

Clothing houses report the sales of Summer wear for men very satisfactory so far. The unusually warm weather so early in the season has, no doubt, helped this along.

Among drygoodsmen this has been a white season sure enough. For the first time in its history the streets of Winnipeg were lined with white dresses two weeks before May 24. Winnipeg has such long Winters, as a rule, that the ladies are fond of getting all they can out of their Summer-clothing, and muslins and piques have been the order of the day for the whole month. Business is reported very good.

R. J. Whitla & Co. report an enormous sale of blouses and white dress goods of all kinds. Among blouses the Sorosis waist seems to have found special favor. A good trade has also been done in khaki suits for ladies. This house is showing a wonderful range of ladies' ties. In fact, as previously reported, it would seem that your neck is the most important part of your anatomy these days, judging by the endless variety of dainty neckwear. The bandana ties have been and are a great rage.

Whitlas also show a very handsome range of regimental ties, such as the Rifle Brigade, Royal Fusiliers, Duke of Corn-

wall's Light Infantry, Army Medical Corps, 13th Hussars, Gordon Highlanders, Royal Marines, 42nd Highlanders, Royal Dragoons, Argyle and Sutherland Highlanders, Inniskilling Dragoons. The ties are in rich corded silks and the colors are the exact counterpart of the colours of the various regiments. These goods are sure to be popular.

Judging by the incoming samples, navy blue will be more popular than ever, while the rage for khaki seems rather to increase than diminish. In dress goods, blacks are going to be much worn, and some of the new lines are extremely beautiful.

Mr. Stewart, manager of the shirt and smallware department of W. J. Peck & Co. is off on a holiday trip to Scotland, and his friends are looking forward to his return, as it is whispered that Mr. Stewart's bachelor days will be a thing of the past when he returns.

Mr. Binns and Mr. Campbell, buyers for R. J. Whitla & Co., have returned from Europe. They report the feeling of trade unusually strong in the Old Country. On their return trip as they came up the St. Lawrence the pilot brought on board the news of the relief of Mafeking. There were a number of Royal Marines on their way to Esquimalt, and Marines and passengers went wild together.

Speaking of celebrating Mafeking, the demand for bunting of all kinds was tremendous and many houses are entirely sold out. The amount of decoration for the Queen's Birthday was larger than usual.

E. C. H.

FALL LINE IN DOWN QUILTS.

THE REVIEW was kindly accorded an "advance" view of the Alaska Feather & Down Co.'s Fall samples of quilt and cushion covers, and those readers who are interested in that line will find that a treat is in store for them. The line comprises over 25 different designs of figured sateens, silkolines, and silks, all selected with taste and beautifully executed by the converters of the cloths. All of these designs were printed exclusively for the Alaska Feather & Down Co., and any dry goods buyer who obtains control of some of these designs for his town will have the undisputed possession of them. Some of the company's down quilts this year are "braided" on the seams in the same way as is done by English makers. This much enhances the effect without adding to the price.

Mr. V. Dowker is at present visiting the European markets in the interest of The Gault Bros. Co., Limited, haberdashery department, and is picking up all the very latest ideas for the benefit of the patrons of the firm.

A. F. Gault, president of the Montreal Cotton Co., accompanied by Messrs. Grenier and Stevenson, directors, have held a long interview with the Valleyfield, Que., Town Council, where they propose to erect a new cotton factory to employ about 400 hands. It is understood that certain proposals were made which, if accepted by the council, will cause the cotton company to immediately commence the erection of the proposed factory.—Montreal Herald, May 7.

CLOTHING IN THE YUKON.

SUPERINTENDENT WOOD, in charge of the detachment of Canadian Mounted Police in the Upper Yukon, reports to the Ottawa Government the kind of clothing required by the men. The report will contain some hints for merchants doing business with the north mining country. He says:

"A good quality of boot, like the Elcho field boot, is the article required for either walking or riding; they stand the water well, whereas the long, black boots go to pieces in a short time, when used on river work, the long tan boots sent up for issue on repayment, should take their place. The red leather ankle boots are a strong, comfortable boot, and wear well.

"Underclothing—The present issue is inadequate, especially the socks and stockings. The issue should be increased. Men on the trail can wear out about 20 pairs of socks in the winter alone; this applies also to moccasins; the issue should be increased to four pairs. I would strongly recommend that a mitt with a large cuff, lined with some cheap fur, be issued, the regulation buck mitt being worthless on the trail, though good for barrack work.

"The last consignment of Stetson hats are a great improvement on the other shipments. The Yukon fur cap is a first-class article, combining lightness with warmth, and could not be improved upon. The lately-arrived brown duck "Parkas" are very serviceable, and will answer the purpose. The coyote robes received from Regina are the best for dog-driving, being light and warm. They wear fairly well.

"The last consignment of sweaters are very thin and very large in size. Instead of fitting closely, as sweaters should,

they sit loosely on the largest men. I would strongly recommend that pea jackets be made a free issue in the Yukon. One every two years would be sufficient, and they are the most serviceable and smartest article of clothing in use."

PIQUE SKIRTS.

Owing to the many letters and repeat orders for white skirts, Messrs. Boulter & Stewart have decided to carry stock of same in 12 designs, made with new pleat back. The insertion trimmed lines are the most popular, and can be retailed from \$1.50 to \$5.00. Samples sent on application.

Arthur Morrice has been appointed Toronto representative of D. Morrice, Sons & Co., selling agents of the Canadian Colored Cotton Co., in succession to the late Mr. Muldrew.

Mr. M. Markus, of Montreal, left last week on a business trip, and will visit all the principal manufacturing centres in Great Britain, France, Germany, Austria and Switzerland. He expects to return in a couple of months with samples of all the latest novelties that are on the market, and said he was going to look out for the best specialties that could be bought, as he thoroughly believed that "nothing was too good for Canadians."

The manufacturing industries of Dundas are to be added to by the establishment of a factory for the making of cotton batting. The Dundas Pad Works have built a large brick addition to their works to be used as a picker house, and have amalgamated with the Toronto Cotton Batting Co., and the latter are now moving their plant there. The product of the works will be mattresses, stair pads, and cotton bats, and the concern will be known as the Canada Cotton Batting Co.

Specials in White Goods

White Piques

4 Leading Lines
8c., 10c., 11½c. and 15c.

Victoria Lawns

12-yd. lengths at 87½c., \$1., \$1.25, \$1.40, \$1.80, \$2.25 and \$2.50 per piece.

30-yd. pieces at 8¾c., 9c., 11c., 11¾c., 12½c. and 13½c. per yard.

EMBROIDERIES and INSERTIONS--Large assortment at low market quotations.

A large and specially attractive lot of Valenciennes and Torchon Laces just passed into stock.

LETTER ORDERS HAVE OUR CAREFUL ATTENTION.

Knox, Morgan & Co.

Wholesale Dry Goods.

HAMILTON.

THE POLICY OF RETURNING GOODS.

In a conversation with a well-known silk waist manufacturer not long ago, I had occasion to refer to the matter of returns in connection with the miserable weather conditions that prevailed during March.

"We don't have any returns," he said. I looked astonished.

"No," he continued, "we actually are not annoyed by that evil—strange as it may appear to you."

"Tell me how you have escaped it?" I said. "Simply by taking a firm stand against it," was the reply. "Now, I'll just show you a letter——" And he called to his stenographer to bring in a letter.

"This is to a house which sent us back ten waists." And I read a letter which stated briefly that upon investigation it had been found that the order was filled accurately, that unwarranted returns were not accepted, and that the waists went back by express that day, ending with the conventional assurance to the retail firm that the silk waist house was very truly its.

"Now," resumed the manufacturer, "the fundamental policy of this house is to fill all orders just as given. We are particular about that—very particular. We never substitute colors, and if we can't send the buyer what he orders, we simply write and tell him so. Consequently I always know that there is no excuse, under average circumstances, for any retailer returning us goods. Furthermore, as valuable as my time is, I make it a point to investigate personally every case where anything is returned; and find out if anything is wrong. In ninety-nine out of a hundred there is no visible cause."

"Then this last instance represents merely an arbitrary return."

"That's all."

"Well, your action was all right," I ventured, "but what would you have written to one of your big up-town accounts—one running up into the thousands?" And I thought the question was a knock-out blow to his theory of independent attitude.

"Precisely the same," he fired back. "In fact, it was only last week that a big New York house—one we do quite a business with—attempted to return less than a dozen waists. I simply refused to accept them, since there was no adequate excuse for the return."

"Aren't you afraid to lose their business by such a refusal?"

"No. They know, or at least I have explained it, that it is a principle of ours not to accept returns. Such knowledge does not make them think less of us. On the contrary, it increases their respect for us. No buyer can have the proper sort of business opinion of a firm that will allow itself to be imposed upon."

"But have you never lost trade through this policy of yours?" I asked.

"Well, in days gone by there have been estrangements—brief ones. Buyers have declared their intention never to do business with us again because we wouldn't take goods back; but if the next month didn't see them again in our salesroom

the next season did. In fact, I could point out to you some of our staunchest supporters and best customers who have been 'offended' in the past at our so-called independence."

"So-called independence?" I repeated.

"Yes—for it is really not independence. When an order is placed with us we look upon it as a bona fide agreement. We live up to our part, and we expect the buyer or merchant to live up to his."

And I went away deeply impressed with the fact that there was at least one sensible, courageous, manly manufacturer in the trade, with enough respect for himself to assert his rights, and enough confidence in himself not to be afraid to say "No" to the unreasonable request of even a large customer.

There ought to be more like him—they'd make reputation and substantial profits, and the business would be elevated.

* * *

It was raining in torrents when I walked into his office. He grunted a half-hearted greeting as he turned from his pile of mail and took a fresh cigar from me with only the most perfunctory acknowledgement. I could see he was rattled.

"Well, how's the skirt business?"

"U-m-m-m-p-p-h-pg!" was his reply.

"As bad as all that?"

He rummaged through his letters, and finally pulled out two sheets pinned together.

"This makes me hot!" he exclaimed. "Just look here: we got a letter this morning; envelope addressed to us, letter addressed to another skirt house. The other skirt house got our letter. Naturally I sent them theirs, after making a copy of it, and they sent us ours."

"Nothing serious, I hope," I said, scenting interesting developments.

"Nope," he chirruped; "nothin' worse'n a case o' blankety-blank returns; but it shows you what excuses these buyers'll resort to when they want to get rid o' stock. Read the letters."

I read the first:

MESSRS. SO & SO: Dear Sirs.—We are returning one lot of skirts because the quality of material is not good. We think you told us the \$4 skirt was made in the best goods; it is nothing like the quality of goods we are buying for \$3.75 and retailing for \$5. We shall be obliged to ask \$6, when we are selling a better quality for \$5.

Yours, respectfully, C. ANTUSEM & Co.

The other letter, addressed to the manufacturer before me but received by his competitor, read as follows:—

MESSRS. ETC. & Co.: Dear Sirs.—We have returned to you one lot of skirts, for the reason that we do not consider them good value at the price. We have some in stock for a very much lower price that are better, and we feel that it would be impossible for us to put these skirts in stock and sell them for a price that would pay us for doing so.

Yours, respectfully, C. ANTUSEM & Co.

"They are only plainly trumped-up excuses," said the manufacturer when I handed him back the letters. "The buyer simply hasn't nerve enough to carry the stock he has bought through this period of enforced dull business."

"Well, what are you going to do about it?" I asked.

"What can I do? Make him take them and lose the account? I guess we'll have to stand it."—Crerand's Cloak Journal.

IT IS A WELL-KNOWN FACT

that certain materials are made for certain purposes, and, while they may perform admirably the service for which they are intended, are absolutely worthless for other uses.

A better illustration of this cannot be taken than in the case of Velveteens manufactured for millinery and trimming purposes only. Such Velveteens are not suitable for any other purpose, and if used for skirt bindings generally fail to stand the wear and tear to which the edge of a dress skirt is subjected. A specially-made Velveteen is needed for binding the skirt edge, and it is such that is used in the

“S·H·&M·” SKIRT BINDINGS

which are made by a Company engaged exclusively in the manufacture of Skirt Bindings. The S.H.&M. Bindings are cut on a true bias, evenly and smoothly joined, fit the skirt edge to perfection, and the trade mark “S.H.&M.,” stamped on the back of every yard, is a guarantee that they are the best skirt bindings it is possible to produce. They out-wear all others and give perfect satisfaction to all who use them.

WE CARRY THE FOLLOWING IN STOCK AT OUR TORONTO WAREHOUSE:



S.H.&M. BELLE Plain Velveteen
1¾-in. wide.

**S.H.&M. REDFERN Bias Corded
Velvet, 1¾-in. wide.**



The STEWART, HOWE & MAY CO.

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

24 Front Street West, TORONTO, ONT.

MANCHESTER, ENG.



FIELDING & JOHNSON'S
Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

KNITTING

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

In Spindles, or Banded
 and Boxed

FINGERING

In Six Well-Known
 Qualities.

STOCK IN MONTREAL.

Careful attention to Letter Orders.

Sole Agents for Canada

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

McINTYRE, SON & CO.

13 Victoria Square,

Importers of Dry Goods and
Manufacturers' Agents.



MONTREAL.

Just to hand--

Black and White India Linens.

Nainsooks and Victoria Lawns.

Flags in great variety.

Black, White, Cream and All Colors in

42-in. Chiffons and Silk Organdies.

White All-Over Laces.

White Tuckings.

*Special value in Black Canvas Cloths and
Silk Grenadines.*

Trefousse Kid Gloves, New Styles and Shades.

Rouillon Kid Gloves, scarce shades just arrived.

Careful attention given to Letter Orders.

TORONTO OFFICE:

25 COLBORNE STREET.

WINNIPEG OFFICE:

McINTYRE BLOCK.

WINDOW AND STORE DECORATING.

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

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

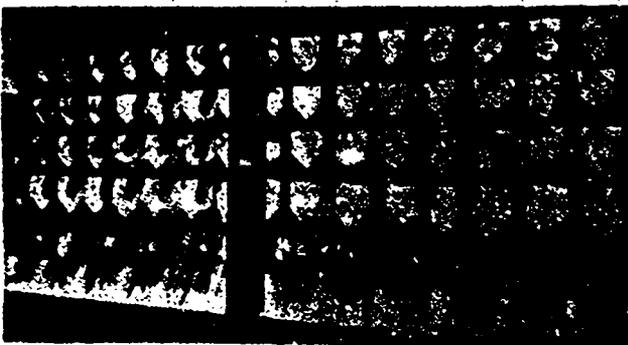
WINDOW DRESSING IN SMALLER TOWNS.

A LOOK into the windows and interiors of many of the stores in the small towns will convince one that everything is wrong as regards displays.

The window trimmer's lot in the small towns is not a happy one, as he is generally salesman, stockkeeper, bookkeeper, manager, window-trimmer, and everything else. The city trimmers are apt to view with too critical an eye the work done by the window-trimmer in the smaller towns. No one but himself knows what he has to contend with.

There are many who strive to make artistic and elaborate displays in their windows, which are generally too small to give the proper effect. They are frequently too elaborate for the resources of the stock, and, in many cases, as soon as the window is trimmed he is compelled to disarrange the display, by having a customer ask for some of the goods in the display.

The interiors are generally uninviting. Above the dress goods counter there is a pole suspended by a string or wire from the ceiling, on which is hung dress goods, laces, and everything. And on the back of this is a ledge which is piled up with boxes and bundles. These detract from the appearance of the store, and the poles, to an artist's eye, look like clotheslines; all of which shows carelessness and lack of decorative knowledge.



A DISPLAY OF FURNISHINGS.

Would it not be to this merchant's advantage to have his store looking neat and attractive?

Why not have all these boxes, bundles and poles taken down; have the ledge cleaned after the store closes, so that the covers can be put up, and then go to work and make your display?

The interior trimming is not supposed to be as elaborate as the window trims, and is only intended to make the store inviting and attractive. It would be a waste of time to put a great deal of work on any one piece of interior trimming, but one should rather make a great many tasty little trims throughout the store, and utilize all available space without going into extremes.

WINDOW ARRANGEMENTS.

Your windows should be incased with a solid background of wood, at least six feet high, and above that you can have glass to the ceiling. This arrangement will allow the light to come into the store, and still make a foundation on which to work out displays, and, at the same time, keep the dust from the store from getting into the window.

BACKGROUNDS.

Backgrounds are one of the most important things. If a window is not properly backed, no matter how artistic you may be, it will be a failure. In some of the large cities the backgrounds in the windows are works of art. Some are handsomely finished in oak. Others have gold-leaf frames with mirrors. These are permanent, and cost many hundreds of dollars. Very many window-trimmers construct their backgrounds in windows, which, of course, take considerable time, and gives little opportunity for the goods to be displayed, all the time having been spent on the background. To overcome this, it is advisable to have portable backgrounds. Make them when you have some spare moments.

They are easily constructed. A few frames of light strips of wood, covered with any white material, form an excellent groundwork. This groundwork can be covered with any cheap material, which can be plaited from top to bottom, or diagonally forming a sunburst. There are a number of ways by which they can be plaited or puffed. The frames can be made same measurements as the back of window, so as to fit nicely. These can be used in different ways and are easily handled and put up.

SIMPLICITY.

Simplicity, that is the word, in the dressing of a window as well as in color.

If you display a variety of articles in the one window, it will make it look complicated. The object is to display the goods in such a way that the passer-by can understand at a glance the object of the display.

Where color and form are considered, simplicity is the rule, and few articles should be used, but they should be displayed artistically.

Take, for instance, a silk window. If you have any forms to show waists on, use them; if not, get a corset form. On it display your talent in draping a waist, not by cutting it, but by draping the goods on it so as to approach as nearly as possible the waist you intended to copy.

Those who, from lack of experience, or others who cannot drape, will find it very interesting and simple. Dozens of original styles can be thought out.

When you have made a few of these, along with a few skirts on forms or stands, place them in the window well apart, and, although you have gotten up a display somewhat old, yet it is ever a pleasure to look at.

Do not allow your goods to overlap each other, as the outlines become confused, and each article loses its individual effectiveness. Therefore, don't crowd the windows. Don't

"Lawrus" Fabrics.

(REGISTERED TRADE MARK NO. 176206.)

These Dress Fabrics can Only be
Supplied by

LAW, RUSSELL & CO.
BRADFORD.

EVERY YARD IS STAMPED "LAWRUS."

Buy early to secure delivery
for the Fall Season.

Bottled Sunshine!

The light produced from our
Illuminated

Silent Salesman
TRADE MARK

Show Case rivals that of the sun—
a strong assertion, but a fact never-
theless. Its equal is not to be
found.

We can supply you from our
Windsor Branch, free of duty.

ASK FOR PRICES.

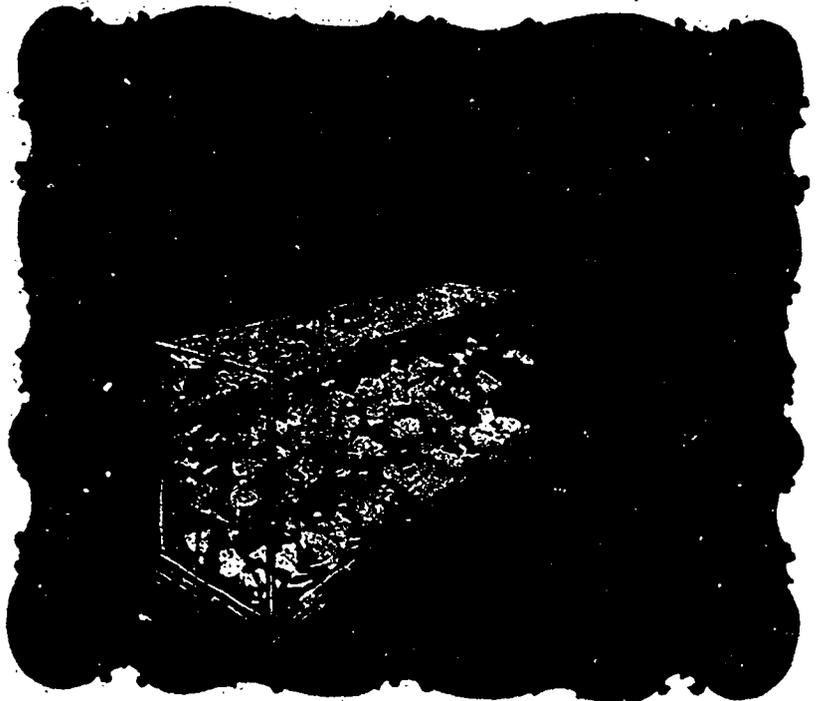
John Phillips & Co.,

Established 1864.

LIMITED

DETROIT, MICH. and
WINDSOR, ONT.

Address us at Detroit.



WINDOW DECORATING—Continued.

crowd the floors. Be careful to have each article clearly defined against the background, and don't put in front or at the side of another article the same tone or color.

MECHANICAL TRIMS AND THEIR VALUE.

During the holiday seasons and on special occasions the mechanical window is in great demand as a drawing card.

It not only arrests the attention of those out shopping, but catches the little ones, and it soon becomes a subject of comment in nearly every household.

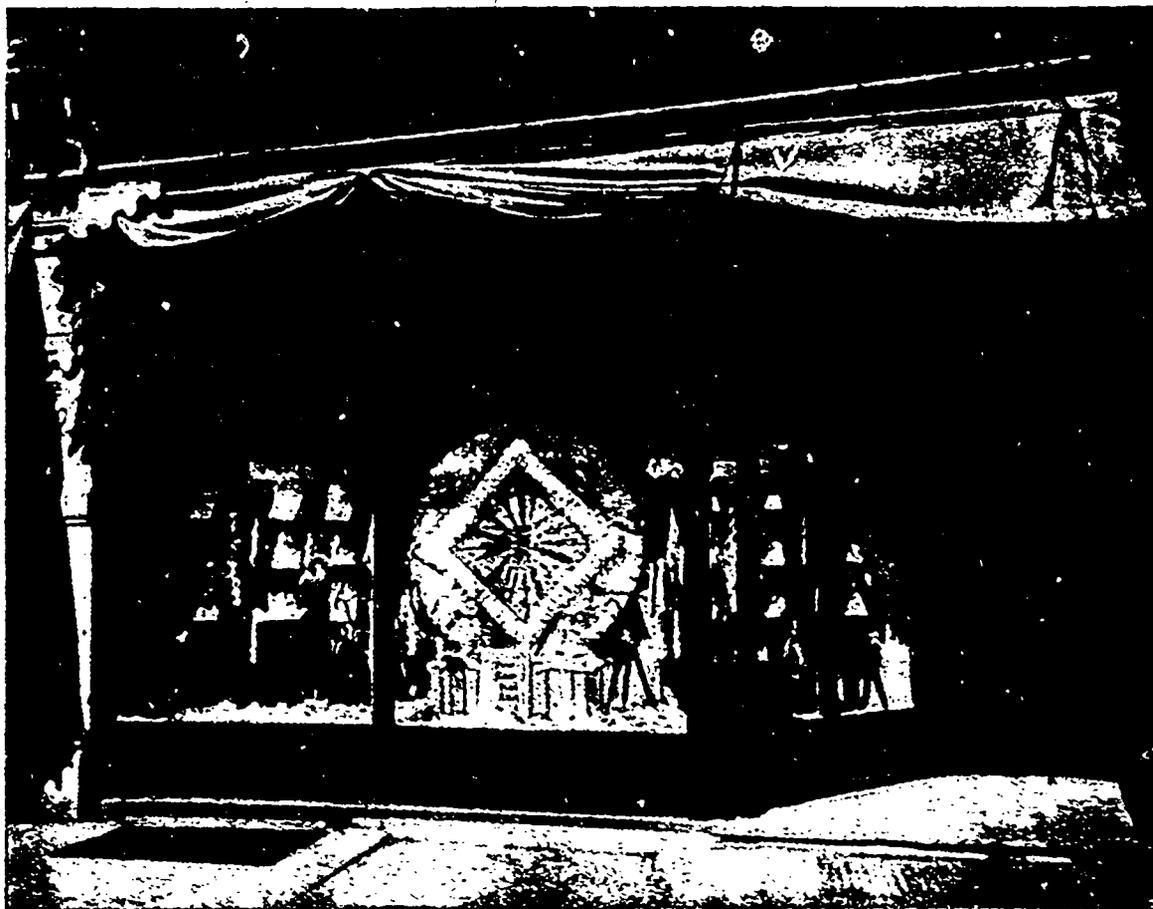
"Interest the little ones" with something movable, and it is only the matter of a short time until every parent in the city is induced to accompany the little folks to see just the nicest window in so-and-so's store. After enjoying the sights and

Formerly, only dry goods houses made a study of window trimming, but now the practice extends throughout all branches of trade. It is beyond question that there are few things so attractive as a beautiful and artistically dressed window.

It is also the cheapest advertisement that the dealer may indulge in. Its real aims are to show the people what is kept to sell and the price at which it is sold, to attract the attention of people to the store, and to show goods which will excite in the public the desire of possession.

The principal object of the most successful window-trimmers is to do something that will cause the people to talk, excite their curiosity and admiration, which will be followed by patronage.

An attractive window is a silent salesman appealing for trade. Goods should be so displayed as to force people to



A FURNISHING DISPLAY AT THE N. R. PRESTON CO., LIMITED, WINNIPEG.

Designed by Mr. W. Edwards.

mechanical effects of the window, their curiosity is aroused and they start on a tour of inspection, and the other windows connected with the store are viewed closely, which otherwise might only have received a passing glance.

The object of this sort of advertising is to bring the people to your store, and to hold their attention long enough to impress on their minds the exact location of your business, and what goods you keep, thus receiving advertising which no newspaper can give, as it attracts the attention of many who do not or cannot read the papers.

WINDOWS THAT WIN TRADE.

The art of window trimming is at present recognized as the most important factor in increasing trade and building up a good lively business.

feel that they really wish to possess them, as this feeling ends sooner or later, in purchases. The result of such a display will be an instant sale to people able to gratify their wish. Those who have to plan and contrive before investing will remember the store and the goods displayed long after they have been taken out of the window.

By others, the attraction will be communicated to friends who intend making purchases. In some of these three ways the window will create business, as it is a constantly changed advertisement. The wants of many people will be catered to and all lines of trade be covered. To keep abreast of the times, it is necessary for your windows to have your utmost attention.

There are different ways of arousing the interest of passers-by. By displaying an immense stock of one article, people

The Hat of the Season.



FOR
MID-SUMMER
WEAR.



Made in good quality of soft
Felt, in Khaki (Castor) color
only. Price . . .

\$18 Per dozen.



THE VOLUNTEER.

As the demand for this Hat is unprecedented, kindly send orders to
Toronto House by telegram or letter at once to secure prompt delivery.



DESIGNED AND MADE EXCLUSIVELY FOR

THE
JOHN D. IVEY CO.

LIMITED

MONTREAL.

TORONTO.

WINNIPEG.

WINDOW DECORATING—Continued.

will stop and look at it, as they would at a big man, a big horse, etc.

Another method is the peculiar and unlooked for arrangement of goods. In this style of window the skill of the decorator is best displayed. To attract attention by massive displays requires but slight power, to attract it by delicate adjustment of light and shade, by skillful imitation of objects, by pretty combinations of fabrics brings into play the artist's best skill and intelligence.

There are many ways of making the windows attractive, but the first and the principal thing is cleanliness and neatness in arrangement. Windows should be changed often, at least once a week, and cleaned from top to bottom each time the display is changed.

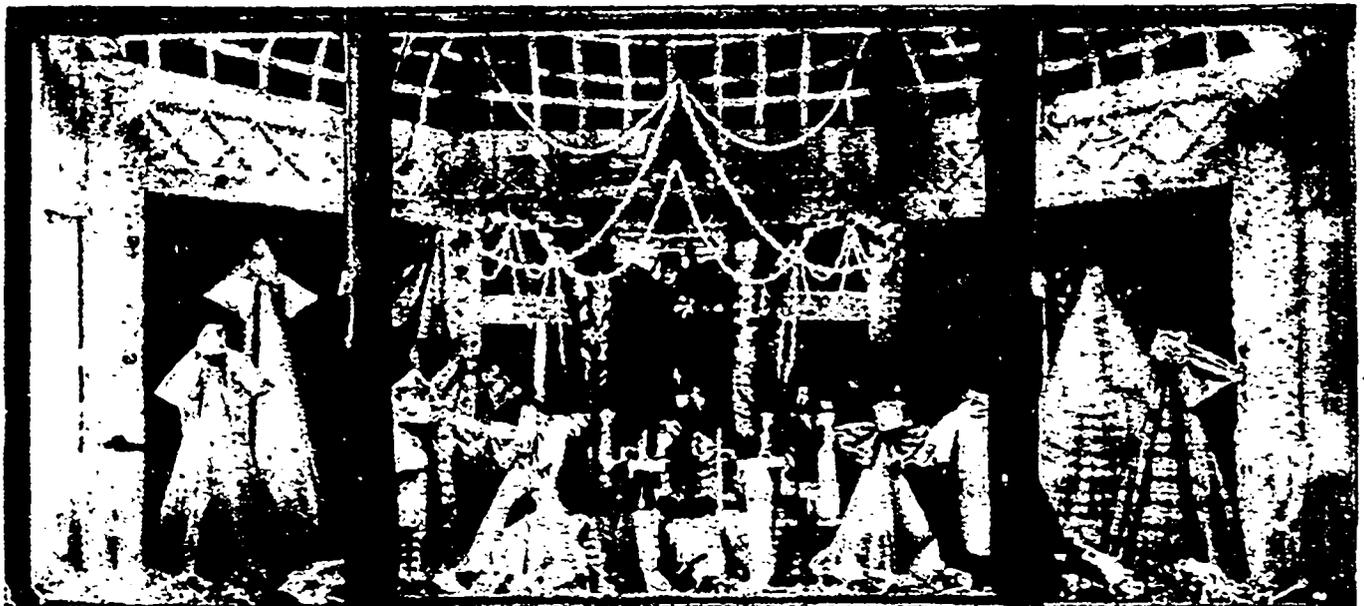
Then see that the background will be suitable for the goods to be displayed. This is one of the important parts of the trim. The background is provided for a double purpose. to exclude light from the rear, and to sharply define the outlines of the articles displayed. Such a background, if

One principal necessary to be followed is: never to display goods for sale which you do not keep in stock. When the attention of the customer is attracted by a feature in the window, she wants to see the same thing in stock. If you display a bargain in the window, be prepared to duplicate it on the counters. Use every legitimate means to get people into the store, but once inside do not deceive them.

When the window is arranged for a special sale, it is necessary that there be a liberal supply of those goods inside on the counters, with plenty of price cards and sale announcements.

To produce a good display in the window, simplicity in arrangement, as well as in color, is desirable. It is a safe rule not to display a great variety of articles in the same window, as a complicated arrangement usually appears confused.

In arranging a window for the purpose of getting as much of a show as possible with a few goods, the surroundings should be carefully considered, that is, the background, the light and the distance from the front. As a rule, a thinly-dressed window should be arranged well back from the glass, and, in that case, it must have a strong background to bring it out. A window dressed entirely to the front has no effectiveness as



EASTER WEARABLES WINDOW AT BRYSON, GRAHAM & CO.'S, OTTAWA.

Designed by H. Hollinsworth.

judiciously selected, can be made to supply an important color element in itself. No matter what the line of business may be, there is nothing mars a window as much as to merely place the goods without some sort of a background.

In many cases mirrors act as effective backings. They concentrate the light, sharpen the outlines of the articles shown, and greatly increase the size of the window.

Some firms have fitted up their windows with backgrounds of paneled oak, highly polished, at a great expense, and they will not allow the trimmer anything else for a background. To these firms I wish to say they have made a mistake, and it will be well to rectify it. Let the trimmer make his own backgrounds. Natural wood for backings looks too bare. It is like a room without a carpet or with unfinished walls, which mars the effect of nice furniture. It's the same with the window. You may place the finest of goods in such a window and the stationary background will depreciate their looks and values, and will look as if the window had been half trimmed, or that you had not goods enough to finish it.

a whole, but depends for its effect wholly on separate details, for the reason that it has not the necessary distance to give the eye the proper focus. When the trim is withdrawn one or two feet from the glass, the proper focus is obtained, and the eye takes in the display with pleasure, the light being softened and diffused. All the light must come from the front and top, as admission of light from behind completely ruins the effect.

MERCHANT vs. WINDOW-TRIMMER.

Of the greatest importance to the merchant of to-day are his windows, and how they are trimmed. Many merchants persist in hampering the window-man in different ways.

One way is in not giving him a free hand in planning and carrying out his displays. They seem to think the trimmer is not competent to judge what should be shown in the window and how it should be shown. They give him an order to show a certain line of goods and expect him to get the present trim out, the window cleaned and retrimmed in the space of

Always at the Top



**FOR SPRING & SUMMER
NEGLIGEE.**

THE WILLIAMS, GREENE & ROME CO.
 OF BERLIN, Limited,
 MANUFACTURERS
 SHIRTS, COLLARS AND CUFFS,
 BERLIN, ONT.

WINDOW DECORATING—Continued.

an hour or two, and then, after the display is in, find fault and criticize the bad points of the trim. Is that justice to the man who is constantly racking his brains for ideas in order to advance the window trims?

In many cases, if the trimmer asks permission to purchase a few nickel stands, he is met by the merchant with a blank refusal. The merchant possibly thinks that as they have got along without them in the past that they can do without them in the future. These merchants do not realize that as their business advances so must the window trims. What is it makes the biggest impression on the public? The windows! Then, why is it these merchants cannot, or will not, see for themselves that they must encourage and not discourage the window-man. How many merchants are there to-day who will come to their window-trimmer and say: you did well? Is it for fear that the trimmer will ask for more pay? Perhaps so.

Would it not be much better for the merchant to have a chat with the window-trimmer now and again as to what to display, etc.? Give him reasonable time to plan and carry out his displays. Keep away from him while he is in the window. Tell him when he has put in a creditable display, and let him know directly or indirectly that you are perfectly satisfied with his work. Point out to him your idea, and if it conflicts with his, do not force him to carry out your idea, as he is supposed to know better what is required (if he doesn't he should not be there)

Lay aside a fund each year wherewith to carry out the window trims, and leave it to the trimmer's discretion what to purchase. If the trimmer knows his business he will use it economically and within the limit. Make him feel you have confidence in him. If every merchant followed out these suggestions I am sure the trimmer's lot would be made easier and it would give him greater encouragement to do his level best towards his employer's interests and the advancement of the business.

H. H.

QUEEN'S BIRTHDAY WINDOWS.

The window of Mr. J. F. Clark's store, Port Hope, presented a very gay and patriotic appearance. Flags were innumerable, while pictures of Lord Roberts and Lord Kitchener were displayed. In the centre was a cannon with two soldiers keeping guard, the Canadian and the Irish Inniskilling, the latter only being distinguishable by his face. The dressing of the window was due to the good taste of Mr. James Clark.

The recent holidays did not pass unnoticed at Whitehead's store in Walkerton. One of the windows showed that somebody in that store possessed considerable originality. It was Empire Day, and the window looked like an armoury. There were eight or ten guns stacked up in the centre, as many swords, large portrait of Her Majesty draped in the national colors, and, back of all, the most attractive display of goods. The window attracted much attention.

A patriotic display made by A. & W. Wilson, Broad street, Victoria, B.C., is worthy of note. A stalwart soldier clad in khaki gazing with a fixed but very defiant expression was the central figure. His right arm was in a sling, while his left hand grasped a revolver. His rifle and several unexploded shells lay at his feet, while a little on one side was a very real-looking representation of a cannon made from stove pipe. In his rear was the entrenchment, with the barrel of a rifle peeping through an aperture. Altogether, the arrangement was an excellent one, and as original as unique.

A FINE WINNIPEG WINDOW.

The gents' furnishing window, which is reproduced from a photo of a display in the N. R. Preston Co. Limited's store, Winnipeg, has a background of light blue and white-cheese-cloth, pleated and edged with light blue puffing. The diameter of circle is seven feet, and diameter of projection five feet. The projection is dished in the centre, and the display on same is of neckwear entirely, over a groundwork of white and light blue. At each side is a display of men's attire. This tasteful window was designed by Mr. W. Edwards, who does all his own lettering and sign writing.

Another window, showing millinery, proved one of the best ever placed in the store. The background and top were white cheesecloth, pleated and edged with pink, puffed. A harp in the centre was done in white puffing, edged with pink and backed by a revolving sunburst of heliotrope satin. Four large pillars with slab on top, and also an arch, were in white, edged with pink. The window was then filled in with a large basket of artificial flowers, trimmed hats and millinery-trimming materials. This proved most effective. Very few goods are required in a display of this character, and the same background and general arrangement may be used for showing many other lines of merchandise.

LACE FASHIONS ABROAD.

The latest novelties in fancy millinery laces are much sought after, says Nottingham advices to The Drapers' Record. Guipure and cluny nets, laces, and insertions are in favor, and there is a good demand for valenciennes of various kinds—Victoria laces, torchons, point de Paris, and malines. American and heavy warp goods sell freely at enhanced prices. The silk departments do not show much improvement. A few special lines are selling, but there is nothing like the former demand for these goods.

The machinery producing bobbin nets, fine tulle, and mosquito nets remains fully employed, and prices do not show any tendency to recede from the high level hitherto attained; in fact, if anything, they are inclined to go higher. Large quantities are required for export, and there is a fairly good demand for millinery purposes. Stiff foundation nets are very high, with a falling off in the inquiry for them.

Lace curtains, window blinds, antimacassors, and wool scarves, are moving extensively. Finishers are full of work, large quantities of goods coming from outside places, and prices are higher all around.

Makers of fancy goods, such as caps, collarettes, aprons, blouses, ruffles, and other fancy articles are well engaged, and find employment for a large number of hands. A good business is being done in plain and fancy veilings. Prices are, however, brought to a minimum consequent on the strong competition. A moderate inquiry is experienced for Irish embroidery and everlasting embroidery trimmings. Honiton braids, beadings, and purls are in full average request in white, ecru and butter.

H. C. Cook, woollen buyer for the W. R. Brock Co., Toronto, was married at Brighton, Ont., May 28, to Miss Proctor, and the newly wedded pair left for England the following day. Mr. Cook makes his regular buying trip at this season. Before leaving Toronto he was presented by his colleagues on the staff with a handsome case of cutlery, and addresses of congratulation and good wishes were made by Messrs. Jermyn, Smallpeice and Catto.

"ONE DOZEN"

We have **twelve** travellers exhibiting our samples from the Atlantic to the Pacific, and they carry the largest assortment of **Fancy Dry Goods** shown in Canada. All departments fully replenished for the **assorting trade**.

FALL 1900

They also have a full line of **Jackets, Capes and Underwear** for Autumn and Winter Trade.

SPRING 1901

Don't fail to see our range of **Embroideries** and **Flouncings** for Spring, 1901. They are now being shown by our travellers, and only **early orders** can secure **early delivery**.

LETTER ORDERS SOLICITED.

THE LACE WAREHOUSE OF CANADA.

KYLE, CHEESBROUGH & CO. 16 ST. HELEN STREET MONTREAL.

The Penman Manufacturing Co.

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Manufacturers of

KNITTED GOODS

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Ladies' and Gentlemen's Underwear in
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D. Morrice, Sons & Co., Montreal and Toronto.

WAIT FOR US

We are showing

"Maritime" Wrappers

in great variety for

FALL SEASON.

Do not fail to see our Specials in **GERMAN**
MOLLETON FLANNEL HOUSE-GOWNS. The
most complete line shown in Canada.

THE ...

Maritime Wrapper Co.

Limited

Ontario Agent

J. H. PARKHILL

46 Toronto Arcade, Toronto.

WOODSTOCK, N.B.**We Have Made a
Superb Line of
Parasols.**

Buyers are especially invited to
call and inspect our range at our
show room,

*20 Front Street West,**Toronto.***The Irving Umbrella
Company, Limited.****FOR 1900 FALL****Our Fall Samples are now ready.***23-inch and 27-inch Lyons Dyed Habutai Silks.**20-inch, 23-inch and 27-inch Japan Silks.**Fancy Blouse Silks.**Initial Silk Handkerchiefs.**Fancy Silk Handkerchiefs.**Silk Mufflers.**Windsor Ties.*

Our travellers are on their usual routes
with complete lines of Samples.

K. ISHIKAWA & CO.**Toronto, Canada.**

NEW GOODS IN WHOLESALE TRADE.

THE W. R. BROCK CO., TORONTO.

THE W. R. Brock Co., Limited, Toronto, are showing a most complete and varied stock in their print department; comprising novelties in patterns, materials, finish and qualities, these are all meeting with a very ready sale, and as none of them can be repeated merchants interested should take an early opportunity of inspecting or writing for samples, which will be supplied promptly. In the same department they are also showing six qualities of black satanas just received, which, being very scarce in the trade, and in great demand, are selling rapidly.

During the month of June, in order to reduce stock and make room for Fall goods arriving in July, The W. R. Brock Co., Limited, Toronto, propose clearing out a number of odd lines at a very considerable reduction in price. Amongst these are included several ranges of prints, sateens, Canadian and Scotch zephyrs, linen suitings, tartan dress goods, fancy printed muslins, fancy dress goods, etc. All of these lines are new and purchased for this season, and comprise only small quantities of any one pattern or color, and all those who are likely to be interested should see them as early as possible, as they are sure to be picked up quickly.

In their dress goods department, The W. R. Brock Co., Limited, are showing a very large range of the newest styles in fancy blacks, which are meeting with great success, and a very ready sale. They have also lately received a shipment of cardinal, four shades, cashmeres, which are very scarce in the trade, and in good demand. Plain colored sedans are quite active, and of these they have five qualities and complete assortment of colors in each. Colored Japanese silks are asked for daily, and the company are able to supply the demand. Printed foulard silks are very desirable, and the three qualities they are showing cannot be surpassed for value or appearance.

The firm received about two weeks ago a clearing line of printed dress muslins, numbering a little over 1,500 pieces, and of these they have not 500 pieces left. The assortment of patterns and colors is still not badly broken, and it is, undoubtedly, the cheapest lot of the kind offering in the trade to-day; any requests for samples will be promptly attended to.

In linens, they have some interesting lines in cream and bleached damask tablings, napkins, towels and towellings, which can be bought to-day from them to great advantage. They are showing a 32-in. indigo and white, and black and white drill, a heavy domestic cloth, just the beau ideal for boys' summer suits, being a perfect washer and wears like wire. It has been hard to get deliveries, but now they can fill back orders and show a nice range for immediate delivery.

In decoration buntings for July 1, self colors are shown in every desirable shade, which are guaranteed to stand sun and weather—a full range of fancy stripes in a great variety of combinations of colorings. Tricolor buntings in four different cloths to fit every person's purse; plain and fancy styles both for inside and outside decoration. A special line to retail at

5c.; also a range of wool buntings in red, white and blue, and a big assortment of flags by the piece—Union Jacks, Canadians, etc.

They have just secured a few stock lines, which are nicely made and good lookers, to be sold at a tempting price. In bright-finish waist lining, an American cloth to retail at 25c., all staple and fancy shades has proved a quick seller.

Merchants requiring cashmere hosiery will not be fair to themselves if they do not inspect the samples of The W. R. Brock Co., Limited, Toronto, no matter whether they import direct in large quantities or not, as this company placed contracts two years ago for staple lines in plain and ribbed goods, both in hose and half-hose. Consequently, they are in a position to quote prices which will astonish close buyers.

Black and colored fringes are now getting very popular for dress trimmings. This firm have just opened out in black and all colors some of the newest goods at popular prices. They have also just opened out new arrivals in all-over laces and nets, bobbin nets, valenciennes laces and insertions, fancy cotton laces, chenille and plain spot, chiffon and silk gossamer veilings, featherstitch braids, fancy neck ribbons, including a large lot secured by Mr. B. B. Cronyn in the London market at a great sacrifice; red, white and blue ribbons in four widths, also belting.

In cream silk and taffeta gloves there is bound to be a famine, and the merchant who is short can send a post card to the W. R. Brock Co., Limited, Toronto, or inspect samples with their travelers.

As to embroideries, as everyone in the trade knows, they have advanced out of sight and further advances are said to be as sure as Roberts' advance to Pretoria. The W. R. Brock Co., Limited, are able to quote most interesting prices.

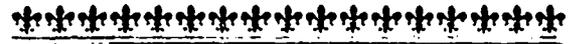
The month of June always creates a demand for parasols and sunshades. The assortment shown is all that can be desired, the handles being all the latest novelties and fads, the cloth durable and good value.

In men's furnishings, never have this firm shown such a large assortment of regatta and negligee shirts. They are offering them at interesting prices, having bought early. This also includes working shirts, overalls, smocks, etc., for which they placed orders, fully 3,000 dozen, in June, 1899, for Spring delivery. White shirts, dressed and undressed, can also be supplied on the same favorable terms. There is now in stock a full line of plain and fancy jerseys and sweaters for men and boys. The merchant should see that the municipal by-law, to prevent men and boys bathing in Nature's robe, is enforced. The W. R. Brock Co., Limited, have a supply of trunks and bathing suits, and you will find a good demand for them.

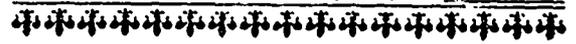
K. ISHIKAWA & CO.

K. Ishikawa & Co. now have in stock a good assortment of 20, 23 and 27-inch Japanese silks in all colors. They have just added a new stock of 23-inch goods in all the latest colorings. Their black and white silk stocks are now complete, as they have received two shipments from Lyons, France. They state that sales of black and white silks have materially increased since Easter, and that they have sold an unusual quantity of white and black Habutai silks. Their stocks of tuscan, the leading millinery color, is well assorted in different grades. This firm have also received a shipment of khaki silks from Yokohama, which will be very suitable for blouse and dress purposes. Fancy corded stripes and plaids are included in this new lot.

Down Quilts.



K. Boissevain, Secretary, 301 St. James St., Montreal.
 J. M. de Booth Kemper, 301 St. James St., Montreal.
 James W. Woods, 75 Queen St., Ottawa.
 J. H. Parkhill, The Arcade, Toronto.
 J. M. Macdonald, McIntyre Building, Winnipeg.
 S. E. Hue, Oxford, N.S.




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 Cost no more.
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The Alaska Feather & Down Co., Limited

301 St. JAMES STREET - Corner Victoria Square - MONTREAL



Go Over Your Stocks Now.

After the rush of the Spring business is a good time to look over your stocks of Dress Goods. You will know what lines are hanging and will be able to take out pieces that have become shelf-worn, or faded.

Don't leave this work until the Fall is near. Send the goods at once to be dyed some good staple or fashionable color. You will get them back promptly and then you'll know just what you have in good, salable stocks on your shelves which customers may want now.

- We are pleased with ourselves because customers
- are pleased with the work we are doing in
- dyeing, cleaning and curling feathers and plumes.
- We are money-savers to the milliner as well as
- to the dry goods man.

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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, JUNE, 1900.

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

THE COMING SEASON.

MERCHANTS are naturally anxious to know beforehand what the tendencies are likely to be both in style and in price. We have had a conversation with a careful buyer, of long experience, who crosses the ocean always twice a year and whose opinions strike us as well worthy of reproduction. He spoke very candidly on the subject of price. He pointed out that the Canadian buyer must not allow himself to be affected too much by any reports of diminished prices for high-class wools at the English sales. The Canadian buyer, he pointed out, was not being asked to pay for the finished fabric anything like the price which the wool quotations would justify the wool manufacturers in asking. In other words, the market could still sag a little without the slightest effect being produced on the market for made materials. Some English authorities, he went on, believe that the May wool sales would show a

return to December prices, others again anticipated a slight decrease, but a well-posted man on wool felt positive that prices, after the May sales, would stiffen and remain firm at least until the end of 1900.

The Bradford trade has been very fair this season, and dress goods manufacturers are well pleased with their sales to the Canadian market, for, although our market is a small one, there can be no doubt that the lower rate of duty is going to considerably augment the exports of the new fabrics to Canada. These new materials, for instance, which are being made from colonial cross-bred wools, are not only fashionable abroad, but are likely to do well here.

"In London, in the West End shops and in the parks, it is tweed effects everywhere. I noticed in fashionable places like Peter Robinson's, Swan & Edgar's, Jay's, and other places of that kind, that tailor-make costumes run mostly to tweed effects, which are, of course, mostly seen in the new pastel shades. One of Robinson's windows, for instance, was a Wedgewood window. The word Wedgewood was brought out in the same effect that is shown in the famous china of that name, and the whole window was a mass of blue of that particular shade. But the pastel shades, fashionable as they are for high-class and city trade, cannot rule in this market to the same extent as they would in centres of fashion like London and Paris. Speaking of Paris, what strikes a Canadian buyer is the startling and bright fabrics now being shown, such as zibelines, which you will find in all sorts of combinations, in enormous checks, etc. The less pronounced of these fine goods will probably make their way to Canada, but the more brilliant patterns would never do here. These fabrics are of the camel's hair variety. The more hairy the effect, apparently, the more popular, and they are quite heavy enough in weight for Canadian Autumn and Winter trade, providing the pattern suits. They are made both in plain and fancies. If one can predict in exact words the general trend of affairs it will be both a plain and fancy season. I think fancies are recovering their ground and that next Spring it is quite possible they may resume their former position. As to color, you see cardinal everywhere, and it is quite possible that cardinal, or some other shade of red with a new name, will be the prevailing color for next Autumn and Winter. I would be disposed to rank blue, purple, etc., after red in the order of precedence. Green seems to have subsided for the present."

We learn from the same authority that the linen market has been extraordinarily firm and that Canadian buyers, except in a very few instances, have been unable to get their favorite lines repeated at old prices. This is deemed due to the great scarcity of flax. One Canadian buyer told our authority that he had been trying to buy some Russian crash and was assured that if he wanted any it had better be bought at once, as there would be none in the market next season, because the Russian peasants who make it found they could do better by selling their flax this year than making it into material, and, in consequence, very little would be produced.

PROTEST FROM THE WOOLLEN MEN.

DURING the past month, two deputations representing the Canadian woollen manufacturers have waited upon the Dominion Government at Ottawa with reference to the duties on woollens.

On July 1, the new preferential clause of the tariff takes effect, reducing the duty on all British woollen goods to 23½ per cent. This, the Canadian manufacturers feel, is an inadequate duty considering the present state of the industry and the prospects of competition from low-class British fabrics made largely of shoddy. This class of stuff is not produced in Canada, the machinery and labor in use not being adapted to its production. It is not, in fact, considered a class of material which should be used, because the quality is poor and the fabric not durable. It is against the shoddy goods, and not the finer classes of woollen fabrics made in such perfection in Great Britain, that our manufacturers protest.

The advent, during the past 20 years, of cheap, durable Canadian tweeds made a revolution in the clothing trade. Formerly our clothing manufacturers imported cheap shoddy fabrics which put the clothing industry on a certain basis. To-day that is changed. Our clothing-makers are using durable Canadian cloths and their clothing is in much vogue and of excellent standard.

The woollen industry in Canada is an important one. There are said to be \$15,000,000 of capital invested in it, and the number of people employed in the various mills throughout Canada is about 12,000. Upon the invested capital, it is said, not more than 2 per cent. has been earned for years past. Internal competition, as everyone knows, has been severe, and any combination to maintain prices has been impossible. The welfare and maintenance of this industry is purely a business question, and from that standpoint alone it should be dealt with.

The Government, it is understood, decline to move from their intention to apply the extra preference to the woollen industry, which may suffer in consequence.

LONG HOURS AND QUIOK SHIPMENTS.

The strike of the cartage companies' employes in Toronto during the past month has drawn forth some criticism of the long hours which the men complained of. They said it was long after 6 o'clock in the evening before they could get their drays loaded up at the various wholesale houses, so that by the time they reached the freight sheds and discharged their loads half the evening was gone. Those who are aware of how business is conducted at wholesale warehouses in the city know fully well that it is no fault of the firms in question if work is not promptly suspended. These concerns, as a body, set a notable example in the matter of short hours to employes. In shipping goods, however, they are dependent entirely upon the hour at which their customers come into the warehouse to buy. One merchant will visit the wholesale warehouses in the morning, complete his purchases, and the parcel is easily despatched the same day. Another merchant will keep going

around the warehouses the best portion of the day, and then, about 4 o'clock p.m., he will fix upon his choice, and demand that the goods be despatched without fail that night. Then, there is always the disposition amongst travelers to promise goods at the earliest possible date. This is right enough. But it means that the wholesale houses are detained very often to a late hour in obliging out-of-town customers.

EFFECT OF A FAILURE.

MANY traders seem to be unable to grasp the real significance of the recent failure of Price, McCormack & Co. at New York. Because the firm in question were largely interested in raw cotton, they assume that their difficulties will be apt to affect the actual market price of the product.

There is absolutely no ground for this reasoning. The insolvent firm were brokers, who were dealing speculatively in cotton, and, far from their trouble leading to a drop in the market, one of the main reasons for their failure was the fact that they were heavily short of the market, and found it impossible to cover their contracts before the price had run up to a figure which caused their suspension.

As a matter of fact, speculative dealings on the Stock Exchange, for strong reasons, cannot affect the price of cotton for some time to come. Chief in this respect is the absolute unreliability of any estimate of the new crop until the end of November at the very least. Accordingly, prices in regard to new crop of raw are largely guesswork, and can have little or no bearing on the market for the finished material until information of a definite character is available.

Then, all reports agree that the mills not only in the United States, but in England, have orders booked ahead for cotton fabrics for at least four months, and everything points to the maintenance of stability in values.

BRITISH GENEROSITY.

The interest and concern shown by British houses in the disastrous fire at Ottawa last month is very gratifying to the people of Canada. The calamity has been a very serious one, but its features have been alleviated by the generosity and kindness of the people all over the British Empire.

For example, the great English silk manufacturers, Lister & Co., Limited, have written to their Canadian agents, H. L. Smyth & Co., in the following terms:

"We were extremely sorry to hear of the disastrous fire in Ottawa, and, as the mayor of Bradford has opened a fund in aid of the sufferers, we have shown our sympathy in a practical manner by subscribing £100." This handsome donation is a practical evidence of the real sympathy felt by Englishmen towards our Canadian people.

Thomas Adams & Co., Limited, of Nottingham, who are also represented in Canada by H. L. Smyth & Co., have given £100 sterling to the Ottawa Relief Fund. This is gratifying proof that the sympathy of the Old Country expresses itself in something more practical than words.

THE EXCHEQUER COURT CASE.

WE consider the settlement of the case of the Crown vs. Fitzgibbon, Schafheitlin & Co. a serious mistake. Due regard must be had, of course, to the opinions of the judge and the legal advisor of the Crown (the Deputy-Minister of Justice), who appear to have thought the settlement a satisfactory one.

From the legal standpoint their views may be sound, but we have also to consider such matters as these from a much broader view; namely, as a matter of public policy and of the highest commercial morality. It may be right enough for lawyers to give weight to considerations of cost, of time, of the uncertainties of proof, etc., but the commercial community believe that where fraud is charged in Customs cases the question should go into open court and be carried on to the end.

A Government is not in the same position as a private litigant. It is not obliged to stop a lawsuit for monetary reasons. A man often submits to injustice, because to fight it out would run him in law costs. Not so a Government. In this case the honest importers had a right to count upon the proceedings being carried on until the whole evidence came out and the full penalty could be either inflicted, or not, as the facts would warrant.

As the question stands now, we do not find that the result has given satisfaction to anyone. The following view of The Montreal Gazette may be said to voice the trade feeling:

The arrangement of the case of Fitzgibbon, Schafheitlin & Co., which has been taking the time of the Exchequer Court this week, will not do what counsel claimed—"meet the ends of justice and be satisfactory to all persons concerned." Not for years has any legal case attracted in mercantile circles the attention drawn to this. The amount which the revenue would appear to have been defrauded out of was of less consequence than the trade interest in having the example made of those guilty of obtaining through Customs undervaluation an improper advantage over their competitors. Considerations of broadest policy required that the case should have been pushed to a conclusion, whatever it might be.

STOCKS AS SECURITY.

THE bank suspensions of last Summer have suggested the wisdom of amending the existing Canadian Act, and a bill is now going through the House of Commons with that object in view. The measure is one that should receive the attention of all commercial men, who are much interested in banking legislation of any kind.

Some suggestions were made in committee which interest woollen manufacturers as well as others. It was pointed out that banks now can, and do, make advances on goods in a maker-up's hands that the manufacturer has not been paid for. There is no official record of this transaction that the manufacturer can get at. If the customer happens to become insolvent the bank claims the goods as security, and the manufacturer is out.

It was pointed out that a clause might be inserted in the banking law by which the bank in such cases should be obliged to notify the original vendor, so that he would know the financial position of his customer. This 'does' not seem an

unreasonable proposition. Supposing the boot was on the other leg, and the manufacturer could seize a bank's security without the bank being able to know of it, would there not be a demand for a change? The suggestion was also made that in such cases the original vendor could pay off the bank and take its place as holder of the security. The first proposal was offered as an amendment in committee by Mr. B. Rosamond, M.P. for North Lanark, who thoroughly understands the whole question. The committee, however, did not adopt the motion.

It does not appear that any single commercial interest has the weight with Governments that the banking interest has. The latter is, without doubt, a very able and valuable factor in our financial system, and its well-being is a matter of concern to all. But that is no reason why the merchant and manufacturer should not also secure a fair hearing from Parliament when amendments to the existing law are under consideration.

BRITISH IMPORTS BACKWARD.

The fact that the new tariff goes into effect on July 1 is having a deterrent effect on the importations of British goods at Montreal. All the houses that can do so are only bringing out what goods they are actually compelled to bring in, as they naturally want to get the benefit of the three per cent. additional that the new scale of duties on British goods is equivalent to. This condition of affairs is likely to prevail throughout June also. Montreal travelers, it may also be remarked, will go out on the 1st of June with samples of Fall goods.

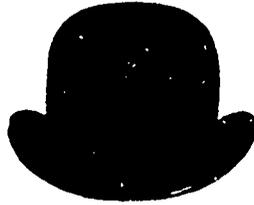
MAY TRADE IN MONTREAL.

According to the Montreal houses, the movement of business has been seriously interfered with by the cold, unseasonable weather that has prevailed throughout May. At many points in Ontario and Quebec, according to mail advices, stocks of Summer stuffs have not been broken into at all, whereas this time last year trade was progressing quite actively. This backward condition is also reported to a great extent in the Maritime Provinces, but in Manitoba, the Northwest and the Pacific Coast business has been, if anything, more active than it was last year. It is satisfactory to note, however, that payments in May were very good, all the Montreal houses called on reporting returns of from 80 to 85 per cent. which is quite a high average.

ONE AGENCY FOR LINEN THREAD.

Before the end of the present year it is understood that all linen thread sold in Canada will have to be bought through one agency in Montreal. This decision on the part of the British Linen Thread Combine naturally means that several well-known Canadian manufacturers' agents will lose their linen thread business. The intention of the syndicate, which has recently bought out all the British linen thread factories, is to sell their goods under the same system as cotton thread. There is to be a central agency with a Canadian manager, and travelers covering all districts in Canada.

Hat, Cap and



Fur Trade.

The Canadian Trade.

Now that warm weather has come the sales of Summer headgear will come with a rush, as so far retail trade has been moderately active. The straw hat is in favor this season, as can be seen by the number already worn. According to importers, good orders have been placed for black stiff hats for Fall trade, and fair orders for colored hats.

The Canadian manufacturers are showing Fall styles modelled after both English and American shapes, embodying some of the features of both. One complaint made by large hat dealers is that the Canadian makers do not show a sufficient range of prices. The Canadian hat is usually neither a very cheap nor a very expensive one, but of moderate price, and, on this account, it is claimed by some, they miss some trade they might otherwise do, because in actual values and finish no complaint can be made.

The Situation in Furs.

There is a lull, for the moment, in the upward tendency of skins, and shrewd Canadian buyers are watching the situation closely to see what it portends. It is doubted in some quarters whether prices of skins will go higher, and one buyer reports that in a specific case he paid a small advance for astrakhans, where the European holder wanted a very large advance. The Canadian buyer stood firm, however, and finally got the stuff at a reasonable advance. It is, therefore, questionable whether the small dealer will find it safe to load up too heavily with skins at the present high figures, when, by waiting, he may take less risk. But he is the best judge of his own local trade, however, and doubtless knows how much he can handle. With a continuance of prosperous times in Canada this Fall, no doubt the fur trade in garments will be excellent.

Pelagic Sealing Catch.

The Canadian seal fishery in the Pacific Ocean, in the season of 1899, according to the official reports just issued by the Canadian Government, was of so successful a nature as to warrant the authorities at Ottawa in protesting against the adoption of stricter precautions in connection with the seals of Behring Sea.

The total Behring Sea fleet of 1899 consisted of 26 vessels, representing 1,894 tons register, with crews of 213 white men and 387 Indians, with 68 boats and 285 canoes, and the total catch was 34,454 skins, augmented by an Indian catch of 892 on the coast. This total Canadian seal catch of 35,346 is larger than that of 1897 and 1898 when 41 and 35 vessels, respectively, were engaged in it.

Of the 26 vessels engaged in the industry last year, 20 operated on the British Columbian and Alaskan coasts, while these same 20 and others operated in Behring Sea, and only one on the Asiatic side.

The coast catch was 10,471, the Behring Sea catch 33,284, the Asiatic catch 689 and the Indian catch 892.

From 1892 to 1896 there was an average of over 60 vessels annually engaged in the sealing business. In 1896,

64 vessels secured only 53,234 skins, whereas in 1891 51 vessels secured 50,437. In 1897 the fleet dropped to 41 vessels, securing 29,342 seals, and in 1899, as already stated, 26 vessels secured 34,454 skins, exclusive of the Indian and shore catch. The statistics show that in the whole history of the Canadian pelagic sealing business the average catch per vessel of the year 1899 has been surpassed only twice, namely, in 1890 and 1894, and in no other year has it been at all closely approached. In 1890 the average catch was 1,357 per vessel, in 1894 it was 1,533, and in 1899 it was 1,325. The phenomenal catch of 1894 was principally taken on the Asiatic side, and its high average cannot, therefore, be attributed to what has been called the Pribyloff herd of seals. Nowadays the sealers have almost ceased exploiting the Asiatic waters, and are confining themselves to the North-American waters of the north Pacific Ocean.—New York Cloaks and Furs.

Australian Fur Skins.

With reference to Australian furs, Wilcox's Review of recent date contains several interesting particulars. It states that rabbit skins, which have been on the downward grade as to price during the last few months, with the approach of Winter are taking a turn for the better, and fairly high rates may be looked for, especially as supplies are likely to be small from New South Wales.

The skins which interest the Australian fur trade most are kangaroo and wallaby skins, sheepskins, opossum, rabbit and bear. The report states that moderate supplies of grey kangaroo and wallaby are available, and that Queensland is supplying a fairly large quantity of reds. The prices of these skins show no present upward tendency, as they have to be exceedingly well taken care of to fetch high prices. Only very large kargaroos with skins weighing seven pounds per dozen and upwards, and wallaby of four pounds per dozen and upwards, should be shot, while the animal should be killed by either ball ammunition or trapping.

Electricity in Hat Making.

Following the perfected process of forming, the work of making a finished hat consists of alternately sprinkling and ironing the felt, at the same time shaping it to the form of a finished hat. It is in these processes of shaping and ironing that the electrically-heated tools have been found of such great advantage. In the factory of The Berge Co., New Jersey, a plant for utilizing electricity in hat-making has been installed.

The installation is one in which a combination is made of electrical and other systems of heating and power transmission, so as to enable the greatest possible utilization of all the heat units of the coal burned under the boilers. The power plant consists of three boilers, each of 225 horse-power capacity, and a main engine of the Corliss type, of 420 horse-power. A supplementary engine of 75 horse-power is directly coupled to

OUR TRAVELLERS are now on the road with a full line of Fall Samples. Be sure and see them before placing orders, as they are THE BEST VALUE offered to the trade this season.

EDGAR,
HATS
 and
FURS.

CORISTINE & CO.
 517-519
 St. Paul St., **MONTREAL.**
 Successors to GREENE & SONS COMPANY.

IN FURS

We are experiencing a very heavy demand for Fancy Caperines in combination fur.

Astrachan Jackets in 22-inch and 25-inch lengths are having an enormous sale, and are certain to prove ready sellers.

Early orders mean first choice and prompt delivery. The thoughtful merchant will recognize this and anticipate his requirements in good time.

IN HATS

Our stock is still complete in all the most desirable lines. We are experiencing a brisk demand for Tan and Terra Stiff Hats, which we have in the newest shapes. Full stock of Straws. Letter orders executed promptly.

James Coristine & CO., Limited

469 to 477 St. Paul St., MONTREAL.



Storey's Manufactures are Standard for Excellence of Material, Fit, Style, Workmanship and Durability.

GLOVES.
TRAVELLING BAGS.
LEATHER BELTS.

For Spring and Summer Trade.

W. H. STOREY & SON

(The Glovers of Canada)

ACTON, ONT.

a direct current dynamo of 50 kilowatt capacity, while a larger dynamo of 150 kilowatts is belted from a shaft driven by the main engine. An elaborate system of hot-water heating is installed all over the factory.

The machines for pouncing or grinding off the surface of the finished hats with fine sandpaper, for drying, shaving, ironing, curling the brims and sewing hats, are all driven by electric motors from the main current supply. About 800 incandescent lamps and 20 arc lamps are also attached to the same mains, while over 300 electrically-heated tools are also fed from the electric current supply. So accurately has the balance been established between the power supplied and the heat demanded that the exhaust of the engines is used the year around in heating water drying furnaces, etc., and the heating of the building itself during the Winter is accomplished by means of live steam from the boiler.

The manufacture of stiff or derby hats is practically identical with that of soft felt hats, except that at a certain stage when the felt has been given its finished form it is saturated with an alcoholic solution of shellac, dried and baked at a high temperature. This produces the hard, elastic form of felt which is so familiarly known. Electric heating has also been applied with great success to the manufacture of straw hats.—
New York Electrical Review.

A Hatters' Union.

The convention of the United Hatters of North America, in session at the University Settlement building, New York, reelected the officers that have been at the head of the organization for the last four years. Secretary Phillips has held his office for 20 years.

The convention decided to hold conventions once in three years, instead of once in four years.

The national assessment of one-half of one per cent. was increased to one per cent.; one half of the amount is to be laid aside as a defence fund, to be used in cases of strikes, turnouts, lockouts, etc. One hundred and fifty dollars was denoted to the striking cigarmakers of New York City.

It was decided to keep a certain number of men on the road, traveling from point to point, agitating in favor of the union label.—N.Y. Hat Review.

A Good Sealing Season.

With the return of the last sealing schooners to British Columbian ports from seal-fishing in the Pacific waters, complete reports of coast-hunting are secured. The total catch for 34 schooners was 15 000 skins. Last year's total was 10,472, with but 19 vessels engaged. There have been no serious mishaps this season, and owners are so confident of good prices that all will ship to England, taking chances on the results of the big London sales.

Hat Trade Notes.

Cummings & Sellers, Toronto, are now located at the corner of Yonge and Louisa streets, where they have an excellent showroom, one of the finest in Toronto, with fine light and down-to-date fittings.

Canadian hat buyers who visit England annually to place orders leave early this month for their trip.

G. C. Johnson, representing James Coristine & Co., Limited, Montreal, has been out calling on the British Columbia trade.

A. A. Allan & Co., Toronto, anticipating a large demand for black hats, have arranged to get deliveries early in July, and thus will be ready for dealers running short of English hats.

We are headquarters for the now popular

KHAKI SERGE

Oxford Mfg. Co., LIMITED
OXFORD, N.S.

NIBBET & AULD, TORONTO AGENTS.

THE CANADIAN PRESS CLIPPING BUREAU

frees every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

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

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

THE CANADIAN PRESS CLIPPING BUREAU,

505 Beaufort St.,
MONTREAL.

26 Front St. West,
TORONTO.



Design A.

DORCAS THIMBLES

(Hornor's Patent)



Design D.

STERLING SILVER

Having an intermediate lining of steel are almost impenetrable and of unequalled durability, rendering them

The Most Popular Thimbles of the Day.



Design G.

Canadian Agent

H. PEARCE

14
Place D'Armes
Square,

MONTREAL.



Design K.

SPRING STYLES

INTRODUCED BY
BUCKLEY & SONS,
LONDON.



STYLISH
DRESSERS.

Largest and most complete assortments of Felts and Straws in the trade.

Letter Orders will have our prompt and careful attention.

WALDRON, DROUIN & CO., MONTREAL! =
SOLE AGENTS FOR CANADA.

NEW GOODS IN WHOLESALE TRADE.

JOHN MACDONALD & CO.

JOHN MACDONALD & CO. report that the May trade in carpets has been very good, and that travelers are now on the road with their new range for Fall. Imported goods will be delivered in July and Canadian goods in June. The Fall range contains several novelties in each price, and is, on the whole, superior to last year's; not so large, but more select. The department is showing a large range of linoleums bought for Fall at the old prices, a quantity of which are already to hand. Their present stock of linoleums is well assorted, from the cheapest to the newest inlaid.

In Swiss curtains, quilts and covers the stock is fully assorted, repeats of all their popular selling numbers of lace curtains having been made at the old prices, notwithstanding the 25 per cent. advance in these goods.

In Summer underwear, John Macdonald & Co. are conducting a big sale at present of every kind and quality for men. This includes balbriggans, merino, natural wool, mercerized cotton and plain union. Every line is shown at the old prices, and there is a full range as to size, quality and price. A big sale of black cotton half-hose with natural wool feet is now going on, and the trade will find an inquiry of value to them. A big range of handkerchief ties for ladies is being shown. A new special line of bathing suits in blue, with balbriggan finish, is one of the current attractions.

The range of belt buckles in enamel, jet, gilt, steel, etc., and pulley belts is very large; the latter are shown in silk, satin and leather. Mercerized cotton handkerchiefs, hem-stitched, with small Union Jacks on the border are very good for present trade when the patriotic feeling is on.

The dress goods department of John Macdonald & Co. is showing a splendid range of pique and welts, plain and figured, to retail at popular prices. A line of piques, to retail at 10c., can be had. Also a range of embroidery and insertions, a supplementary shipment of which was received not long ago. A job line of embroidery all-overs, which are so much in demand this season, are now being sold. A further shipment of valenciennes lace and insertions has been received.

In silks, the house are showing a magnificent range of Summer silks in plains and stripes, for blouses, etc., to retail at 50c. A further shipment has been received of white and cream Japanese silks which are always scarce goods when the warm weather sets in. The stock of Summer-weight cashmere hose is complete. Mention is also made of the range of prices in black and white satins, plain and figured, taffeta silks in white and cream, which are all the rage in New York for blouses; also a special line of white lawn blouses trimmed with white insertion, to retail at \$1. There is a complete range of white and cream taffeta gloves.

In woollens, a number of clearing lines, of great interest to the trade, are as follows: 54 inch tweed suitings, 54-inch blue and black serge, 27 inch Canadian tweeds, several 27-inch colored italians and 40-inch fancy silesias, and several clearing lines in fancy worsted trouserings. Regarding Fall trade, orders to date are fully up to last season, and the firm are showing a large range in fancy worsted suitings and trouserings in Scotch, English, and Canadian goods. Also a range of Belwarp stripes, suitable either for trouserings or suitings. The range of overcoatings comprises the newest fabrics in naps,

meltons, beavers, and grey chevots. Quite a feature in this trade now are ladies' costume fabrics, and a large range is being shown in homespun effects, cheviot makes; also plain boxcloths and broadcloths. For ladies' mantles, a large range of beavers and curl serges and black figured effects are shown. For ladies' skirtings, a nice range of checks and 54-inch colored friezes is being shown. The new khaki shade in serges and worsteds, either in ladies or men's wear, can be had.

WYLD-DARLING CO., LIMITED.

In their staple department Wyld-Darling Co., Limited, are offering some extra good values. They have a special line of black brocaded mercerized sateens; also plain and twill sateens to retail at 25 and 30c. In light-ground Summer prints and navy and red drillets, they are showing a big range of choice goods. They have some grey and white cottons for present delivery at prices which cannot be offered more than a month. In shirtings, two lines are shown at old values which will only be maintained while present stocks last.

In the woollen department, a large business is being done in light materials in light colors in worsteds and homespuns, which are preferred to linen and duck by shrewd buyers, as they are porous, which is not the case with the latter goods when starched. There is also a steady demand for blue serges in light weights and light shades.

In the dress goods and curtains department, the demand for lace curtains is specially good. They have in stock at present a large and well-assorted range, including some excellent values to retail at 25c., 35c., 50c., 75c., \$1 and upwards. The dress goods in present request are Victoria lawns, spot muslins, organdie muslins, India linens, nainsook muslins, etc. Black lustres are selling freely, both in plain and figured. In coating and pique twill serges, in navies and blacks, they are showing some exceedingly good values. The principal feature of the linen department is linen crash suitings suitable for skirts. These goods were very popular last year, and are likely to be much used again this Summer. They are shown in tints and natural colors, and in plain and fancy weaves. In this department there is also a magnificent range of samples of fancy handkerchiefs for Christmas trade. These were bought last November at 15 per cent. below last year's prices. The sales of these goods to date have been exceptionally large. In fancy linens, a large range of 5 o'clock tea covers, sideboard drapes, tray covers, pillow shams, etc., are offered at prices of interest to early buyers.

In the smallwares department, many specials are offering. In ladies' collars the great seller of the season is the "LX," a stock shape, scooped in front, being comfortable and of stylish appearance. A job line of chiffon bows is offered in assorted colors to retail at 20c. Lace ties are the fad this season, the most popular being lines to sell at 25 to 50c. each. Some exceptional values are offered in Hermsdorf dye, full-fashioned cotton hose, to retail at 25 and 50c. Two of the most popular lines are No. 20, black, with Maco split soles, and No. 30, black, with natural wool split soles, both to retail at 25c. The latter line is meeting with great favor. In cashmere hosiery this firm are still able to offer their customers values below the market, as they placed large contracts before the advances. Their most popular lines are Nos. 35, 37 and 72, all of which have extra spliced knees.

In ladies' underwear, their stock is completely assorted in all prices, to retail at from 5 to 25c., with half sleeves or sleeveless. In fancy goods, their pulley belts, pulley buckles and dog-collar belts are having a big run. In ribbons, black velvets, with either cotton or satin backs, are selling freely.

KIRK'S PATENT

HAT AND CAP RACK

IS GIVING GREAT SATISFACTION.

Out of the many testimonials we have received, we submit this one for publication:

DESERONTO, ONT., April 10, 1900.

E. J. KIRK, ESQ., Bracebridge, Ont.

Dear Sir,—Please find enclosed express order for the amount of eight dollars (\$8.00) in payment for Hat Rack got from you. It was just what I wanted, and I could not do without it now.

Yours, very truly,
JAS. BUCHANAN.

E. J. KIRK,

MANUFACTURER...

BRACEBRIDGE, ONT.

THE EMPIRE CARPET CO.

FALL 1900.

New Samples . .

Now Ready

Magnificent range of

New Designs and Colorings
at Unequaled Values.

WAIT FOR OUR TRAVELLERS.

THE . . .

EMPIRE CARPET CO.

ST. CATHARINES, ONT.

Special Offer for June

The Standard Electrotpe Co.,

Wilmington,
Del., U. S. A.

Until July 1st we will send, prepaid, Electrotypes selected from our proof-sheets at the following prices:

Less than 10	-	20 cents each.	From 25 to 49	-	18 cents each.
From 10 to 24	-	10 cents each.	From 50 to 99	-	17 cents each.
			100 or more		16 cents each.

Remember, the above prices include the payment of postage or expressage to your place of business

SEND FOR CATALOGUES.

You can double your business if you illustrate your advertising.
Think it over and write us.

Half-Tones, Zinc Etchings, Electrotyping and Stereotyping.

Address, **Standard Electrotpe Co.,**

**WILMINGTON,
DEL., U.S.A.**

CARPETS, CURTAINS AND WALL PAPERS.

IDEAS FOR SUMMER TRADE.

IN furnishings for Summer houses everything must be durable to withstand the wear and tear that comes during the Summer more than during the other seasons of the year. And lastly, as many of the furnishings as possible must possess the qualification of being good washers, because of the dust.

Dainty embroideries and filmy laces are totally out of place in the Summer cottage. One of the imported novelties for use during the Summer combines the three essentials. It is an embroidered table cover. The material used is thick bolton cloth that much resembles unbleached sheeting, only it is heavier and firmer. On it is traced the design of a conventionalized sunflower, with leaves and scrolls, the total effect being decidedly Oriental. The flower used in the design varies in different cloths, just as do the colors used in the embroidery. The colors are but three, a deep red, a navy blue and a cadet blue. One table cover may be embroidered in the red alone, another in the darker shade of blue alone, or even in the lighter shade. Most of them show combinations of these colors. The work is all done by Hungarian peasant women, who have for years been in the habit of fashioning these cloths for their own use. Now they are proving acceptable for cosy corners as well as for Summer houses. Every detail of the work is done by hand, from the tracing of the pattern to the putting on of the cotton embroidery.—Upholstery Trade Review.

CANADIAN WALL PAPER IN THE UNITED STATES.

We notice the following in Wall Paper News, of New York, with regard to a well-known firm: "The Watson, Foster Co., Limited, of Montreal, Canada, had a very successful season; no dried color boxes, no material for which they had not immediate use. Meritorious designs, and a straightforward, business-like treatment of its clients have placed the company among the most progressive manufacturers of wall papers, and the line offered last season was phenomenally large, containing 136 new designs, selected and colored with judgment and ability. It was a strong line, full of character and individuality. The equipment of The Watson, Foster Co. is such that an export business is necessary to fully employ it, which is one reason why they are friendly invaders of the American market, where the line has been offered with results that seem to have been satisfactory to the company and their customers this side of the line.

"The management promise a strong line for 1901, and look for larger sales and a higher average. An increase in the staff on this side of the line is in prospect."

ALL ALIKE

If you wish to sell goods, you must, of course, appeal to the selfish interest of your customers. Show them how to make money and you interest them. Show them the goods that they feel that their customers require and must have, and you are sure of good fat orders. This has been the principle acted upon by Messrs. Geo. H. Hees, Son & Co., who offer to their

customers quick-selling goods, the pick of the market, and their customers find it to their interest to handle goods that are either manufactured or controlled by them. Messrs. Hees, Son & Co.'s travelers are now starting out for Fall orders, and to let their travelers show you their lines would probably be the means of your placing orders with them. They manufacture a large line of goods that afford to the retailer large profits. See their advertisement on page 43.

MATTINGS ARE NOW STAPLE GOODS.

The trade in Japanese mattings continues to grow. There are two houses in Toronto which make a special feature of importing Japanese and Chinese mattings, R. J. Mitchell and K. Ishikawa & Co. The latter house inform THE REVIEW that the call for these goods this season has been considerably larger than ever before. A number of wholesale houses also carry mattings, and have done a very satisfactory trade in them this year. The use of these goods has, in fact, been so extended that now well-to-do people use mattings for their houses for the Summer, while for general use they are growing in favor. They can well be counted a staple article in the carpet business, and dry goods and carpet houses should all carry a range of them.

THE CARPET TRADE IN THE UNITED STATES.

In its reference to the Autumn trade in carpets, The New York Carpet Trade Review remarks, "The Fall lines of tapestries, velvets, moquettes, etc., will be ready for buyers May 28. Prices are firm and advances are probable in some grades.

"Some of the manufacturers of brussels and wiltons and all the ingrain makers have their new lines on view now.

"The Fall price list of Lowell extra supers is 57½ cents, and the Fall prices of Hartford and best Philadelphia makes of extra supers will, doubtless, show a relative increase.

"The Fall season opens later than usual and this seems to suit the trade, the general opinion being that it has hitherto begun too early. This year the backwardness of retail business has also had much influence toward delaying the opening.

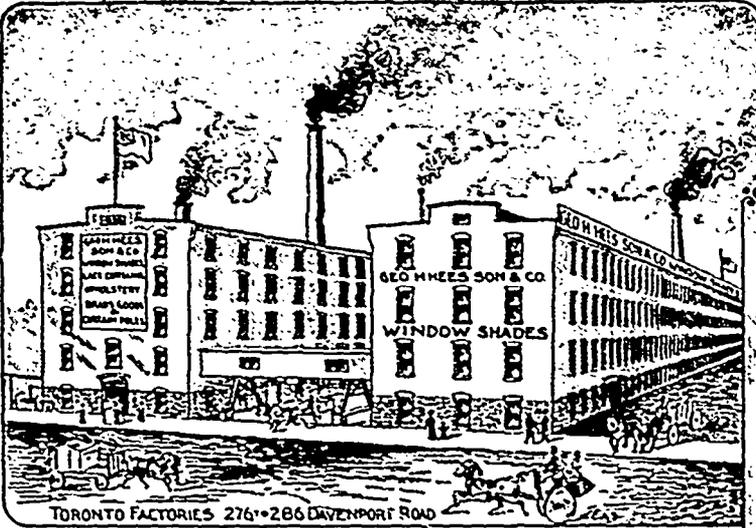
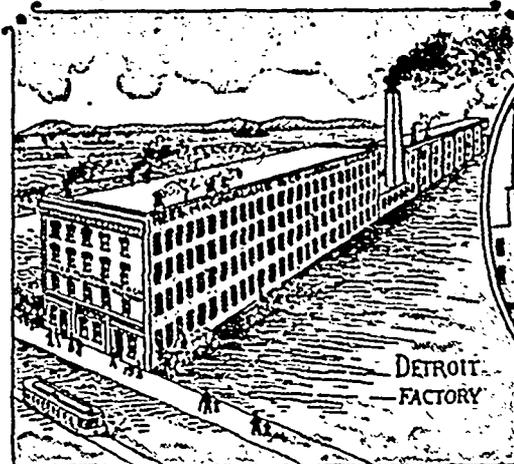
"Whatever ideas buyers may entertain through present conditions of retail trade may as well be dismissed from their minds, for they cannot affect the price situation. That is due to the increased cost of making goods. Manufacturers were kept very busy last season supplying the demand for goods, but the prices secured were far too low to be satisfactory. Now at the opening of a new season they are compelled to recognize in their price lists the higher cost of all the raw materials used in the making of floor coverings."

IN THE MONTREAL DISTRICT.

The popularity of the warehouse and offices of Messrs. Geo. H. Hees, Son & Co., at No. 43 St. Sacramento street, Montreal, is shown by the constantly increasing business done there. This warehouse was established for the convenience of dealers in upholstery goods, lace curtains, etc., so that their orders could be filled promptly right on the ground. And, furthermore, as their new upholstery plant at Valleyfield is in such close proximity to Montreal, and, as new ideas in goods are being constantly put upon the market, it is the right thing

GEO. H. HEES, SON & CO., - TORONTO

HAVE THE PICK OF THE MARKET.



Important Notice :

The plant of "The Montreal Weaving Co." has been removed to Valleyfield and added to our new upholstering plant at that place. Mr. Henry Durverger, the former manager of the removed plant, associated with Mr. Ferrier Torrence are our Selling Agents, with Offices and Warehouse No. 43 St. Sacramento St., Montreal.

Our new looms are now producing many new and attractive patterns. The trade should not miss seeing these new Canadian-made goods.

We manufacture everything in the line of Window Shades, and sell them at a price that affords the Retailer a Large Profit.

OUR FACTORIES { TORONTO, ONT.
VALLEYFIELD, P.Q.
DETROIT, U.S.A.

KINDLY allow our travellers when calling on you to exhibit our New Samples of



- LACE CURTAINS and NETS,
- FURNITURE COVERINGS,
- TAPESTRY CURTAINS and
- “ TABLE COVERS,
- CHENILLE CURTAINS and
- “ TABLE COVERS,
- UPHOLSTERY and DECORATIVE FABRICS,
- SASH CURTAINS and
- UPHOLSTERY SUPPLIES,
- LINEN VELOUR CURTAINS and
- PIECE GOODS.



Many of the above goods are from our own looms.

WINDOW SHADES.

- SHADE CLOTH, 37 in. to 120 in., in 50 and 60-yard pieces.
- MOUNTED SHADES, Plain, Decorated, Fringed, Laced and Lace and Insertion.
- WOOD and BRASS CURTAIN POLES and TRIMMINGS.
- GRILL WORK, SWINGING POLES, and every thing pertaining to Window Drapings.

See our new Illustrated Catalogue.

SPECIAL ATTENTION GIVEN TO MAIL ORDERS AND INQUIRIES FOR ESTIMATES ETC.

YOU ARE CORDIALLY INVITED TO VISIT OUR SAMPLE ROOMS.

GEO. H. HEES, SON & CO., - 71 Bay Street, TORONTO.

CARPETS AND CURTAINS—Continued.

for Messrs. Hees, Son & Co. to give their Montreal customers the earliest opportunity of seeing the new goods as soon as they leave the looms. If any of our eastern readers who are interested in the various lines of goods manufactured by Messrs. Geo. H. Hees, Son & Co. have not already visited their warehouse at 43 St. Sacramento street, we recommend them to do so.

A NEW PURCHASE.

The Excelsior Stamping and Plating Co., of Richmond street, Toronto, have just sold their plant and business to Geo. H. Hees, Son & Co. It was only a few months ago that Geo. H. Hees, Son & Co. purchased The Flock Metal Co.'s business, and now these two plants are to be merged into their already extensive metal-manufacturing business. The metal plant of Geo. H. Hees, Son & Co. manufacture curtain pole trimmings, picture hooks, stair plates, drapery pins, shade pulls and many other metal goods that are connected with their business. If our readers have not already one of Geo. H. Hees, Son & Co.'s illustrated catalogues, they should write for one.

TRADE IN ENGLAND.

A Kidderminster report of May 20 says: "Carpet manufacturers are busy, and the demand covers all makes and qualities; in no case is business slack, and in places it is very brisk. The local yarn trade is hardly so busy as the carpet trade, spinners having just about enough to do without being at all pressed. The demand for hosiery yarns is very good, and that for clothing yarns is fair. In carpet yarns consumption is considerable, but new business comes in slowly—so slowly that prices are not at all tested."

NOTES.

The Ontario Legislature, at its recent session, passed the bill authorizing the loan of \$10,000. by the town of Milton, Ont., to the Port Hope Carpet Co.

Sherbrooke has passed a by-law discharging the mortgage held upon the Dominion Brussels Carpet Co., Limited, as the factory has been sold to English capitalists, who will enlarge the plant and greatly increase the operations of the company.

Mr. Herbert Bright, of John Bright & Brothers, carpet manufacturers, Rochdale, Eng., is visiting the Canadian markets.

NEW CANADIAN PATTERNS.

Mr. Cochrane, representing The Colonial Bleaching and Printing Co., Limited, has shown the trade this last month a new line of colored cottons just turned out for the market by this company. The lines include fancy tartan flannels, kopje flannels, flannel suiting, salisburys, foulards and a line of flags and buntings. The patterns are the most striking and artistic which have ever been shown in this market, and the trade are delighted with them. Large orders have been placed, and there can be no doubt that a large sale will follow amongst retail dealers. The prices are the same as those of similar materials made by the other mills in Canada so that there is no disposition to cut prices.

ACTION ABANDONED.

The action brought by Levison Bros., of New York, against the chairman of the dry goods section of the Toronto Board of Trade (Mr. John Macdonald), and the secretary of the section (Mr. Edgar Wills) has been dropped.

Canadian Brussels



A most desirable and attractive line of Brussels Carpets in different grades is now being manufactured by us from pure Canadian wool.

Only fast dyes used, and strictest attention given to every detail of the work.

**WE GUARANTEE THE BEST
VALUE IN THE MARKET.**

**The Dominion Brussels
Carpet Co., Limited**
SHERBROOKE, QUE.

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

W. TAYLOR BAILEY,

MILL AGENT,

**Upholstery Supplies, Drapery Fabrics,
and Brass Goods.**

MANUFACTURERS
OF

Lace Curtains

Frilled Muslin Curtains

Printed Lappets

Hand-Made, Opaque Shade
Cloth

Plain, Dado, Laced and
Fringed Window Shades

27-29 Victoria Square, MONTREAL.

An Important Change.

PRICES ON

**DOWN CUSHIONS
REDUCED.**

“PERFECTION BRAND” ONLY. You will ask the reason. It is simply this: We have just purchased the very latest and improved machinery for brushing, renovating and separating feathers, and we are giving you the benefit of the change.

If you want the best money can buy wait for our traveller, who will call shortly with a full line of the following goods: —————

**DOWN QUILTS. DOWN CUSHIONS. TEA COSIES.
COTTON AND WOOL-FILLED COMFORTERS.**

All styles and sizes, from the cheapest to the best, marked “Perfection Brand.”

Canada Fibre Company, Limited, Montreal

Good Advertising

For Wide Awake Retailers

By F. James Gibson.

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

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

COBOURG, ONT.

EDITOR DRY GOODS REVIEW.—We enclose copies of some of our ads, as well as a couple of reading ads. (and comment by editor on window display). The latter was voluntary. We have found these reading ads, draw a good deal of attention. What do you think of them, and ad. matters?

Yours truly,

HEWSON & CO.,

Per A. J. H.

HERE is one of the Hewson advertisements and a pretty good one it is: There are, however, two faults in its get up. In the first place it occupies too much space; that is,

Direct From Japan.

We hunt the world over, like the biggest of the big fellows, for the goods that will suit our trade. In this way we get things right, and we get them a season in advance of buyers with less enterprise and industry. We now have invoices, and are expecting to arrive to-day or to-morrow, a consignment of Japanese Art Squares direct from Japan. Our Chinese and Japanese Mattings are already to hand, and the designs are new and exclusive. What you get here is not to be had in every shop that you visit. These goods are very seasonable and fit in with our large stock of Curtains, Furniture Coverings, Curtain Muslins, Cretonnes, and the many other lines of goods so much in demand at the beginning of house-cleaning.

A few particulars will interest you.

MATTINGS are 25c., 30c., 35c., 40c., and 45c. a yard. 40 yards in piece, but will cut any length. Quality above regular values. The new blues and greens are pictures.

ART SQUARES different sizes. prices run from \$5, \$7.50, \$10.50, \$11.00.

LACE CURTAINS

Spring imports. Prices per pair, 25c., 30c., 75c., \$1, \$1.25, \$1.50, \$2 and up to \$1.50. Never had such values before.

Millinery Opening still in full swing. Everybody delighted. Come early.

HEWSON & CO.

"If you Get It at Hewson's, It's Pretty and Stylish."

it is not "closed up" enough. The headline, "Direct From Japan," is somewhat misleading, as not even half of the goods enumerated are Japanese. Besides these two faults, I am inclined to unfavorably criticize the use of a border in an advertisement the size of this one of Hewson's. The typographical display is good and the advertisement is quite striking enough without a border, and the space occupied by the border could have been saved.

The reading advertisements referred to are also good—away ahead of the average. I herewith reproduce a portion of one of them. I have no doubt that the women of Cobourg read both of these "readers" as well as Hewson & Co.'s

other advertisements with much interest and profit both to themselves and Hewson. I judge that these reading notices would have been quite as effectual as well as much more

business-like if there had not been any attempt to make it appear that they were the production of the editor. Any newspaper fortunate enough to have a large advertising patronage doubtless find that its advertising pages are as interesting to buyers of goods as are the news pages or the editorial section. In other words, the news of the stores properly presented is more read and studied than the news of the day, so called. For my part, I fully believe that the great majority of the women of any given locality do, or can be made to, take a much greater interest in how they are to spend their money to the best advantage than in either the news columns or the editorial columns of the local newspapers. Most of the goods sold retail, nowadays, are bought by women. Not one woman in perhaps 1,000, residing in Cobourg and

Hewson's Millinery Opening

AN EVENT OF GREAT INTEREST TO THE LADIES.

If anything were needed to banish thoughts of winter, the beautiful display of Spring Millinery that the ladies have been crowding Hewson's store during the past week, to view, must have had that effect most completely. Lovely women, eager salespeople, smiling, obliging proprietors, piles of silks, flowers, velvets, feathers, ribbons, trimmed hats and bonnets—ornaments, laces, buckles, pins and what not—all these spoke of spring in its freshness and beauty, and said good bye to the long and dreary winter. Year by year millinery materials appear to become more elaborate, and at Hewson's they appear to possess a genius for selecting from the immense varieties which the manufacturers show, the goods that are artistic and beautiful, and to do so with so much judgment as to make the most harmonious and tasteful combinations. Their richly beautiful display of pattern hats this spring gives expectant buyers a hint of the possibilities contained in the materials with which Miss O'Dell is surrounded in such great and novel profusion. In hats, the demand for the early trade will be strong in the line of turbans and toques, the Spanish turban being the favorite model. Toques are rather larger and will be worn more on the face than usual. Sailors are a trifle higher in the crown and slightly wider in the brim. Tam crowns are in children's goods, and some of the fancy shapes have a fluted or pleated brim of straw showing two colors. The tints in straw goods are very beautiful, and the Leghorn for dress wear will be very popular. The variety of trimmings is extensive, including straw braids, all-over nets, malines, mousseline de sole, horsehair, sequins, sequin spanglet nets, etc. * * * Altogether, Messrs. Hewson & Co. have reason to be proud of their Spring Opening, and it is no flattery to say that the people of Cobourg have equal reason to be proud of such an establishment as this. The opening has not been confined to millinery, but includes also a superb stock of spring dress goods, dress and blouse silks, satins, and all the various lines which go to make up the equipment of a dry goods house that leads in fashion and rivals the best city stores in the style and taste of its buying. The importance of such an importation to a summer resort like Cobourg cannot well be over-estimated, and the ladies of the town are to be congratulated upon the proof that their patronage gives that they are proud of it. If you have not already been in, take the advice of THE SENTINEL-STAR and make a visit to Hewson & Co.'s at the first opportunity. "If you get it at Hewson's, it's all right in every respect."

vicinity, has so much money that she does not need to exercise discretion in spending it. It follows then that the advertisements are very interesting to the female and better part of Cobourg. The hand that rocks the cradle is the hand that rules the stores, as well as the rest of the world.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO.

WOOL AND UNION STAIR CARPETS

Made up in Colors to match yard-wide Carpets.

The demand for the above goods is increasing because they are reversible, and no stair carpet in the market will give more service for the money.

Made in 5/8's and 3/4's widths.

SEND FOR COLOR CARD.

We are the Canadian Agents for the MOSS ROSE MFG. CO'S Tapestry Curtains and Covers, Philadelphia.

ROYAL CARPET CO.

GUELPH, ONT.

The Guelph Carpet Mills Co.

Limited.

FINE BRUSSELS, WILTONS, and INGRAINS.

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

Goods which are Most in Demand Sell Quickest.

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

The Guelph Carpet Mills Co.

GUELPH, ONT.

... LIMITED

GOOD ADVERTISING—Continued.

Here is one of the most practical piano advertisements I ever read, and I feel sure it was the means of bringing considerable business to Mr. Barnett. This advertisement, how-

In order to meet with the numerous applications which we receive at this season of the year from customers desiring to rent Pianos,

Nordheimers

(LIMITED)

have stationed their authorized representative, Mr. Frank N. Barnett, at the Dunham House, Cobourg, (temporarily) who will call upon you in person to submit special quotations for the SEASON'S RENTING at from \$2 per month.

Amongst our expressly prepared stock for the season's renting purposes, etc., we offer the following BARGAINS to intending purchasers "for cash or on instalments" or for rent, and we will apply the rent paid thereon towards the purchase of the Piano you rent NOW, or towards the selection of any other Piano later, should you not wish to purchase the instrument you rent.

USED.	Pianos	NEW.
Dunham, including stool, Cover and Instruction Book \$ 35	Factories and Principal Warerooms	Kingsburys \$200 to \$ 350
Modart 75		Haines 250 to 350
Dressel 100	15 KING ST. E., TORONTO	Landsdownes 300 to 400
(This is a phenomenal bargain in an Upright Piano)	Canada's Leading Publishers and Sheet Music House.	Nordheimers 400 to 650
Chickering 200	Established 1835	Steinways 500 to 1,500
Steinway 191		
Steinway 225		
Nordheimer, very little used and in perfect order 210		
Erard Concert Grand, suitable for Summer Resort, Hotel, Boarding House, or Club 125		
A Beautiful Malogany Haines 200		

We will make you a cash offer on your old Square Piano, Organ, etc., or apply the amount allowed on it as first payment towards the purchase of a new or used Piano, the balance on payments arranged to suit your financial convenience, either yearly, quarterly, monthly, or for cash.

Orders for Tuning, Repairing, Polishing, etc., should be directed to us by mail, or left at the Hotel Office. Estimates, quotations, etc., submitted for approval.

NOTE.—Customers desiring particulars by mail, will please mention the instrument they wish further explanation about. Catalogues, and full details of other bargains not named in above list, will be mailed on application to us or to

FRANK N. BARNETT,
Dunham House, Cobourg.

ever, seems to be somewhat mixed in its grammar. It does not quite appear whether or not it is an advertisement put out by Nordheimers, or by the publisher of the paper, or by Mr. Barnett.

Marmalade Oranges.

Fine Bright Stock. Now is the time to buy, as the early fruit is generally the best.

WM. BURNET

I don't know whether or not Hooley & Son are better grocers than Wm. Burnet, but they certainly know more about advertising, judging by those two advertisements. I don't doubt that Mr. Burnet knows the price of his oranges quite as well as

We are Giving

Our customers the advantage of our fortunate purchase of Canned Goods. Bought when at lowest prices.

Peas, Corn, Tomatoes, Beans, Etc.

3 CANS 25 cents. \$1 Per Doz.

Peaches, Pitted Cherries, Fine apples, etc., in cans. Quality the best. Our Triumph Blend (Cuts) at 40c. per lb., and Special Blend Tea at 40c. per lb. are each getting new friends every day.

Hooley & Sons

Grocers and Wine Merchants,
36 King Street.

the Hooleys know the prices of their canned goods, coffee and tea. And why not tell the price to the people? Home-made orange marmalade is certainly not better than the best brands of the factory-made article. It follows then that housewives make their own marmalade for economy's sake. Naturally, therefore, the price they are to pay for the oranges to make out of is a matter of considerable consequence to them. The inference Mr. Burnet has left the readers of his advertisement to draw is, that either his price for the oranges is too high or that there is some other good reason for not quoting it. This sort of thing is not likely to inspire confidence among those who have no other way of judging Mr. Burnet's grocery store except by Mr. Burnet's advertising.

I have before me an advertisement of Messrs. W. W. Wilkinson & Co., clipped from The Galt Reformer, of April 6, 1900. The advertisement is six columns wide and occupies a space of considerable depth at the bottom of a page. It is a kid glove advertisement, well written and well displayed, but the name of the firm is in type twice the size of the title or heading which consists of the words "New Kid Gloves." There seems to be a weakness on the part of many advertisers to see their name in large type. Wilkinson's advertisement builder, in this case, seems to have gone on the theory that the readers of newspapers turn over the pages looking for the advertisement of some particular firm—that, in fact, they look for Wilkinson's announcement rather than for advertisements of kid gloves, or dress goods, or corsets, or what not. This is a mistake, but it is probably the main reason why so many merchants give their firm name such great prominence in their advertising. Vanity (we all like to see our name in print) is doubtless another moving cause. If Wilkinson & Co. had printed their firm name just half the size they had it printed and the words *New Kid Gloves* twice as big as they were, the

It doesn't matter whether you're a bishop or a lay-reader, we're just as glad to see you, because we're just as well prepared for either.

Everything you could want to see in clerical suits, hats and furnishings; more than you may care to look at in the secular sorts.

Vestments of course.

By the by, our clerical discount of ten per cent. is our only discount—a real discount.

ROGERS, PEET & COMPANY.

218 Broadway, cor. Warren.
89 Broadway, cor. Prince.
1260 Broadway, cor. 32nd.

We fill orders by mail.

proportion would have been about right. I have also before me another advertisement. This advertisement was inserted in The Sentinel Review, of Woodstock, Ont., by Robinson, of Ingersoll. At the top, in large type, is the word "Robinson's." This is followed by the title of the advertisement in type less than half the size of the head. After this comes the introduction and the details. At the bottom, "Robinson's" is again repeated in type nearly as large as the same word at the head. Apparently, the most important feature about this advertisement is Robinson. Incidentally, as it were, it is mentioned that Robinson sells men's clothing to order. Contrast this advertisement of Robinson's with this one of Rogers, Peet & Company, of New York.

WESTERN Incorporated 1851
ASSURANCE COMPANY.

FIRE AND MARINE

Head Office **Toronto, Ont.**
Capital Subscribed - \$2,000,000.00
Capital Paid Up - 1,000,000.00
Assets, over - 2,320,000.00
Annual Income - 2,300,000.00

HON. GEO. A. COX, President.
J. J. KENNY, Vice-President and Man. Director.
C. C. FOSTER, Secretary.

BEAVER LINE ROYAL MAIL STEAMERS.

Sailing weekly between Montreal and Liverpool.
Calling at Quebec and Ilimouski, P.Q., and Morille, Ireland, each way, to embark and land Passengers and Mails.

"LAKE ERIE" and "LAKE CHAMPLAIN" (New)
9,000 Tons, Twin Screws

From Liverpool.		From Montreal.
Tuesday, May 1	LAKE CHAMPLAIN, New, 9,000 tons	Friday, June 1
" " 22	LAKE MEGANTIC	" " 8
" " 29	LAKE SUPERIOR	" " 15
June 5	LAKE ONTARIO	" " 22
" " 12	LUSITANIA	" " 29
" " 19	LAKE CHAMPLAIN, New, 9,000 tons	" July 6
" " 26	LAKE MEGANTIC	" " 13
" July 3	LAKE SUPERIOR	" " 20
" " 10	LAKE ONTARIO	" " 27

These sailings are subject to change, and passengers booked will be promptly advised should any change be made.

Special Notice.—The New Twin Screw R.M.S. "Lake Erie," now engaged in the transport service by the British Government, will be placed on this service as soon as she is released, and revised sailing lists will be issued announcing her sailing dates.

Steamers sail from Montreal early Friday mornings. Passengers embark the evening previous, any time after 8 o'clock.

HOTELS FOR COMMERCIAL MEN.

Halifax, N. S.	Halifax Hotel
" "	Queen Hotel
Montreal	Windsor
"	St. Lawrence Hall
Quebec	Chateau Frontenac
"	Hotel Victoria
St. John, N. B.	Hotel Victoria
" "	Royal Hotel
Sherbrooke, Que.	Sherbrooke House
"	Walker House
Winnipeg	Leland
"	Winnipeg Hotel

FOR Fall Season 1900.

Fringes,
Tassels,
Ornaments,

"Honest Goods
at
Honest Prices."

Cords,
Braids,
Barrel Buttons.

—MANUFACTURED BY—

MOULTON & CO., 12 ST. PETER ST., MONTREAL.

N.B.—The oldest and original Cord, Fringe and Tassel Works in the Dominion.

The Review's Directory of Agents.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

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

Representing: { Wm. Simpson, Sons & Co., Philadelphia, Pa., Prints, Linings and Draperies,
CARTWRIGHT & WARNERS, Limited, Loughborough, England, Hosiery and Underwear,
D. SANDRMAN & Co., Leicester, England, Yarns and Warps.

A. ROLAND WILLIAMS Manufacturers' Agent, Room 609 McMillan Bldg 19 Melinda St., Toronto, Woollens, Silks, Ribbons, Gloves, Fancy and Staple Linens, Felt Hats, Dress Trimmings, Corsets, etc.

1000 CATCH PHRASES & IDEAS.

FREE A little book worth its weight in gold: To All who Write Ads, Show Cards, Circulars or other Business Literature. The price is 50c, but you can get it by simply filling out one of our blanks, which will be sent you promptly on request. Address The Advertising World, Columbus, Ohio.

The following

is a partial list of the Goods we manufacture:

The Sun Lighting Machine.

(sprinkling system.)

The Beacon Acetylene Machine.

(immersion system.)

The Simplex Acetylene Generator.

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

The Duplex Acetylene Machine.

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

Acetylene Gas Stoves and Ranges.

(for use with the above machine.)

Special Photographic Apparatus.

(beats sunlight for photography.)

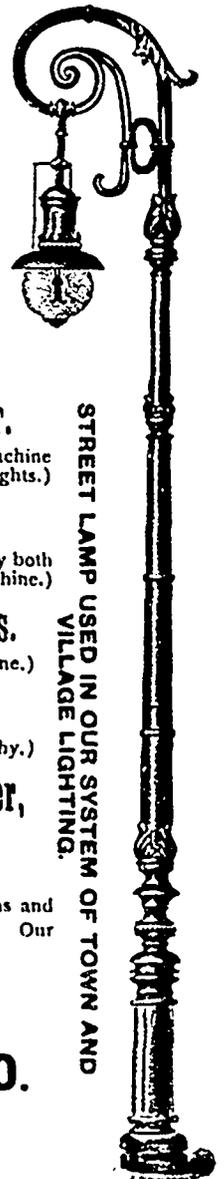
The "Crescent" Acetylene Burner, Acetylene Gas Meters, etc.

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

THE ACETYLENE MANUFACTURING CO. LIMITED

Head Office, LONDON, ONT.

Capital, \$200,000.



FLAGS!

FLAG

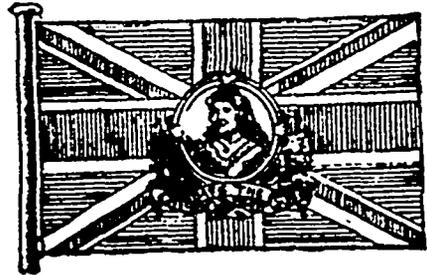
The Largest Range

SELLING BY THE MILLION AT

ILLUSTRATED



A.M.B.—Absent-Minded Beggar Handkerchief, Hemmed.

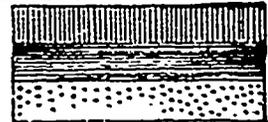


SPECIAL QUEEN JACK.
No. J.P. 51, 27 by 23 in.

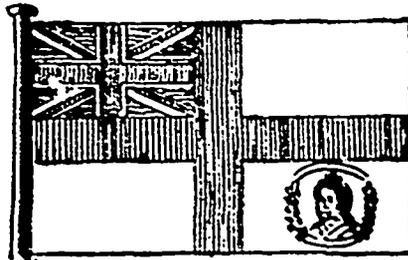


Red, White and Blue
Stripes.
29 and 33 in., at per yard.

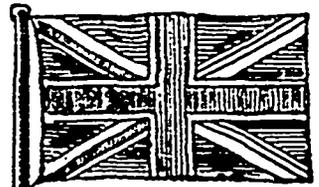
Red, Blue and Yellow
Stripes.
29 and 33 in., at per yard.



SPECIAL CANADIAN FLAG.
No. C.P. 52, 35 by 22 in.



SPECIAL PICTURE ENSIGN FLAG.
No. W.E. 53, 35 by 24 in.



UNION JACK.

No U.J. 1, 13 by 9 in.; 2, 15 by 10 1/4 in.; 3, 17 by 15 in.; 4-4 1/2, 25 by 22 in.; 5, 30 by 17 in.; 6, 27 by 25 in.; 7, 30 by 24 in.; 8, 32 by 24 in.; 9, 35 by 24 in.; 10, 35 by 31 in.; 11, 40 by 35 in.; 12, 44 by 24 in.; 13, 50 by 34 in.; 14, 40 by 60 in.; 15, 68 by 44 in.; 16, 50 by 72 in.

In Large Sizes, those Numbers marked * we recommend for quickest delivery.
Also Plain and Twilled Turkey Red, at various prices.

WHOLESALE OF

TORONTO AGENTS: R. FLAWS & SON,

BROWN, GRAHAM

GS!

FLAGS!

to Select From.

T BOTTOM MARKET PRICES.

FLAG LIST:



RED ENSIGN.

No. R.E. 27, 13 by 9 in.; 28, 15 by 12 in.; 29, 17 by 15 in.; 30, 27 by 22 in.; 31, 30 by 17 in.; 32, 30 by 24 in.; 33, 35 by 24 in.; *34, 72 by 36 in.; 35, 40 by 60 in.; 36, 48 by 72 in.



BLUE ENSIGN.

No. B.E. 40, 30 by 17 in.; 41, 30 by 24 in.; 42, 35 by 24 in.; *43, 44 by 84 in.

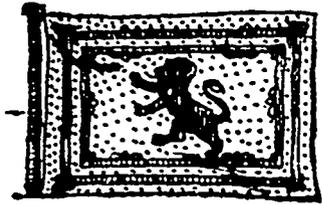


WHITE ENSIGN.

No. W.E. 45, 15 by 12 in.; 44, 30 by 17 in.; 45, 30 by 24 in.; 46, 35 by 24 in.; *47, 54 by 84 in.



WAR SPECIALS. Hommed Handkerchiefs, 9 Designs, 3 Colours, W. 311.



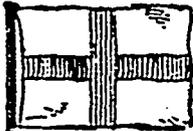
SCOTTISH STANDARD.

No. S.S. 38, 27 by 20 in.; 39, 30 by 24 in.; 40, 35 by 24 in.; *41, 50 by 34 in.



ROYAL ARMS.

No. R.A. 20, 25 by 22 in.; 21, 30 by 26 in.



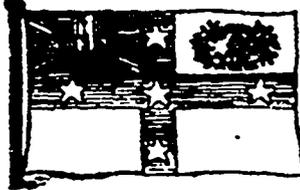
ST. GEORGE'S CROSS.

No. S.G. 25, 30 by 17 in.; 26, 35 by 24 in.



PRINCE OF WALES' FEATHERS.

No. P.W. 23, 25/27 by 22 in.; 24, 30 by 26 in.



AUSTRALIAN FEDERATION. Special. No. A.F.S., 35 by 24 in.



ROYAL STANDARD.

No. R.S. 1, 15 by 10 in.; 2, 17 by 15 in.; 3, 24, 25/27 by 22 in.; 4, 30 by 17 in.; 5, 32 by 24 in.; 6, 30 by 26 in.; 7, 35 by 24 in.; 8, 35 by 24 in.; 9, 40 by 54 in.; *10, 47 by 54 in.; 11, 48 x 72 in.



IRISH STANDARD.

No. I. 20, 27 by 20 in.; 21, 30 by 24 in.; 22, 35 by 24 in.; *23, 36 by 72 in.



AUSTRALIAN FEDERATION.

No. A.F. 26, 13 by 9 in.; 27, 30 by 19 in.; 27 1/2, 35 by 24 in.



VICTORIA.

No. V 60, 30 by 20 in.



NEW SOUTH WALES.

No. S.W. 48, 30 by 17 in.; 49, 30 by 20.



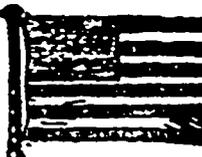
CANADIAN.

C. 50, 13 by 9 in.; 51, 30 by 19 in.; 52, 34 by 25 in.; 53, 35 by 24 in.



CAPE OF GOOD HOPE.

No. 61, 30 by 20 in.



AMERICAN.

No. A. 56, 30 by 20 in.; 57, 27 by 22 in.; 58, 35 by 24 in.



NEW ZEALAND.

No. N.Z. 59, 30 by 20 in.

ONLY SUPPLIED.

MANCHESTER BUILDINGS, MELINDA ST.

& CO., GLASGOW.



THE LONDON WOOL MARKET.

THE third series of the 1900 wool auction sales at London closed May 25. The series opened with an average depreciation of 10 per cent., being most pronounced in inferior and faulty stock. Merchants, considering the statistical situation favorable, would not accept the reduction, and withdrawals were small. Upon the announcement of heavy curtailments, competition became more animated and widespread. Medium coarse crossbreds throughout were in better demand. This grade opened 7 1/2 per cent. cheaper and later, upon the resumption of American purchasing, hardened and closed firm, five per cent. below the March average. Fine crossbreds followed merinos. Cape of Good Hope and Natal started 7 1/2 per cent. cheaper. Inferior greasy and poor fleeces were hard to sell until refused an additional five per cent. Of the offerings during the series, the home trade secured 70,000 bales, the continent 50,000; Americans, 3,000; and 167,000 bales were held over.

The next series will begin July 3, and the amount of wool available is 273,000 bales, including 167,000 bales held over from the sales just closed.

Advices from Australia say that prospects for the next season's wool supply are still by no means brilliant. Whatever happens the ensuing clip can only be another small one, owing to the large number of breeding ewes which perished in the dry times and to the serious extent to which the constitution of the sheep in many flocks was impaired during the exceptionally lengthy and severe droughty period.

AN ENGLISH VIEW.

The London Drapers' Record says that the increased price of mill stores and dyeing, and some advance in the price of crossbred wools will cause a gradual increase in the cost of the production of such dress goods as serges and similar fabrics which are made from crossbred colonial wools; and, further, that when the stocks of goods made from merino wools (such as cashmeres and fine coatings), bought at the lowest rates are exhausted, that it will not be possible to replace them at bottom rates. "It will, in fact, be very unsafe to assume, because there has been some decline in the price of wool, that we are going back again to the unprecedentedly low prices which were ruling some two years back, as nothing but some disastrous political complications could possibly create such a situation as would be necessary to bring about those very low prices."

BELFAST LINEN MARKET.

Belfast advices say that the linen market is quiet. Buyers seem satisfied that top prices have been reached, and are, accordingly, only purchasing to cover immediate wants. There is no change in any department, values being firmly held to everywhere. Prices continue unchanged and untested. The manufacturing branch is steady; old orders are still fairly plentiful, but fresh business is restricted, makers finding difficulty in getting paying prices. Trade with the United

States shows but little further expansion. Cuba is a little more active. The colonial trade is quite satisfactory. Other markets are unchanged.

THE DRESS GOODS MARKETS.

The reports of easier prices in French dress goods, as well as in a few lines of Bradford makes, do not appear to affect this market, as the prices paid by leading importers were not the top prices by any means, and only the higher prices are affected.

THE COTTON MARKET FIRM.

The cotton market has held extremely firm throughout the month, and any class of goods into the production of which Egyptian cotton enters is certain to continue so for many months to come.

In some quarters there exists an impression that Canadian cottons will decline in the next few months. There is no sign of a break in prices yet, and a large buyer states his firm conviction that the market will be firm for the next six months.

Pasch, the well-known cotton statistician of Havre, in an elaborate review on the cotton situation, says that Liverpool is drifting quietly into a terrible corner which may push up prices to a point that cannot now be foretold, if any big operator should take hold of a few hundred thousand bales, and that such an operation might now be engineered with comparatively small danger.

The New York report for raw cotton, dated June 2, gives middling uplands 9c., middling gulf 9 1/2c. This is a high price.

The prices of Canadian cotton companies' stocks show an upward tendency, the quotation for June 1 being (buyers) Montreal cotton, 141; Canadian colored cotton, 85; Merchants Cotton, 125; Dominion Cotton, 98; Montmorency, 110.

THE SILK MARKETS.

The general impression seems to be that the recent continuous decline of prices in the Lyons silk trade has been checked, though no definite symptoms of reaction can yet be recorded; indeed, some irregularity seems to have been still observable during the week under review. No important change has been discernible in the market for the fabrics. The commission merchants still hesitate to place such orders as they have in hand, except when they are of a pressing character. Satisfactory telegraphic reports on the cultivations in China and Japan have been received from Shanghai and Yokohama, but in both markets and in Canton the trade has continued lethargic. Dullness is also reported from the Rhenish centres of the silk trade.

MAGOG PRINTS PRICE LIST FOR FALL.

Safabury	8	Ladas twrod.....	12
N.F. fancy costumes	9	Heavy moles	16
N.B. fall suitings	9	Extra heavy moles.....	20
Fancy wrapperettes	11	Twill cretonne	7 1/2
Reversible wrapperettes	11	Ottoman cretonne, 20-in	9 1/2
Costume twills	10	Oatmeal cretonne.....	11
Coat lining	10 1/2	S. C. indigo.....	8 1/2
T. K. napped skirting	11	N. H. H. indigo.....	10 1/2
S. K. "	10 1/2	D. C.	10 1/2
Moire skirting	10 1/2	G. C.	12 1/2
N. N. K. "	10 1/2	H. H. H. prints	9
Heavy twill	11 1/2	H. H. H. sailines	10
Napped sarcons (aniline and indigo)	12 1/2		

SLEEVE LININGS.

No. 11	8	det
No. 22	9 1/2	"
No. 33	10 1/2	"
No. 44	12 1/2	"

OVERCOAT SLEEVE LININGS.

No. 22 X.....	10	det
No. 22 embossed.....	11 1/2	"
No. O. C.	12	"
No. O. C. embossed	13 1/2	"

THE B. & C. WRIGHT BUST FORM

IS SUPERIOR TO THE CORSET for the following reasons:

*It is graceful and perfect in shape.
Durable, easy and comfortable.
No heavy front, side or back steels.
The slender woman may wear a tailor-made gown.
It is a gentle shoulder brace.
The low bust effect may be obtained with the Form without padding.*



It is the figure that makes the dress, not the dress the figure.

Manufactured by...

SAMPLE ORDERS SOLICITED.

BRUSH & CO., Toronto, Ont.

THE MARKETS—Continued.

**CANADIAN OILCLOTH PRICES.
ENAMELED OILCLOTH.**

	New List. in 12 yd. pieces.	Old List. in 12 yd. pieces.
	Widths. 5/4 5/8 in. 6/4	Widths. 5/4 5/8 in. 6/4
Muslins.		
Black, bright (glazed) and dull finish, per yd.	18 20 24	16 18 22
Black, patent face, per yd.	22 24 ..	20 22 ..
Browns, greens and maroons, per yd.	23 26 30*	22 25 29
Russet and tan, per yd.	23 26 ..	22 25 ..
Blue, yellow and red, per yd.	30* 34*	29 33 ..
Scarlet, white and crimson, per yd.	42* 47*	40 45 ..
White sign cloth, per yd.	18 .. 24	17 .. 23
Drills.		
Black, bright (glazed) and dull finish, per yd.	24 26 32	22 24 29
Black, patent face, per yd.	27 29 ..	24 27 ..
Black, tan back, patent face, per yd.	33	30
Black, figured back, per yd.	29 32 37	27 29 34
Black, brown back, per yd.	32 34 39	29 31 36
Browns, greens and maroons, per yd.	33 35 40*	32 34 38
Russet and tan, per yd.	33 35 ..	32 34 ..
Blue, yellow and red, per yd.	35* 42*	37 40 ..
Scarlet, white and crimson, per yd.	50* 56*	50 56 ..

CANVAS STAIR OILCLOTH.

	New List. Widths.	Old List. Widths.
	2/4 5/8 3/4	2/4 5/8 3/4
Canvas back.....	09 11 14	08 11 13
Painted back.....	12 16 19	12 15 18

Lengths of pieces 30 yards.

Terms: Cash, less 3 per cent. in 10 days.

TABLE, SHELF AND COTTON STAIR OILCLOTHS.

	New List. Widths.	Old List. Widths.
	5/4 6/4	5/4 6/4
Fancy mosaics, per piece of 12 yards.....	\$2 20 \$3 20	\$1 85 \$2 70
Fancy marbles, " " "	2 20 3 20	1 85 2 70
Fancy Woods, " " "	2 20 3 20	1 85 2 70

White Marbles, per piece of 12 yards.....	\$2 40 \$3 40	\$2 00 \$2 85
White Muslin, " " "	2 40 3 40	2 00 2 85
Colored Muslins, " " "	2 40 3 40	2 00 2 85
Bronzes, " " "	2 40 3 40	2 00 2 85
Shelf oilcloth, " " "	11 in. wide, 0 60	11 in. wide, 0 53
Shelf oilcloth, " " 24 "	1 20	1 05
Stair oilcloth, muslin back, 50 yd. lengths.....	6 1/2 8 1/2	6 8
Stair oilcloth, duck back, 40 "	10 12	9 11

Terms: Cash, less 3 per cent. in 10 days.

FLOOR OILCLOTH

	New list. cts.	Old list. cts.
No. 1 quality, in widths 4/4, 5/4, 6/4, 8/4, 10/4 per sq. yd....	33	32
No. 2 " " in " 4/4, 5/4, 6/4, 8/4, 10/4 " "	25	24
No. 3 " " in " 4/4, 5/4, 6/4 and 8/4 " "	20	19
C " " in " 16/4 (4 yards) only " "	48	48

Mats or rugs, No. 2 quality, in the following sizes:

4/4 x 4/4, 4/4 x 6/4, 5/4 x 5/4, 6/4 x 6/4, 6/4 x 8/4, 8/4 x 8/4, 8/4 x 10/4, 10/4 x 10/4	33	32
---	----	----

Ducks, etc.

Black, bright (glazed) and dull finish, per yd.	30 32 37	28 30 34
Black, patent face, per yd.	34 37*	32 35 ..
Black, figured back, per yd.	35 37 42	33 35 39
Black, brown back, per yd.	38 40 44	35 37 41
Browns, greens and maroons, per yd.	40 42*	37 39 44
Russet and tan, per yd.	40 42*	37 39 ..
Oiled, for wagon tops, 50 yd. lengths, per yd.	44*	40
Black moleskin, patent face, per yd.	78	72

*Lines made to order only.

CARRIAGE FLOOR OILCLOTH.

	New List. in 30 yd. pieces Widths.	Old List. in 30 yd. pieces Widths.
	5/8 3/4 7/8 5/4	5/8 3/4 7/8 5/4
No. 1 quality, per yd.....	25 30 35 50	23 28 32 45
No. 2 quality, "	15 18 21 30	14 17 20 28
No. 3 quality, "	12 15 .. 25	12 14 1/2 .. 24

Terms: Cash, less 3 per cent. in 10 days.



Men's Furnishings.

Authority on neckwear tells **THE DRY GOODS REVIEW**: "The great seller for the present hot weather is the kerchief. Last year, anything by the name of kerchief sold well, and quantities of ordinary silk with a fancy border stitched on sold freely; also fancy silks without any border sold when made up in the kerchief

shape. But this season the consumer knows exactly what is right, and will only buy the genuine article. It must have a border, and it must be woven, and not stitched, on.

"The demand is greatest for white patterns or spots spaced well apart on a ground of navy or Yale blue, with a border of the same color, but the pattern being sufficiently different to make the border well defined. Other good sellers are of the same colors and patterns, but with borders of multi-colored Persian designs.

"The demand for the kerchief may possibly be hard to fill, not because the manufacturers cannot make enough of them, but, as the silks have to be woven specially for this tie, it will necessarily take a long time for tiemakers to get repeats. It may thus come to pass that buyers will be forced to buy last year's makeshifts, kerchiefs without a border or with a border sewed on.

"Flowing ends are selling very well, and, as everyone now is able to tie a flowing end, it has come to be looked upon as a staple shape. A surprising demand has suddenly arisen for string and lombard ties. As these are small-shape ties, it is especially needful to have them cut bias, when wanted in the bold stripes so much worn, as it is only when biased that the pattern is properly shown."

The Outlook For June.

June should be a good month with the men's furnisher. May has not been sufficiently warm to induce buyers to don hot-weather clothing, so, a week or so of really warm weather should cause a big trade in these goods. It is true a few duck trousers,

linen vests and straw hats have been seen, but the great majority have neither started to wear or to buy them. There ought to be a big business in light underwear for the same reason.

Another demand which may be expected to follow close on the heels of hot weather will be for two-piece bicycle suits. Last year, the big trade in these goods was in July, but a good share was done in June, too. With these, caps and, if boots are carried, bicycle shoes.

I consider it good policy, too, to push silk-front shirts vigorously in June. These garments, if well made, wear excellently, and can be depended on to keep in good condition all Summer, no matter how soon bought. I would not like to say this of many fancy Oxfords or zephyrs, but whatever shirt is pushed there should be good movement in fancy ties, especially flowing ends. There is no question but that the patriotic spirit has "caught on" here in ties, yet not everything that is red, white and blue, or green, or khaki sells. There must be something of neatness and attractiveness as well as patriotism about the tie before it takes. But attractive effects are possible, especially on a khaki ground, with the design in red, white, blue or green.

This patriotic spirit is causing an unusual demand for a line that furnishers might well carry—for flags. The sale of these emblems of British glory and British honor has been unprecedented in the last two or three months. The relief of Ladysmith, the relief of Mafeking, the Queen's Birthday, and, lastly, the flight of Kruger, have each been the cause of an outburst of Imperial enthusiasm that necessitated an amount of flag-wearing and flag flying that has never before been experienced in Canada. Is it likely that the 1st of July, the birthday of our Dominion, the anniversary of an Act which has done much to unify Canada, and, therefore, the Empire, will be forgotten? It seems reasonable to expect to sell a few flags for the occasion. As the 1st comes on a Sunday, Canada will spread her celebration over from Saturday till Monday night. There should be enough of the proper spirit on Saturday to start the flags selling. There is money in flags if they are bought and sold well. If you would sell flags, don't be afraid to dirty a few by displaying them. Make your store the neatest and most attractively decorated in your district. Not only will that help sell flags, but it will be a good ad. in a general way. Money spent in this manner generally brings good returns.

Combination Window Displays.

Some retailers make unusually effective displays by showing several different lines in combination. I do not mean to put a general assortment of furnishings in the window at once, but rather to put a number of lines that show and sell well in combination. This is frequently done in showing collars, ties and pins. In one store a large display rack, with about eight arms or shelves, was arranged with stand-up, turn-down collars with a flowing-end tie attached on the top, third, fifth and seventh shelves and stand-up collars with bow ties attached on the second, fourth, sixth and bottom shelves. As the flowing-ends hung from the one shelf considerably below

THE GAULT BROTHERS CO. LIMITED

MONTREAL

WINNIPEG

VANCOUVER



Our travellers are out with a full range of

Men's Furnishings

FOR THE

FALL TRADE

Comprising all the latest novelties from Foreign, American and Canadian markets. See our range before placing your order.

Our range of
UNDERCLOTHING
is complete
including a large assortment of
Fleece-Lined Goods.



We are showing
the latest styles
in Austrian-Made
COLLARS.

When you are in need of SHIRTS ask for the "Perfection" Brand, manufactured by The Gault Brothers Co., Limited.

Sole Agents in Canada for Fownes' Gloves.

MEN'S FURNISHINGS—Continued.

the next lower one they were shown to good advantage. On each of the flowing-end ties was a neat pin. Flowing-end and four-in-hand ties arranged on the floor also formed a beautiful background for a further exhibit of tie pins.

An even better effect is produced by showing shirts in combination with these goods. A window which has attracted much attention lately shows on a rack a number of stiff-front white and colored shirts. Attached to these are collars and ties of various styles. As good care was exercised in making the combinations the beauty of the tie was enhanced by the somewhat quieter design of the shirt front and by the pure whiteness of the collar. As the shirt was not opened and as neither the collar nor tie was soiled in attaching them to it, the amount charged to "damage in display" would be light. In another window bicycle sweaters, hose and belts were displayed. At the back, sweaters, all fancily striped, were displayed in rows of three each. These were priced at \$1, \$1.25 and \$1.50. Between each sweater was a leather belt suspended from the arm of the display rack and holding a pair of hose. In the centre of the foreground was a small stand holding eight or ten pairs of bicycle hose in such a way as to show the neat, bright design at the knee. At either side of these were belts. Price tickets told that the hose were 75c., \$1 and \$1.25.

The Holiday Shirt in England.

Whether it be for yachting, fishing, golfing or cycling, or for any other kind of amusement, in which a certain amount of exertion is involved, sportsmen of all orders are agreed that the less starched material there is to crumple or soil the better, writes a London fashion authority. The reasons are too obvious to mention, and the only point of interest is the question of material. In recent years the soft fronted shirt has been very popular in India-gauze, or "Oxford," as it is sometimes called, and it is pre-eminently the best cotton fabric for the holiday shirt. It is soft, and, for cotton, very absorbent; whilst its substance is sufficient to insure a cleanness of fit about the front, where it is exposed to view. The cuffs are usually starched and cut the same as a dress shirt, but for sport round corners are preferable. The centre box-plait in front is generally fastened with three pearl buttons. Signs are not wanting, however, to show that this kind of material has been superseded, and among the smart set of the sporting world there is a demand for very fine all-wool flannels. Now, of all materials that are a vexation and a snare, it is flannel. When it comes from the shirt-maker nothing could be nicer, but the laundress—well, upon her head some dreadful imprecations have fallen when a shirt has been taken from the drawer reduced to lilliputian dimensions. The unlucky person who starts to earn a livelihood with soap and water, and endeavors to keep society in immaculate attire, has unwittingly placed many an effective barrier between the soul of a man and the gates of Heaven, but of late years the treatment of flannels has been better understood and complaints are much less frequent. If a good laundry is requisitioned, one need have no fear, and flannels will look quite as good when washed as when new. Our manufacturers have been busy, and they have enlisted the skill of highly-paid artists and designers of practical ability, with the result that some really beautiful flannels are now to be obtained. The patterns supersede anything possible in cotton materials, because wool lends itself to artistic treatment in a greater measure, but some discretion must be used in the choice of colors. All sorts of

shades are shown, but, generally speaking, there are few art or "pastel" tints that are fast colors. Anything in the nature of china blue is safe, so are reds, pinks, greys, and black-and-whites. All colored fabrics are sure to become lighter in shade in the course of wear, and pale shades are consequently little in demand. Green will not stand at all, and browns of some shades are not at all reliable. The best qualities of flannels are the cheapest in the end, because the best and longest stapled wool is exclusively used, and shrinkage is less in these goods than in many of the so-called unshrinkable textiles composed of part wool and part cotton. In the strict interpretation of the term, nothing in the nature of wool, or where wool forms a part, is unshrinkable. There may not be any perceptible shrinkage in some of the best goods, but shrinkage there is, and it is anything but straightforward to affirm otherwise. Cotton will shrink one inch in 30 and sometimes more, but it only shrinks once and remains there, and if cotton will shrink it is obviously puerile for any vendor of a cotton-and-wool-mixed flannel to say the stuff will not run up in the wash. I am aware that there are many people who are not above misleading their customers wilfully, which is a scandalous and very short-sighted policy to say the least of it, but a great deal of the misrepresentation is also due to ignorance on the part of the seller, who has been misled, maybe, by some unscrupulous merchant. But these cases must be very rare, for our manufacturers are above suspicion as a rule, and implicit confidence may be placed in the word of any respectable shirt-maker. Cheap flannels are dear, and if the best goods are not procurable, it is safer to get India gauze, or what is a well-proved and most-excellent go-between—Anderson's Ceylon. This cloth has stood the test of ages, and is the best in the world to-day. It is half wool and half cotton. The flannel shirt of 1900 will be largely worn with links, and in this matter there is room for indulgence in sporting designs. The buttonholes are worked smaller to prevent links from falling out, and the links themselves are made in bar-like designs with the same view. Some I have seen were composed of golf-clubs, one in gold, and one in platinum or silver, and joined by a small gold chain. These commend themselves to enthusiasts of the game, but let no absent minded one call at the estate agents and inquire for golf-links. The kind these people dispose of could hardly be accommodated up one's sleeve. Other patterns included a cricket bat and wicket, an oar and gaff, and a pair thoroughly up to the day's topic was a linked rifle and cartridge. A very pretty design was shown in the oar pattern of gold and enamel, one of the blades being in dark blue and the other in the college colors. The idea may be carried further, and at Henley we may see studs in flannel shirt fronts of gold, with the badge or crest in colors of enamel, and they would certainly make a smart and becoming addition to the holiday shirt.

Duck Linen Goods. The city furnishers are already devoting considerable attention to white duck trousers, linen coats, yachting hats, etc.

Many good displays can now be seen. One of the best I have noticed was a general display of these goods. At the back of the window, which was a deep one, were duck trousers in plain white and white with a light blue stripe; yachting caps with white canvas crown and black patent or tan leather or linen peaks and white and tan leather belts. The foreground of the window was devoted to white and dark grey linen coats, and duck and flannelette trousers. The display was, in many respects, ordinary and easily arranged, but, as the goods are reasonable, and as it is the most com-

THE CANADIAN DRESS CHART.

JUNE, 1900.

Occasion.	DAY WEDDING, GOVERNMENT HOUSE CALLS, RECEPTIONS.	AFTERNOON TEAS, CALLS, SHOWS, ETC.	WHEELING, GOLF, OUTING.	EVENING WEDDINGS, BALLS, RECEPTIONS, FORMAL DINNERS AND THEATRE.	INFORMAL DINNER, CLUB, STAG, THEATRE PARTY.	BUSINESS AND MORNING DRESS.
Coat.	Frock, black.	Frock or cutaway.	Sacque or Norfolk jacket.	Evening coat.	Monte Carlo.	Dark worsteds.
Waistcoat.	Black in Winter, white or brown holland in Summer.	Black in Winter, white or brown holland in Summer.	Fancy Shades.	White or black.	Black.	Same material as coat.
Trousers.	Striped, dark tones.	Striped, dark tones.	Knickerbockers.	Same material as coat.	Same material as coat.	Same material as coat.
Hat.	Silk.	Silk.	Soft felt or cap.	Opera.	Soft felt.	Christy.
Shirt and Cuffs.	White or colored, with white cuffs.	White or colored, with white cuffs.	Flannel, with white collar and attachable cuffs.	White, plain, or with pique front.	White.	Colored or white.
Collar.	High straight or high turned-down.	High straight or high turned-down.	High or turned-down or hunting stock.	High standing or high turned-down.	High standing or high turned-down.	High standing or high turned-down.
Cravat.	White silk or dark blue or black foulard. Lavender may be worn at weddings.	Fancy shades.	Ascot or hunting stock.	White, not made up.	Black.	Fancy, of fashionable shades.
Gloves.	At weddings, white or grey suede, tan.	Tan.	Tan.	White or pale lavender.		Tan.

This Chart is corrected to date by a Canadian authority on men's fashion.

MEN'S FURNISHINGS—Continued.

plete display of these goods shown in the city, it will not fail to attract trade. Linen vests are shown even more generally than duck trousers. The favorite effect seems to be a moderate stripe or polka dot on a quiet ground, though there is a good proportion of small checks, of which black and white is the most general. Single-breasts and double-breasts seem to be in about equal favor. Pearl buttons are generally used, though a few black and dark brown ones are also to be seen.

Attracting and Keeping Trade.

While it is good policy to attract as much new trade as possible by means of advertising, window display, etc., this feature of the business should never be allowed to have consideration before the retention of what trade has already been secured. He who tries to keep his customers gets more than he keeps who tries to get them. There have been several furnishers start in business since I started to write for these columns who seemed to be doing an excellent business. They frequently had special sales that attracted much attention and sold a great many goods, yet they have gone under. After studying the matter carefully, I have come to the conclusion that what each of these stores lacked—and what every one of the most successful stores possess—was regular customers. They depended on a transient trade to buy enough goods to pay heavy charges for rent, light, help, etc. To win this transient trade they found it necessary to adopt the cheap, bargain tactics of the departmentals. This necessitated a margin of profit too small for a new business to cover its expenses, and the result was failure. I have come to the conclusion that the bargain system of advertising does not appeal to a man as it does to a woman. The average man is willing to experiment a little, but he is more a creature of habit than a woman, and once he is satisfied that he gets fair value for his money, and feels that his furnisher knows his business, he can, as a rule, be depended on as a regular customer. As such he should be treated. Many men have preferences for certain colors or styles. To know these little things is to give the furnisher a good grip on his customer. But, above all things, a dealer should never treat a "regular" with indifference. For if a regular feels he has been slighted or treated meanly, he is not only likely to stop dealing with the dealer he feels has so treated him, but to tell his friends of his "injuries." If a furnisher could win one new customer every week and keep what he won, he would do a big business in three years.

What the Troops are Wearing.

The Imperial army clothing factory in Pimlico, London, is now sending out weekly to South Africa Winter clothing, such as serge suits, jerseys and woollen shirts and drawers, as fast as the hands can make it. Of full kits, 15,000 go out per week. Each man when he leaves England takes three suits—one for use on the passage out, one of khaki drill, and a third of drab serge. The serge will be worn during the coming Winter, when the nights have a touch of frost. Woollen drawers are a new item of outfit altogether. Up to the beginning of March 200,000 pairs had gone out, and now 15,000 to 20,000 go each week. Of drab serge suits, 140,000 will form a reserve stock to be drawn upon as the men may require them. Socks and warm woollen jerseys and cardigans are going out in vast quantities, and orders are increasing rather than showing any indications of slackening.

It is Easy if Done Correctly.

The high-band, turn-down collar which sets on the shirt as it should is sometimes objected to on the ground that its very perfection of "set" makes it a troublesome thing to deal with when fixing a tie around it. It is often complained that the closeness with which the outer part stands to the inner makes it difficult to pull the tie around for adjusting. I have never experienced this difficulty myself, and, I conclude, therefore, that the "struggle to get the tie around in front" is due to the wearer allowing the tie to slip up behind into that part of the collar which grips the tightest, and then trying to wrench it around by pulling downwards. If the tie is placed beneath or on a level with the stud behind, and the collar then closed down, the wearer, if he pulls gently and evenly, can bring the tie around as easily as if he was fixing it to an ordinary stand-up collar.

Lounge Suit Styles in London.

The variety in materials for lounge suits this season is more in the pattern than the color—indeed, it is nearly all in the pattern, seeing that the predominant shade in every sample is grey. A favorite kind with the patrons of the best West End tailors appears to be a grey check, the pattern being very small, and not brought out with any clearness to the face of the cloth. Another kind that ought to make up into smart lounge suits is a slate grey checked with a slightly lighter shade, with a "thin red line" check, larger than the ground check, faintly showing up from behind. Among the patterns are many of the herring-bone family; and there are numerous variations of striped designs on whole shades, all of which are very distinctive and yet quiet, and, consequently, specially suitable for lounge wear, upon which some "wear" one is apt to try so great a variety of Spring and Summer fancy waistcoatings, and so wide a range of color in ties. The man who is fickle in the matter of ties and fancy waistcoatings must not allow his affections to wander over a wide field of cloths, or he may envelop himself, literally, in alarming complications. A rich slate grey lounge will stand an almost boundless diversity of accessorial treatment.

The lounge suit may be single or double breasted, so far as fashion is concerned, but, considering the choice from the standpoint of comfort, there should be a preference for the single, by reason of its being cooler for Summer wear. Then, again, its front construction is better suited for displaying the fancy waistcoat. The lapels of the single-breasted lounge should be small and cut somewhat low in the step, so that when the coat is worn open, and rolled back, they do not stand up at each side of the wearer like a couple of wings. The bottom of the single-breasted lounge should have rounded corners, and although the garment itself is not made to reach down further than usual, a suggestion of added length is given to it by there being but three buttons in front, between the last of which and the bottom of the coat there is a conspicuous space of untouched material. It is this plainness from the waist downwards that makes one think, at first sight, that lounges are two or three inches longer this season than they were last. Three patch pockets in the ordinary positions, with buttons, and without any clearly-marked stitching to denote their size, look well; but there is no hard and fast fashion as to the nature and number of the pockets, and the purchaser is far from likely to divorce himself from style in the process of freely exercising his own choice. There is a centre seam down the back, but no slit; neither are there side slits. The three or four buttons on the sleeve must, of course, be made to button (it is only in cheap goods

Perrin's



Gloves.

QUALITY GUARANTEED.

It is a well-known fact that Perrin's Gloves are the best gloves imported into Canada, that is why they are kept by the best dealers in each town.

We have always a well-assorted stock on hand.
Mail orders are attended to with punctuality.

5 Victoria Square

Perrin Freres & Cie.

MONTREAL



H. K. HAGEDORN, Manager.



Remember, Satisfaction Guaranteed.

The....

Berlin Suspender and Button Co.

BERLIN, ONT.

OUR
Samples

CONSTANTLY ON
THE ROAD . . .

NOVELTIES added from time to time. Trade has been increasing right along. The output for 1899 was 25 per cent. ahead of that of 1898.

1900 to date is 70 per cent. ahead of the corresponding period of 1899. Verily this is the growing time. To keep pace with our requirements, we have let the contract for new premises which will give us ample accommodation; enabling us to maintain our usual promptness in executing orders.

E. & S. CURRIE.

MANUFACTURERS
OF

NOTHING
BUT

NECKTIES

EVERYTHING

IN

58

60

WELLINGTON ST. WEST

TORONTO.

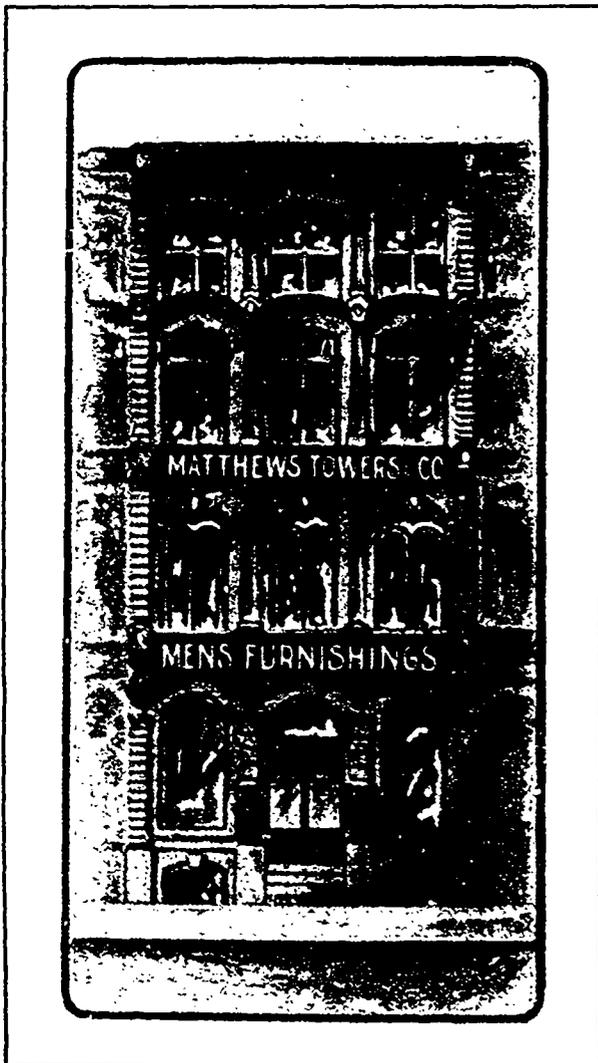
ONT.

MEN'S FURNISHINGS—Continued.

that the buttons are sewn over a dummy buttonhole), and the sleeve from the elbow downwards should be a little close, so that the cuff, made to touch the shirt-cuff all around, may not appear to have been considered and planned out apart from the general design.

The double-breasted lounge looks best with two side pockets with flaps, and a handkerchief on breast pocket without flap. In other respects, deducting the fact of its being double-breasted, the coat is the same as the single, having centre seam down back, no slits, and sleeves close in the forearm.

Matthews, Towers & Co.'s New Warehouse. Matthews, Towers & Co., wholesale mens' furnishings, are now established in their new warehouse, 14 St. Helen street, Montreal. It is a commodious four-storey structure, the increase in the firm's business necessitating the move to the new premises. Entering on the first flat from the street, are the private offices of the members of the firm, the



general business office, and a large sample-room. The three other flats above this are utilized for the large stock of goods which this enterprising concern carry. The basement underneath the sample-room and offices is utilized entirely for shipping purposes, being connected with the upper flats by a large hoist. The situation is a central one in the heart of the dry goods district and convenient to all the street car lines.

A New Idea in Umbrellas.

An Australian has taken out a patent on a new device for retaining the tips of umbrellas in a closed position which can be more easily applied and released than is the case with the ordinary ring and slide. It is proposed to fit the slide upon a tube fixed to the umbrella stick and to place at the upper end of the slide a spiral spring which tends to push the slide down so as to engage the umbrella tips. The barrel of the slide is formed with a small bayonet slot, and the tube carrying it is provided with a pin adapted to engage in the said slot. The arrangement is such that the umbrella tips can be released by pulling back the slide against the pressure of the spring and turning it slightly, so that the pin engages in the end of the slot. The slide is thus held clear of the tips, but springs into engaging position on a slight turn.

Shirts for Midsummer.

The change from early Summer to mid-summer is hardly less gradual than the change it brings in the styles of goods shown by furnishers. Yet, there has been a change in the furnishers' windows in anticipation of the very hot days. This is principally noticeable in shirts. Soft bosom cambrics, zephyrs and silk fronts are to be seen everywhere. In undershirts, light silk and balbriggan are generally shown. In showing these goods the dealers make a point of impressing buyers with the early approach of hot weather, and with the fact that these goods are conducive to comfort in such temperature as we shall soon experience.

Bright Notes

About eight months ago Messrs. Gillanders & Parsen opened a men's furnishing store in the Masonic block, Chilliwack, B.C. The stock of men's furnishings, clothing, boots and shoes is very tastefully arranged, which, as every one knows, has a great effect in selling goods.

D G Kirk & Co. have started as furnishers, etc., in North Sydney, N.S.

The business of A. & D. Brown, men's furnisher, Bridgetown, N.S., is advertised for sale.

Albert Viau has registered as sole proprietor of A. & D. Viau, men's furnishers, Montreal.

Dambra & Wood, merchant tailors, London, Ont., have dissolved. Joseph Dambra continues.

Adrienne Deguise, has registered as proprietress of Alphonse Deguise, men's furnishers, Montreal.

The stock, etc., of the estate of E. B. Gallagher, men's furnisher, etc., Kingston, Ont., has been sold by auction.

Thibodeau & Cadieux, men's furnishers, Montreal, have dissolved, and Martial and Eugene Thibodeau have registered partnership under unchanged style.

The extensive Fall line of suspenders of the Dominion Suspender Co., Niagara Falls. "Trade Mark D" productions, will be shown by their travelers about June 15, 1900. The line will consist of many new and exclusive novelties in high-class well-made suspenders. Montreal office, 207 St. James street. Quebec office, 111 St. Joseph street.

Mr. Robert C. Wilkins reports that he was never so busy before and regrets keeping his customers waiting in some cases too long for their goods, but the mills are very slow in delivery in many lines which retards manufacturers very much. Speaking of overalls, Mr. Wilkins informs us that, owing to high prices, he allowed his stock to run pretty low, thinking the trade would be slow in buying, but the orders

M. MARKUS

Foreign Manufacturers' Agent
and

IMPORTER
OF

**Dry Goods, Smallwares,
Trimmings** for Clothing, Mantle, Shirt,
Cap and Fur Manufacturers.

**Silks, Satins, Velvets,
Velveteens, Felts.**

GERMAN TEXTILE GOODS
a Specialty.

Silk and Cotton Woven Labels.
STOCK OF TRIMMINGS COMPLETE.

SILK VELVET AND VELVETEENS
JUST RECEIVED.

30 Hospital St., - Montreal.

Toronto Office: 67 YONGE ST.

Genuine . .
Celluloid

**Collars, Cuffs and
Shirt Bosoms**

All Fine, Fresh Stock.

GENUINE GOODS are
stamped with our TRADE MARK
Trade Mark.



The Miller Bros. Co., Limited

80 DOWD STREET, MONTREAL

Toronto Agent :

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

OMNIA VINCIT LABOR



TRADE MARK
REGISTERED

WE are showing novelties
for mid-summer trade
in exclusive designs of Silk
and imported Zephyr Shirts.

It will be to your advantage
to look at our samples and
values when our representative
calls on you.

The Empire Manufacturing Co.

Limited.

Manufacturers of High-Grade Shirts, Collars and Cuffs, and Boys' Blouses.

646 Craig Street, MONTREAL.

MEN'S FURNISHINGS—Continued.

have, on the contrary, been coming in so fast that he has now 1,000 dozen on order.

The Niagara Neckwear Co.'s travelers will be out about June 15 with their full Fall line which will consist of many exclusive and special confined novelties and patterns. Their range of silk will be more extensive than ever, consisting of over 1,000 different patterns fashioned into up-to-date American shapes. Montreal office, Phillip De Gruchy, 207 St. James street. Quebec office, L. A. Bergevin, 111 St. Joseph street.

Graham Bros., men's furnishers, London, Ont., have secured the contract for supplying the 22nd Oxford Rifles and the 26th Regiment with shirts, collars and hats. The contract calls for 600 grey flannel shirts, with collars attached, and the same number of broad brimmed straw hats. As these are to be worn while the men are drilling at the annual camp of instruction, it looks as if the military authorities intend to give the men some degree of comfort while drilling.

The Dominion Suspender Co., Niagara Falls, have just placed on the market an entirely new idea in braces, "Our Defender," a double back-action elastic cord, so easy that the wearer is unaware that he has a pair of braces on. It is one of the many good novelties that this leading firm have produced. Show-cards accompany each shipment, with the picture of Baden-Powell, "Our Defender."

Wylde-Darling Co., Limited, are showing a fine assortment of goods for the holiday and sporting season. In shirts, they have some leading lines in zephyrs and cambrics, which they are offering to retail at 50 and 75c. Owing to the considerable rise in the price of these goods, these lines are of unusual value. In Ceylon flannel shirts with silk stripes, they have some very neat effects. These goods are in much demand for the boating season. The latest Summer collar is Wylde's "Hi-Hi," which is a stand-up turn-down shape, which sets and fits perfectly, yet allows any shape of tie to be worn without interfering with the effect of either, making a very dressy effect with negligee wear. In men's fancy half-hose, a large range is shown in all the newest colors in stripes, spots and checks, to retail at 25c. The kerchief tie is largely in demand with this house, where they are shown in the latest shades of blue, etc., in fancy checks, bandana effects, etc., to retail at 25 and 50c. This house is still offering the leading lines of fancy and brown balbriggan and natural wool underwear at old prices, as they placed large orders very early in the season to protect their customers.

SMALL DEBTS IN MANITOBA.

A delegation composed of merchants and representatives of the press association waited on Hon. H. J. Macdonald, Premier of Manitoba, lately, asking that legislation be enacted providing for a cheaper and more expeditious way of collecting small debts. A number of suggestions were advanced, and, in answering, Mr. Macdonald said he could see nothing unreasonable in the request made, and that the suggestion seemed perfectly fair. He asked time in which to consider the matter and consult with his colleagues.

The numerous friends and customers of Mr. George R. Joseph throughout the Lower Provinces will be pleased to learn that he has again associated himself with Messrs. Herman H. Wolff & Co., Montreal, and will carry, as in the past, their extensive and well-known lines.

PATRIOTIC DISPLAYS.

As an example of what can be done in the way of ornamental decoration with flags and bunting, the warehouse, inside and out, of the W. R. Brock Co., Toronto, was a pleasing sight for several days during last month's patriotic celebrations. Inside, the smallwares department had been trimmed tastefully under Mr. Smallpiece's direction, and Mr. Catto had the business office embellished with flags arranged about the walls and desks, the whole presenting a taking appearance. Outside, long streamers of innumerable small flags were stretched about the two street sides of the warehouse so that it was a conspicuous sight in that part of the city.

The variety of flags aids decoration as well as sales. There are Union Jacks, Canadian flags, tricolors, St. George's Cross, and white, blue, and red ensigns. To these are added make-up flags, streamers, etc., so that a very fine decoration can be arranged in a short time. The advantage of small flags is that they require so little time to hang out. The coming Summer will see a great deal of decoration. The holidays on which we may expect displays, include the following :

Battle of Waterloo.....	June 18
Accession of Queen Victoria.....	June 20
School Closings	June 30
Dominion Day	July 1.
Civic Holiday	August

ZEPHYR WAISTS.

These are by far the most popular waists with the fashionable trade in New York, and are also having big sale in our cities. Messrs. Boulter & Stewart, always up to date, are showing a large assortment for immediate trade, just put into stock.

COLORED COTTON MILLS CO.

At the annual meeting of the Canadian Colored Cotton Mills Company, held in Montreal, May 25, the financial statement and annual report were presented, and found to be highly satisfactory. The following were elected directors for the ensuing year: Senator Geo. A. Drummond, D. Morrice, C. D. Owen, E. J. Clouston, T. King, and D. Morrice, jr. At a subsequent meeting of the directors D. Morrice was reelected president, and C. D. Owen, vice-president.

A VICTORIOUS MOVE.

Moving to Victoria Square has been a truly victorious move for the Alaska Feather & Down Company, of Montreal. Their previous office on Guy street was not as central as it might have been, but their new office, being in the heart of the dry goods district and very prominently situated, attracts buyers from all over Canada. The sample-room extends the full length of the building on St. James street, while the secretary's private office overlooks Victoria Square, the general offices and storeroom being on the south side of the building.

A splendid array of brass and iron beds serves to show off the springs, mattresses, pillows, comforters and cushions, which are the company's leading lines of manufacture. The bedspreads and down quilts are displayed on long tables, and large cases full of "jobs" in the quilt line await the bargain-hunter. The company's new factory on the canal bank, St. Henri, is also a satisfactory investment. Over a ton's weight of raw feathers are converted there daily into "Alaska" brand bed feathers and downs for quilts and cushions.

The Alaska Feather & Down Co. have THE REVIEW'S best wishes in their new office and factory.

Dominion Suspender Co
Niagara Falls
 Makers of *Trade D Mark* *Suspenders*
Guaranteed

Niagara Neckwear Co Limited
Niagara Falls
 Makers of *American Styles*
Of Neckwear

THE STANDARD SHIRT CO.

The annual meeting of the shareholders of The Standard Shirt Co., Limited, was held last month at the offices of the company, Delorimier avenue, Montreal. The statement presented, showing the progress of the company during the past year, was considered very satisfactory. The present board of directors was reelected for the coming year. At a meeting of the directors, held later, Mr. Samuel Bell was reelected president, and Mr. Charles B. Gordon managing-director.

The company issued, May 17, a circular to the trade in the following terms: "We beg to advise you that, owing to the continued advances in prices of many lines of goods which we handle, present prices cannot be accepted for any goods made by us, until orders sent us have been confirmed by us or our agents. A copy of all orders received will be sent you at the best prices we can accept at date of receiving same. All goods sold by you in excess of orders now placed with us will be at the risk of your having to pay advanced prices. The above applies to all goods made by us, viz., collars, cuffs, shirts, blouses, overalls, pants, etc."

S. H. AND M. 24-INCH VELVETEEN.

That there is in Canada an ample field for the sale of good specialties has been abundantly manifested, but seldom in a more marked way than the growth of the Toronto branch of the S. H. & M. Co., New York, etc. This firm make a specialty of skirt bindings. This is a small article, but the

S. H. & M. people make good goods, and their business has already become a comparatively large one. The methods of this company are largely the cause of the success they have had here. They are now devoting much attention to a 24-in. velveteen for blouse, waist and skirt binding. As for these purposes velveteen must possess qualities of strength and durability which are not found in millinery velveteens, the S. H. & M. Co. had the goods converted expressly for the purpose they are intended for. They are, furthermore, made in from 18 to 20 ft. lengths, are made in 40 shades, and are kept in stock all the year around. It is not surprising when this firm put their goods on the market just as conditions make most advisable that they find the demand for them constantly increasing throughout the country. It always pays to suit goods to the market.

HOSIERY, GLOVES, AND UNDERWEAR.

These are goods that merchants want at once when they order them at this season of the year. For several years back the W. R. Brock Co., Toronto, by carrying an immense stock of all three lines have been able to execute almost every order sent them for any size, any kind, or any price of staple goods. This season is no exception to the rule, and, while many large importers have not yet got their Spring orders to hand, the W. R. Brock Co., have their warehouse filled up, and can furnish samples and quotations, besides being able to ship goods on receipt of order.

SETTLEMENT OF THE EXCHEQUER COURT SUIT.

Queen vs. Fitzgibbon, Schafheitlin & Co.

THE case of the Crown vs. Fitzgibbon, Schafheitlin & Co., Montreal, was tried at a sitting of the Exchequer Court, in Montreal, before Mr. Justice Burbidge, on May 7, and following days. The charge was one of fraud in valuation of goods for entry, and claims for \$23,000 and \$144,352 against the firm were made.

The position of the defendants was given by Mr. Schafheitlin. The firm contend that they acted throughout in good faith with no intention of defrauding the Customs. All the entries were made in a regular way and the practice followed by importers generally adhered to. The charge was laid against the firm in December, 1897. Mr. Fr. Schafheitlin formed a partnership with Mr. Fitzgibbon which succeeded to the firm of Thouret, Fitzgibbon & Co., importers. Mr. Schafheitlin made the purchases in Europe from the manufacturers and reconsigned the goods from Berlin to Montreal. Mr. Schafheitlin had experience as a buyer, while Mr. Fitzgibbon knew the Canadian trade and practically sold the goods which his partner bought. They did a large business. The two firms in six years' time paid \$469,000 in duties to the Government, and the present firm in three years paid in \$230,000. In an elaborate defence submitted to the Minister of Customs in April 1898, Mr. Schafheitlin explained that, in making up invoices for the Montreal house, he deducted trade discounts, as well as the cost of carriage of goods from the manufacturer, on the invoices. This deduction explained any discrepancies in figures. The invoice sent to Canada showed the true price of the goods chargeable to the firm at the ordinary terms of credit, and represented the fair market value of such goods sold for home consumption in Germany and in other parts, and purchased on the spot by a prudent and watchful buyer.

Mr. Michael Fitzgibbon, another member of the firm, gave evidence, stating among other things, that the firm had a large number of keen competitors, who, being jealous of the large business they did, laid complaints against them at the Customs. These complaints were inquired into, and the goods submitted to a keen test, but everything had been found regular. To the best of his knowledge, the firm had always paid full value for all their goods, and sometimes more than the Government was entitled to receive.

Mr. R. S. White, collector of Customs, gave evidence that was largely of a formal nature, as to the method followed at the Customs House in dealing with invoices. He testified that the collector had to follow the Orders-in-Council and the Departmental instructions issued from time to time. In 1889 the Department decided that charge for inland freight in Europe were not dutiable. The matter of trade discounts was left to the appraisers largely. Samples of no commercial value were not dutiable, but otherwise they were. Some firms imported from their own agents and handed in invoices from them, and not from the manufacturers.

The chief witness for the Crown was Richard Kannengiesser, formerly in the Berlin office of the firm from 1885 to 1896. He swore that the original invoices—the manufacturers' invoices—were kept in Berlin, and to Montreal were sent

invoices from "Fr. Schafheitlin to Fitzgibbon, Schafheitlin & Co., Montreal." The manufacturers' invoices were entered in a journal, and also the amounts debited to the Montreal firm, and these amounts were subsequently transferred to a ledger. The goods were debited to the Montreal house, at a cheaper rate than shown on the original invoices, according to a scale prepared by Mr. Schafheitlin. On some goods the difference would run from 5 to 15 per cent., but in some special lines of fancy goods the difference would be as much as 20 or 25 per cent., as it was more difficult for Customs officers to appraise the real value. The witness went into great detail with reference to the value of invoices, and the system followed in the Berlin office.

In cross-examination, questions were asked witness to show that, while in the employ of the firm, he had taken away, for the use of the Canadian Customs authorities a copy of the scale for the reduction of values on importations and other documents, and that before his dismissal from the concern he had begun to prepare a book of memos. in case Mr. Schafheitlin should not treat him well. He had brought this evidence before the Canadian authorities in revenge, and, if he had had his salary increased, he would not have made the revelations. The Canadian authorities were paying him \$1,000 for his services during two months' absence from Berlin and one-third of the net proceeds received from the penalties

THE SETTLEMENT.

On May 16, when the court opened, the counsel for the firm, Mr. Latchford, said he and his colleagues had been consulting with their clients, with a view to making a proposal for a settlement of the case which might meet the ends of justice and be entirely satisfactory to the different parties concerned, under the circumstances. The defendants, taking into consideration that the litigation extended over ten years of business; that an appeal would certainly follow to the Supreme Court by one party or other in the suit; the heavy costs; the uncertainty in which the firm was placed, preventing it from carrying on its business, with certain other considerations, had led the defendants to admit technical infractions of the Customs laws as regards at least one member of the firm, though there had been no wilful violation of the law. Under all these circumstances, the defendants in the case of Fitzgibbon, Schafheitlin & Co. were willing that judgment should be entered against them for \$2,000 for Customs duties, and \$8,000 for penalties, with costs, and the firm of Thouret, Fitzgibbon & Co. for \$10,000 for Customs duties and costs in full settlement of the claims of the Crown. This, he thought, would satisfy the ends of justice.

Speaking for the Crown, Mr. Newcombe stated that he and his brother counsel had considered the remarks made by the judge as to the small difference in the invoices, showing that fraud could not have been intended in the way of undervaluation. They also appreciated the remarks of their friends on the other side as to the difficulty of securing exact correctness, owing to the time which had elapsed. They had also taken into consideration the length of the case not yet commenced, and the time which the Government officials would be called upon to devote to that case. Of course, the interests of justice had to be looked to, and the Government was satisfied that a grave wrong had been done, and it was necessary that the rights of the Crown should be recognized. Under all these circumstances, they had come to an understanding which was acceptable to the Government, if it met with the full approval of the court, and he was now authorized to leave it to the court to decide whether or not judgment should be pronounced

in accordance with the terms just mentioned by his friend on the other side.

In opening his remarks, the judge said that the primary object in cases of this kind was that the law should be upheld, and that irregular methods should be replaced by proper methods. There appeared to have been no complaint against the defendants since 1895, and the object above mentioned had been attained in that respect. Another point was that those who break the law must suffer the penalty incurred and serve as an example to deter others from similar violation. The judge has no discretion in the matter of the money penalty in such cases, which must be fixed at double the value of the goods. But, counsel for the Government has the power, under the law, to remit any portion of the penalty, and, consequently, can agree to such terms of settlement as he may think proper. In the present instance, the court had no reason to suppose that the settlement arrived at was not fair. On the contrary, he considered it fair, and was disposed to give it full effect. The case accordingly came to an end.

DISSATISFACTION IN THE TRADE.

The opinion of the dry goods trade is unfavorable to the settlement. The dry goods section of the Toronto Board of Trade adopted a resolution (for submission to the council of the board), regretting the settlement, and complaining of the injustice to honest importers in compromising any case where fraud is charged. The resolution says that the law should be allowed to take its course.

George Dale, formerly with Gillespie, Ansley & Co., Toronto, and A. C. Wittman, formerly with Silverman & Boulter, Montreal, have joined the staff of W. J. Hammond, Winnipeg.

MR. BRUSH IS NOW SOLE PROPRIETOR.

Mr. S. B. Brush, who has been general manager of Brush & Co., Toronto, since that firm succeeded Clinton E. Brush & Bro. as manufacturers of Ball's and B. and C. corsets, etc., has purchased the entire business.

The business will be continued under unchanged style, and Mr. Brush will continue as active manager as well as proprietor. It is needless to say, therefore, that the same energy and enterprise which have characterized its management, and the same up-to-date and practical value that has been a feature of its output in recent years will be manifested to an even greater extent in the years to come.

As Mr. Brush is personally popular in retail as well as in jobbing circles, this evidence of his prosperity will be noted with pleasure in very many towns in Canada.

The Schofield Woollen Works, at Oshawa, are in operation again, and, notwithstanding the fire, the output of manufactured goods this year will be much larger than formerly. This will be accomplished by the addition of a number of new and improved machines.

Mr. R. J. Inglis, the well-known merchant tailor of St. Catherine street, Montreal, has decided to put up a fine new building adjoining the one he now occupies. He has purchased the four stores immediately east, and, as soon as the present leases expire, and the tenants get out, he will start the work of pulling down. The lot is 50 by 102 feet. The building, which will be of stone and brick, will be three storeys high and will consist of two stores, one of which will be occupied by Mr. Inglis.

Window Display..

is an advertisement. Makes sales easy and quick, when your goods are displayed on our practical up-to-date

WINDOW DISPLAY FIXTURES, PAPER MACHE WAX FORMS.

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Toronto Brass Mfg. Co.

91-95 Richmond St. West,

TORONTO.

The Auer Gasoline LAMP 100 Candle Power.

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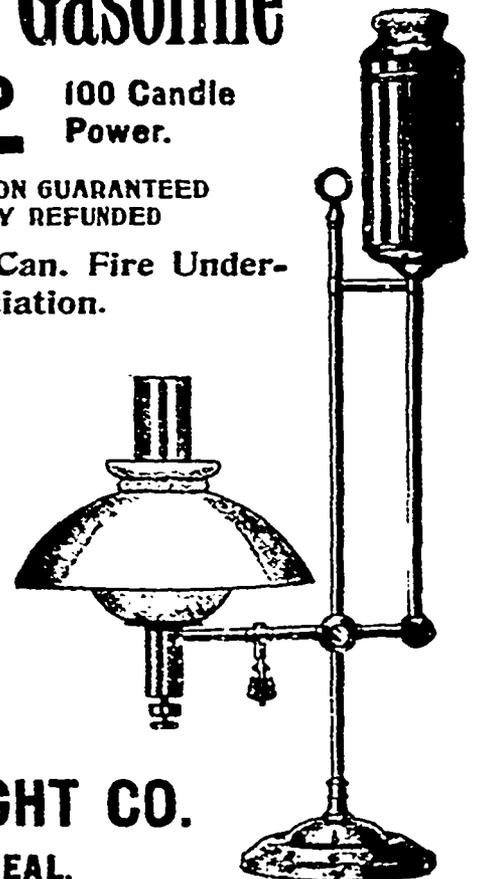
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SEND FOR CATALOGUE.

No. 1 \$7.50

5 STYLES

AUER LIGHT CO. MONTREAL.



REGISTERED



TRADE MARK

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

Registered Trade Mark, as above.

This Trade Mark means that the goods are

Salt's Belwarp Cloths

and are made at the famous mills of

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

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

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

It having come to the knowledge of Sir Titus Salt, Bart., Sons & Co., Limited, that these goods have been sold in Canada through an unauthorized agency, they hereby beg to advise the public that the source of supply has been stopped, and that the sole agents for the goods in Canada are:

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

Montreal,
Toronto -



Glothing and Woollen Trade.

WELL-DRESSED MEN'S FASHIONS.

SAYS a high authority in New York : In the evening coat there is hardly any perceptible change in cut or finish from the fashions in vogue at the beginning of the Winter season. It is true, the velvet collar, never much worn in this country, is now rarely seen, and the roll collar on a long tailed coat seems to be a thing of the past. There may be the merest suspicion of extra length to the tails and a narrow waist line, but nothing worthy of being called distinctly new. The fashions in evening clothes change less rapidly and far less radically than is the case with most other styles of garments ; in consequence of this, if it is in good condition, a man may wear to-day a coat made one, or even two years ago, without fear of looking old-fashioned and out-of-date.

Unfinished worsted is, perhaps, the smartest and best material, although a good dress worsted has some advantages, notably that of not so readily catching the dust and picking up the small particles of lint and wool from the upholstering of furniture. On the other hand, unfinished worsted being less smooth in finish than dress worsted, and of a slightly duller appearance, is likely to wear longer without traces of the shine that comes from the friction caused by the rubbing of materials.

The evening coat should be made to fit the figure perfectly, without, however, being in the slightest degree tight or drawn; it should be snug setting, and, at the same time, easy and comfortable to wear. This is the tailor's art, and in applying it the man who thoroughly understands his business studies the individual characteristics of his customer's figure, bringing out what is good and concealing what is bad. The man, for instance, with a round back and prominent shoulder-blades, should have his coat hang fairly straight behind, rather than cut deeply in at the small of the back, and the clever tailor should be able to do this without destroying the side waist lines. The man with round or sloping shoulders should have them made square and straight looking by the cut of his coat or even by the use of padding, if necessary. The narrow-shouldered man should have the shoulder seams of his coat made as long as possible, and the collar made narrow, so as to give an effect of breadth.

The dinner coat suit may be made of dress or unfinished worsted. It is advisable to have it of the same material as the evening suit, as, in that case, the waistcoat and trousers may be worn interchangeably, or one may even get along with only one pair of trousers and one waistcoat. I have noticed lately

on several pairs of evening trousers black braiding nearly three-quarters of an inch in breadth. It is not a detail governed by any strict rule of fashion, but rather by a man's individual ideas, or more frequently by the ideas of his tailor as to what looks best. Personally, I prefer the one-quarter of an inch broad braid, and it certainly is best for a short man.

The dinner jacket should hang almost straight from the shoulders, exactly as a sack coat hangs ; it should not follow the lines of the figure closely, although, of course, there is some spring to the seams. In length it should fall to the bottom of the sleeves, when the arms are dropped by the sides in a natural position. The rolled collar should be faced with silk to its entire width, and should extend about half way down the front of the jacket. Notched lapels are sometimes made on dinner coats, but the roll or shawl collar, as it is sometimes called, is most usual and correct.

In the window of one of the clothing shops there has recently been exhibited on wooden models a number of sack coats and dinner jackets of an exaggerated type, cut to fit very tight and with a decided waist line. They give one the impression of being exceedingly uncomfortable, and, I am sure, must make the man who wears them look something like a caricature. In the same window is shown a grey frock coat, with silk facing and a black velvet collar, which is, of course, decidedly bad style.

Notwithstanding the advent of the pointed-end bow-tie, several of the smart haberdashers are still selling a great many of the old bat-wing shape ; with a dinner coat the square-ended bow of black silk, tied in a small knot, with short, broad wings, is most usually worn. With morning clothes the pointed-end bow, made narrow in the middle, which comes at the back of the collar when tied, and gradually broadening out to the ends, is rather the most smart.

With the coming of mild, Spring weather, tan shoes have, in a great measure, taken the place of black calf boots for day wear, and in a few weeks the derby will give way to the straw hat. There will be very little change in the shape of the Summer hat ; we seem to have gotten rid of the ugly broad brims for good, and to have settled on a happy medium most becoming to the average man. Rough straws have, for the past few years, been most worn by smartly-dressed men, and in this respect it looks as if there would be no change. The fine, smooth straws are rather the lightest and most comfortable, but the coarse weaves, with thick, double brims, have the most style, and are the most popular, especially with the younger set,

The Maple Clothing Co

DRUMMONDVILLE, P.Q.



Trade Mark

(Strong and Durable)

Be sure this stamp is on the goods you buy, there is none better made.

Manufacturers of

Blouses
Silk Blouses a specialty
Tailor-Made Skirts and
Jackets
Men's Negligeé Shirts
Top Shirts
Whitewear of every description

Overalls and Jumpers
a specialty.

E. Pelletier, Manager, Fraser Building,
MONTREAL.

We Can Do It

When you are sorting up your lines of UNDERWEAR you want it in a hurry.

We can now give you very prompt delivery of our Perfect-Fitting Ribbed Underwear in ladies', children's and infants'; men's natural and lambs' wool.

The C. Turnbull Co.,
of GALT, Limited.

GOULDING & CO.,
30 Wellington St. East
TORONTO.

JOS. W. WEY,
6 Bastion Square,
VICTORIA, B.C.

Finley, Smith & Co.

Importers of ...

WOOLLENS and

TAILORS'
TRIMMINGS

Cor. St. Peter and Recollet Sts.,

WM. C. FINLEY
J. R. SMITH

MONTREAL

Sole Agents for

Trafalgar, Britannia and Royal Navy Serges.

JOHN FISHER

SON & CO.

Cor. Victoria Square and St. James Street

MONTREAL.



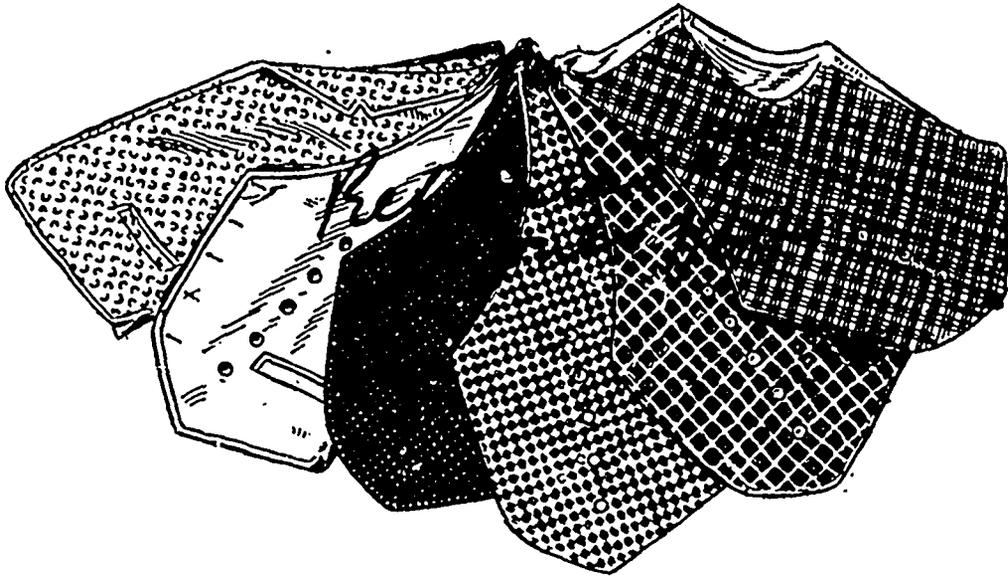
WOOLLENS

--- and ---

TAILORS' TRIMMINGS.

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.



Have you seen our magnificent range of Fancy Vests, single or double-breasted, at \$1.50, \$2 and \$2.50?

DON'T MISS SEEING OUR LEADERS!

Leader No. 1. . . .

Our \$4 line of men's genuine all-wool freize ulsters, all shades, heavy tweed lining.

Leader No. 2. . . .

Our \$5 line of men's double-breasted heavy all-wool tweed suits.

If our traveller does not call on you send post card for sample garments, sent at our expense.

M. SAXE & SONS

Montreal's Leading Wholesale Clothing Manufacturers,

Corner St. Peter and Lemoine Streets, -:- **Montreal**

CLOTHING AND WOOLLEN TRADE.—Continued.

who also wear with them colored silk bands. These bands may be bought extra at all the good hatters, in various stripe designs, so that one may have several and change them at will.

For wheeling or knocking about the country it is better to wear a dark Norfolk jacket or sack coat than one of the same material and pattern as the knickerbocker. So many entire bicycle suits are sold by the cheap tailors and ready-made clothing shops that they have become common by much use, and are little worn by the best-dressed men. A Norfolk jacket of dark tweed goes very well with short trousers, and this style of coat seems to be again coming into fashion. All summer trousers, whether of flannel or other materials, should be made with loops at the waist for a belt. During the warm weather waistcoats are very generally discarded, and it looks exceedingly bad if the trouser band or suspender buttons show above or below the belt.

It is not possible, as yet, to say definitely what style of belt will be considered the most fashionable, if, indeed, there is one style better than all others. I have seen some made of grey suede, some of black, and some of white leather; one may find light and dark shades of tan leather, plain or stamped, with or without rings at the side, and with more or less fancy buckles of nickel or brass, judging from past years and general principles of good style, it would seem that the belt about one and one-half inches in width of plain tan leather, with simple nickel or leather-covered buckle, would be the most correct. Personally, I prefer a belt with side rings, as it has more give and is less stiff than the unbroken strips. Cinch fastening belts have never been much worn by men.

Few better evidences of good times in Canada are to the fore than the fact that this is the busiest Spring season the merchant tailors have ever known. For some weeks tailoring establishments have been working hard to get out orders. In most of the shops the merchants stopped taking orders for work that was required by May 24, and some establishments refused orders a month ago, owing to the congested condition of their cutting tables and workrooms. Many striking patterns in suitings for Summer are in vogue, and the demand is good.

John Mackenzie & Co., Summerside, P.E.I., have moved their store and tailoring establishment to the building formerly occupied by Rogers & Rogers. The store is very conveniently arranged and nicely adapted for the furnishing business. Mr. John Mackenzie, as a cutter, is well-known in the locality.

The Sanford Manufacturing Co., of Hamilton, have received an order for 30,000 khaki serge uniforms for the Imperial troops now fighting in South Africa. The contract calls for the delivery of the uniforms in four months, in lots of 2,000 per week. The material is now in stock and consists of 550 bales of goods. The business of the contract was done through the Dominion Government, and an inspector has been appointed by the Government.

Some years ago the present Emperor of Austria received the gift of a suit of clothes, the wool used in the manufacture of which had actually been growing on the sheep's back 11 hours before the garments were completed. At 6.08 in the morning the sheep was sheared; at 6.11 the wool was

washed; at 6.37 dyed; at 6.50 picked; at 7.34 the last carding process was finished; at 8 it was spun; at 8.15 spooled; at 8.37 the warp was in the loom; at 8.43 scissors and needle. At 5 o'clock the suit, consisting of a hunting coat, waistcoat and knickerbockers was finished and ready for the Emperor's use.

Clothing manufacturers in Germany appear to be losing their hold of foreign markets. In 1896 the exports of ready-made clothing from Germany were £4,720,000, in 1897 they dropped to £4,415,000, whilst in 1898 they only amounted to £3,265,000. Thus there was a decrease within two years of £1,455,000, or nearly 31 per cent. To England alone the exports fell off to the extent of £715,000, to Holland £205,000, to Switzerland £165,000, to the United States £110,000, and to Canada £45,000. This decline is attributed to "the exorbitant Customs tariffs of foreign countries" and to the Canadian preferential treatment of English manufactures as against German.

Messrs. E. Ripley & Son, Limited, of Bradford, Eng., are now dyeing and finishing Irish homespuns for some of the leading Dublin houses, and the latter are quite satisfied with the results attained. The finish is described as infinitely better than that hitherto obtainable, and, of course, the goods are dyed in the latest fashionable shades.

The fact that the Sanford Co. have been awarded the contract for 30,000 khaki serge uniform suits for the British soldiers in South Africa to be turned out at the rate of 500 complete suits a day is creditable to Canadian enterprise. It should also be an object lesson as to what may be accomplished by Canadian manufacturers in supplying ready-made clothing for South Africa after the war is over. Already United States manufacturers are preparing to look over the field, and have asked the Canadian manufacturers to share the expense. There will be a demand for other articles as well as clothing which Canada can supply quite as well as either Britain or the United States.

BIG DRY GOODS INCORPORATION.

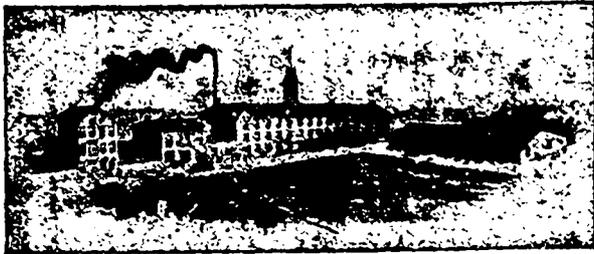
The Siegel, Cooper Company has been organized to take over the business and property of Siegel, Cooper & Co.'s stores in New York and Chicago and to introduce a plan of profit sharing with employes. The company has been incorporated under the laws of New Jersey with a capital stock of \$24,000,000, divided into \$14,250,000 6 per cent. cumulative preferred stock and \$9,750,000 common stock. The par value of the stock is \$50. After the payment of full dividends on the preferred stock and 3 per cent. per annum on the common stock, all additional dividends are to be apportioned on the basis of one-third in amount on the preferred stock and two thirds in amount on the common stock.

The new company offers for public subscription 200,000 shares (\$10,000,000) of the 6 per cent. preferred stock at par. The money required to pay dividends on these shares has been set aside and will remain for deposit with the Central Trust Company of New York and the Illinois Trust & Savings Bank of Chicago respectively, to secure the dividends of 6 per cent. per annum, payable semi-annually, for a period of five years from July 1, 1900, on all such preferred stock as may be allotted. Under no circumstances will any of the preferred stock not so allotted, nor any of the common stock, be sold.

The Galt Knitting Co.

LIMITED

GALT, ONTARIO.



Makers of the

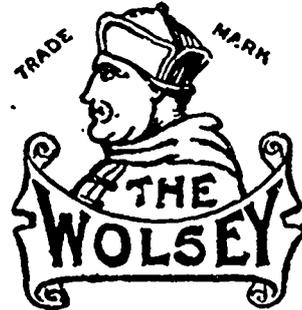
"Tiger Brand"

of Underwear, in plain and fleeced effects.

EIDERDOWN SPECIALTIES

and SHOE LININGS.

What is the Wolsey?



UNSHRINKABLE

Registered in Canada.

"Wolsey" is all-wool underwear, of British manufacture. Guaranteed positively unshrinkable.

TO BE PROCURED FROM THE LEADING WHOLESALE IMPORTERS.

Fall, 1900.

Canadian Woollens

and

General Dry Goods

- | | | | |
|-------------|---|--------------------------------|--------------------------|
| See | ☞ | Fleecy Lined Shirts and Pants. | Fleecy Lined Top Shirts. |
| | | Knitted Shirts. | Cloth Shirts. |
| Our | ☞ | Cardigans. | Pull-overs. |
| | | Hosiery. | Mitts. |
| Travellers' | ☞ | White Blankets. | Colored Point Blankets. |
| | | Grey Blankets. | Horse Covers. |
| Samples | ☞ | Beavers. | Meltons. |
| | | Dress Goods. | Flannels. |
| | | Serges. | Suitings. |
| | | Druggets. | Etoffes. |
| | | | Pantings. |
| | | | Friezes. |

Sample Rooms
Temple Building,
MONTREAL.

P. Garneau, Fils & Cie.

QUEBEC.

Sample Rooms
Sandford Block,
WINNIPEG.

"Tiger Brand"



Clothing

"Tiger Brand" is the best clothing being produced in Canada to-day.

"Tiger Brand" has the most style---and the label's the quality guarantee.

"Tiger Brand" is a trade-winner for the dealer, because it gives such absolute satisfaction to the wearer.

"Tiger Brand" assortments for present demands are complete---and wire, letter, 'phone or personal orders have our quickest attention.

E. BOISSEAU & CO., TORONTO

TEMPERANCE AND YONGE.

SUMMER CLOTHING



OUR STOCK IS COMPLETE IN

— For Warm Weather.

Lustre, Duck, Crash and other lines, in Coats, Vests and Trousers.

NEGLIGEÈ SHIRTS.

Our travellers are now on the road with a full range of shirts, including several lines at clearing prices.

Do not delay in buying above lines until the weather suits, but be prepared for the rush.

LETTER ORDERS CAREFULLY AND PROMPTLY FILLED.

CAULFEILD, HENDERSON & BURNS

17 and 19 Front St. West, TORONTO.

THE . . .

“Beaver Brand” Macintosh

This is what our customers say: “Never had Macintoshes that gave such satisfaction as the ‘Beaver Brand.’”

HAVE YOU TRIED THEM YET?

If not, begin the new century with Macintoshes that will give the greatest satisfaction to you as well as to your customers.

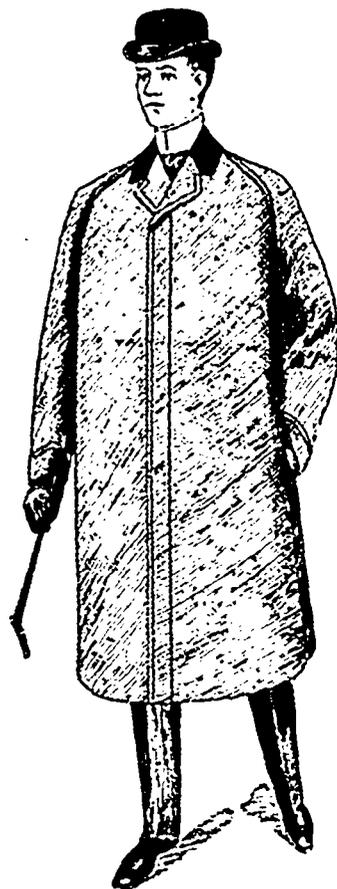
**THE BEST AND CHEAPEST MADE
OR SOLD IN CANADA.**

Write us if our traveller does not call on you.



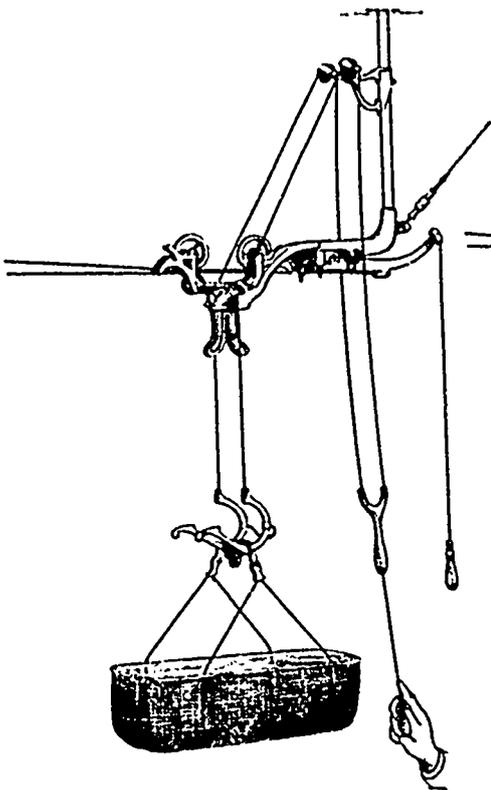
The Beaver Rubber Clothing Co.

1490 Notre Dame St., MONTREAL.

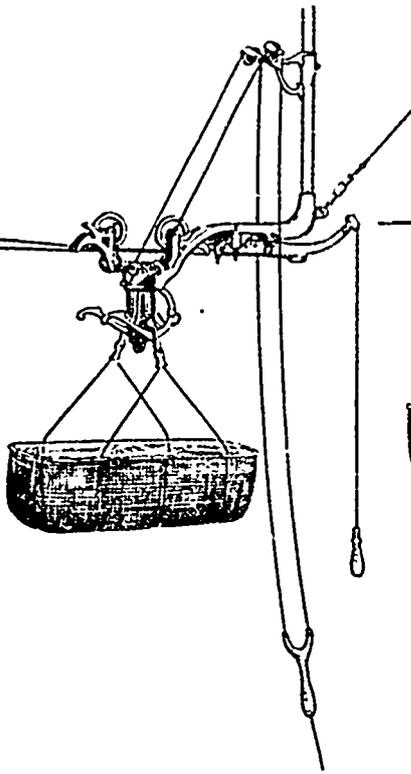


“RAGLAN.”

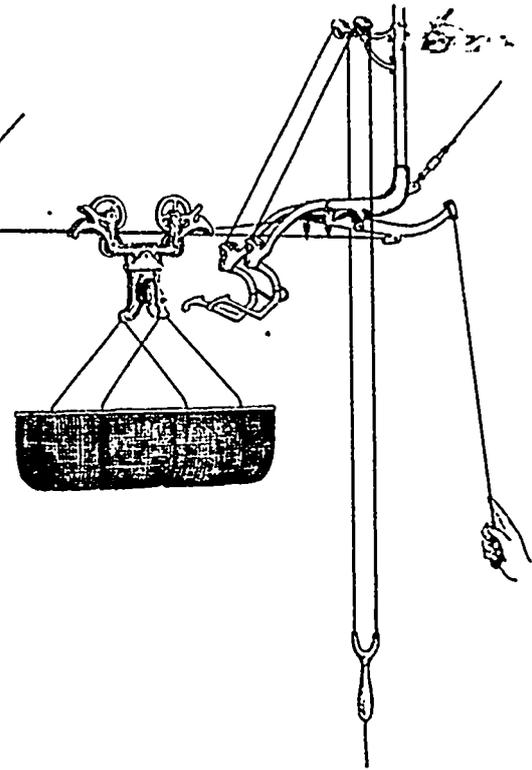
CASH AND PACKAGE CARRIERS



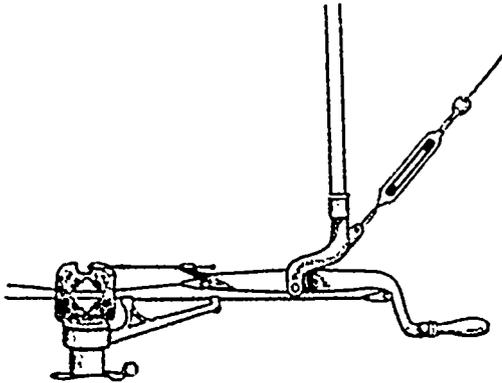
IN THE ACT OF BEING RAISED OR LOWERED.



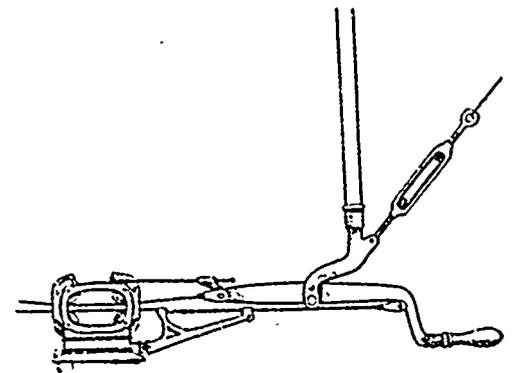
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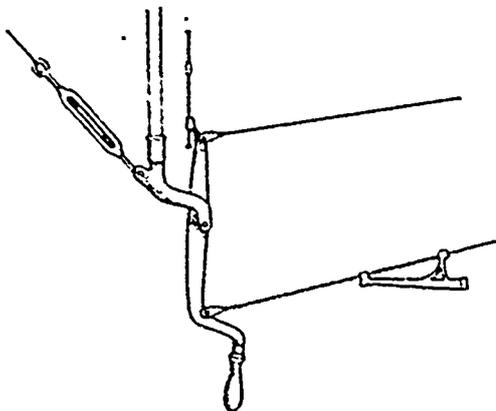
IN THE ACT OF BEING SENT OUT.



CASH CARRIER.



MESSAGE CARRIER.

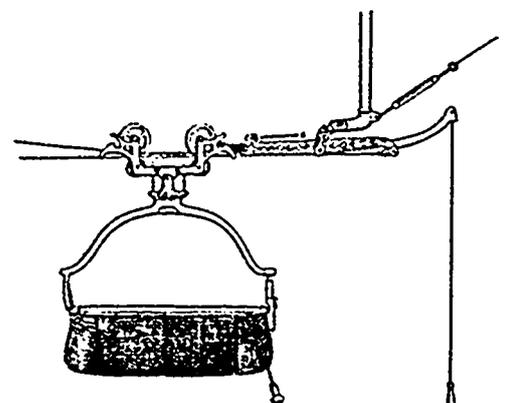


OUT STATION GRADE CARRIER.

Store Service
Methods,
Package and
Cash Carriers,
Pneumatic Tubes,
Cable Carriers.

No contract too small, none too large.

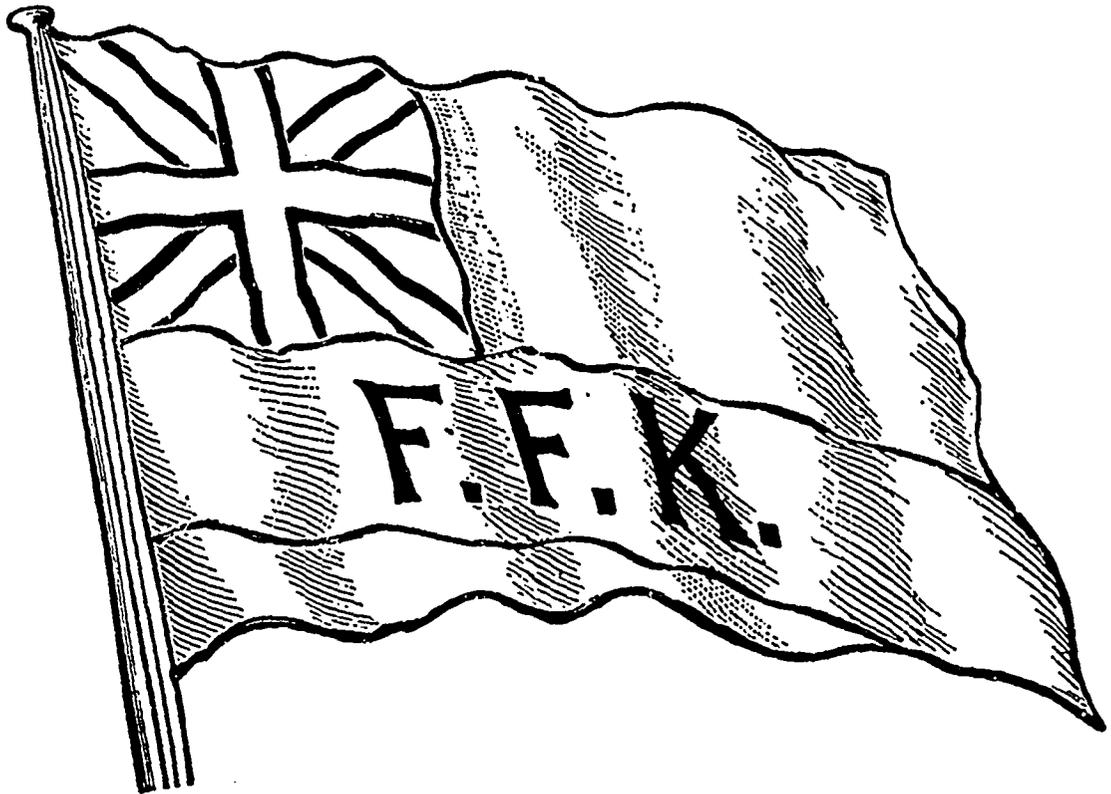
Send for estimates, circulars, testimonials, etc.



LOW LEVEL PACKAGE CARRIER.

HAMILTON BRASS MANUFACTURING COMPANY, LIMITED

259 to 269 James St. N., HAMILTON, ONT.



Popular June Goods

Banner Blouses, all styles, sizes and prices.
 Embroideries, in Edges, Insertion and All-Overs.
 Laces, in Edges, Insertion and All-Overs.
 Jet Elastic Belts.
 Belt Buckles, in a thousand styles.
 Black Cotton Hose.
 Ladies' Stock and Puff Ties.
 Quantities of "Brais" Brand goods, including full line of
 Regatta Shirts, full lines of Outing Shirts and ranges
 of Silk Front Shirts.
 Linen Collars, in all styles and prices.
 All at liberal discounts, and in many instances less than cost of manufacture.
 National Ribbons, in all widths and prices, as follows:
 1½ is 60 cents. 3 is 90 cents. 5 is \$1.25.

F. F. KELLY, MONTREAL

IMPORTER AND JOBBER OF GENTS' FURNISHINGS
 SMALLWARES AND DRY GOODS SPECIALTIES.



The Millinery Season

—Mantles, Trimmings and Laces.

MILLINERY AT THE PARIS EXPOSITION.

ONE of the features at the Paris Exposition is the interior of a millinery establishment as it was in the period known as the Directoire. The furniture of the place is all of the period, and the models of the hats, caps, etc., are all those in fashion at the time. Some would bear reproduction to-day. One of these is a broad, flat turban of gauze with a trimming of pearls and a brush aigrette which is not at all unsuited for the present fashionable styles in toques. This particular model had its origin in a turban made in honor of the Turkish Ambassador's visit to Paris.

Other curious but striking shapes shown include a helmet-shaped bonnet, and a poke-shaped bonnet with a high crown that is strapped with black ribbon velvet in exactly the same fashion as on some models shown at the present time in London. The forty tableaux are of historical interest and portray the fashions of the past and present, ranging from a group clothed in skins—arranged in a rude hut in a Druidical forest—down to the most recent revelation, as it might well be called, of a lady in evening dress, where one is lost in wonder how the wearer keeps the weight of the cuirassed bodice on by means of the very narrow shoulder straps—or rather apologies for straps—provided.

MOURNING STYLES IN ENGLAND.

Mourning styles show considerable novelty in make and material, says The London Millinery Record. For very dressy, slight mourning toques, black tulle, crepe de chine, lisse, net and chiffon are largely used, and dull effects are greatly aimed at. Glistening jet does not seem so much used at present. For deep mourning style, English crape has returned to general favor and is now dressed with the utmost softness, so that it can as easily be adapted to the fashionable draped effects as the softest mousseline or chiffon.

LONDON MILLINERY NOTES.

The new models evidence a liberal use of flowers, tulle, crepe de chine, lace, aigrettes and ospreys; very few feathers.

Elongated turbans of black coarse fancy straw or jet-spangled net are new and appear to find favor. They are low-crowned, and are draped on the one side of the turban brim with butter-colored lace and on the other with black ostrich flats.

Another variety shows a black crin shape with the flat top covered with rows of black and tuscan straw lace, and the whole brim draped with tuscan-colored luxiel lace, having the addition of a black feather on the left side and a strass ornament in front.

Pale blue, mauve and rose-colored soft satin ribbons are

all blended in one large knotted bow as the front trimming on a white fancy chip hat that is lifted on the left side in Gainsborough fashion and has seven pale pink roses disposed on a black velvet bandeau from back to front.

Very quaint shepherdess shapes, with low crowns and wide gracefully-undulated brims, are entirely covered or draped in soft-toned crepe de chine and wreathed with a number of roses in graduating tones of one color.

An instance is a model covered in flat wide folds of pale blue crepe with a double undulated brim, each edged with panne crossway binds. The crown is covered with a shape piece top, and a headband of folds in the crepe is wreathed with open roses in soft pastel shades of light and dark mauve. The brim is slightly uplifted in the front with a knotted bandeau of blue panne.

Another model in the same shape is covered with lilyleaf-green crepe, which is further used to form a wide, outspreading bow across the front, each loop and end being ornamented with an inset and edging of butter-colored guipure insertion, a small bow and ends of the same being sewn to a narrow band across the front to slightly uplift it.

The feeling is strong for roses, and, in addition to the large open varieties, there are many small, tightly-made patterns and quantities of unopened buds used in the new models.—London Millinery Record.

THE MILLINERY SITUATION.

When a representative of THE DRY GOODS REVIEW called on the firm of S. F. McKinnon & Co., Limited, at their new warehouse, corner of Wellington and York streets, he was met by a member of the company.

When asked how they liked their new warehouse, also about the size of the building, the answer was: "We are thoroughly satisfied with it in every respect.

"As you see, it is nine storeys high including the basement, every corner well lighted—the great essential to a millinery warehouse.

"You ask of the May-trade. In our opinion it was quite satisfactory—the reply does not need consideration. In all our departments, including mantles, costumes and skirts, our orders and output for the month were in excess of the corresponding month of last year. Yet, we do not believe that the trade generally throughout the country came up to expectations. The unusually cool weather militated somewhat, not only against millinery, but trade in general.

"Generally speaking, the April trade was good, so, that taking the season up to this date, the millinery trade of the country has been satisfactory, while, from the June orders so

WHOLESALE MILLINERY.

+++

**NO
ABATEMENT**

+++

The enthusiasm shows no sign of abating. The demand is very strong in the following lines:

Sailors---in all the latest New York styles; all prices.

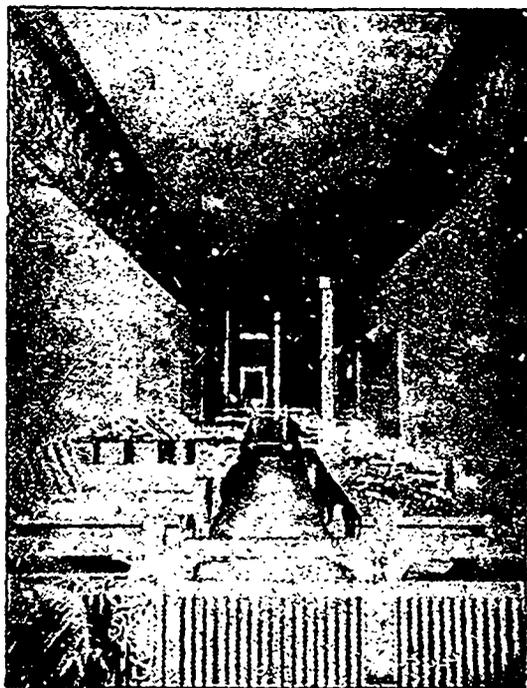
Leghorns---large stock on hand.

Chiffons and Nets---in White, Cream, Black and leading colors.

Black Satin and Velvet Ribbons, all widths.

NO DELAY IN FILLING ORDERS.

THE D. McCALL CO., Limited



Luxfer Prisms successfully lighting a store 100 feet long.



Ordinary glass made the store unrentable without artificial light.

Specified
by
Architects.
Approved
by
Owners.
Appreciated
by
Tenants.

Form
Your
Own
Opinion.

A visit to our test rooms will furnish ample proof that these contrast pictures underestimate rather than exaggerate the lighting results of Luxfer Prisms. Write for our blank form and obtain an estimate of cost.

THE LUXFER PRISM CO., Limited

98-100 KING STREET WEST,

TORONTO

MILLINERY—Continued.

far, we are encouraged to believe that the present month will show good results.

"As you know, the country was beginning to suffer from drought; but the fine rains of the first two days of this month were worth millions to the earth, and will do much to stimulate present trade and encourage buying for Fall.

"In speaking of the leading features in trimmings, as far as the season has gone, and the likely leaders for June, this firm say that, for the first time in a number of Spring and Summer seasons, flowers have had to take a second place, chiffons claiming the first.

"The demand for chiffons has been, is now, and will be, great. Mechlin nets, laces, taffeta silks, plain ribbons, mousseline de sole, velvet and satin ribbons, black, cream and white single tips have all been leading features in hat-beautifiers for the season.

"Chiffons will hold the balance of power in this class through June. So say we, and we have made large provision along this line.

"Other leaders for June will be flowers, black, white, and cream single and bunch tips; black, white and cream nets; black satin and velvet ribbons; black, white and cream plain silk ribbons.

"There has been a great demand with best trade for all-over dress nets, and we feel confident that they will retain their popularity, and we have made provision to meet a big call.

"You were asking about the factory. They are as busy as bees, we have full sail on, running almost every night, the principal push being on Winter jackets, but we have also a large number of machines turning out Summer skirts. Our skirt trade has developed to large proportions. The large sales being made in pique, crash, linen, duck and denim skirts show the popularity of these goods all over the Dominion. We have given special care and attention to this branch of our business, and find that it is the same in this, as in the cloak department—correct styles, perfect fitting and good workmanship bring satisfactory results."

THE VOLUNTEER HAT.

The representative of THE DRY GOODS REVIEW called on The John D. Ivey Co., Limited, the other day and was shown through the different departments. All through the big warehouse, the stocks were much lighter than when he last saw them. White goods were in much evidence, bespeaking preparation for midsummer business. In conversation with the head of their ribbon and silk department, he learned that, as this firm predicted months ago, chiffons are the strong article in that department. "There has been a tremendous run on black chiffons," said the department head, "but we have been able to keep our stocks well up to the demand. In fact, we have kept our stocks up so well that at no time during the season have we been out of black chiffon for more than two days. We are now looking for a big sale of white and cream chiffon, as well as colored silk and black velvet ribbons."

In the hat department, THE REVIEW man found Mr. McKinley and his staff busily engaged. Here it was learned that the trade in hats just now is in white dress hats, leghorns and sailors. A new hat is the "Ladysmith," a rustic knock-about, the brim of which can be twisted in any way. This hat is very similar to the helmet worn by British soldiers. The hat,

however, which this house takes most pride in is a hat called the "Volunteer." This is the khaki felt worn by the Imperial Yeomanry. "As far as we know," said Mr. McKinley, "we are the only firm in Canada handling this hat, and its sales are unusually large. It is undoubtedly the proper hat for midsummer wear."

Passing up to the flower and feather department, the representative found business there about over for the season. "It has been a bad flower season," said the head of this department, "but, as I have kept my sales up and my stocks down, I cannot complain, though it has been a hard season to cater to, and we had to have the right goods to do the business."

Before leaving, THE REVIEW man asked Mr. Ivey about Fall goods. "You are rather early for that information," answered he. "The only feature of the season that I am in a position to make a statement regarding is colors. There are two new green tints, the 'Exposition' and the 'Universelle,' which are not only beautiful, but likely to be leaders. Purples and blues in new tints will also be strong; at least, the latest advices from Paris are to that effect. As our samples will not be in for some days, I cannot say more, but if you come again in two weeks or so, I will be able to show you the first of our samples of Fall goods."

MILLINERY PROSPECTS FOR JUNE.

The cold weather during the month of May has so curtailed the demand for jumbo sailors that The D. McCall Co., Limited, expect June to as a consequence be a busy month in these goods. One of the novelties in outing hats will be the "Ladysmith." This is a soft braid hat, made in the helmet shape, though it can be twisted into other shapes to suit wearers. It is trimmed very effectively with a large scarf in dark material with light stripes or spots. As anticipated by the wholesale trade, the demand for leghorn hats has been very large, but it is expected that it will be well maintained through June, and houses having large stocks of these goods will be fortunate.

In materials, chiffons in white, cream, tuscan and black still hold favor with the trade in general, and, notwithstanding the large quantity of these goods that have already been sold, the demand is still general, and will undoubtedly hold good throughout the season. Mechlin nets and other gawry materials still hold their place in trimming effects along with black satin and velvet ribbons, which have had an immense sale during May.

J. F. Robinson, of West Lorne, Ont., has assigned to Gibbons & Harper, London, and the stock will be sold.

Mr. W. R. Smallpeice, of the W. R. Brock Co., Toronto, and Mr. W. P. Slessor, of the Montreal warehouse, are visiting the principal business centres and manufacturing towns of the adjoining republic in the interests of the company.

Messrs. Millichamp, Coyle & Co. have moved into the fine warehouse forming the east portion of the new McKinnon building, corner York and Wellington streets, Toronto. The offices of the new Canada Woollens, Limited, of which Messrs. Millichamp, Coyle & Co. are the selling agents, are in the same building.

As a result of the early-closing movement in Moncton, N.B., among the millinery establishments, all, with one exception, have agreed to close two nights in the week at six o'clock. The closing nights will be Tuesdays and Thursdays. It was originally intended to close at six five nights in the week, but, as the movement has not been unanimously favored, two nights have been agreed upon by those deciding to close.

THE FALL TRADE NUMBER

—OF—

The Dry Goods Review

WILL, AS USUAL, BE OUT 1st OF JULY.

It will be just as good or a little better, if possible, than any Special Edition we have issued in the past. EVERY BUYER of dry goods, millinery, men's furnishings, hats, caps, furs and clothing in the Dominion will get a copy. Orders for space and matter for advertisements should be sent in immediately. The last forms will close June 21.

The MacLean Publishing Co.

Limited

Montreal	-	-	Board of Trade
Toronto	-	-	26 Front St. West
Winnipeg	-	-	391 Main St.
London, Eng.,	-	-	109 Fleet St., E.C.
New York	-	-	150 Nassau St.

AMONG OUR RETAIL READERS.

MR. JAMES G. CARLETON, Waterloo street, St. John, N.B., has purchased the building at the junction of Waterloo street, Haymarket Square and Brussels street, and is having it remodeled and fixed up as a modern dry goods establishment.

George Bloomfield, Tilsonburg, has accepted a position in the dress goods department of E. R. Bollet & Co., Guelph.

G. B. Ryan, of Guelph, has gone to New York to look over the American markets and purchase lines of goods for his business.

T. R. Glanville & Co. are going out of business in Mount Forest, and will remove to Leduc, Alberta, where they have purchased a stock and will go into business.

The Hudson's Bay Company have put a handsome new front in their store in Battleford, and will complete the improvements in the interior begun last Fall.

H. E. Dill & Co., Moosomin, have sold their entire stock to Whyte & Co., of Brandon, who will henceforth conduct the business. Mr. Whyte is to have the management of the business.

Messrs. Hain & Co., Midway, B.C., have placed in the windows of their dry goods department two handsome display racks, thus affording an opportunity of displaying to better advantage their fine stock of dress goods, men's furnishings, etc.

Thos. V. Scully, who was for many years a confidential employe with the late firm of Behan Bros., Quebec, is starting on his own account in dry goods, men's furnishings, household goods, etc.. Mr. Scully is a thorough drygoodsman, and his new establishment will be at 141 St. John street.

Goods have already been purchased for a new men's furnishing store at Fort William, to be established by Manion & Murphy in a new building now in course of construction. The business will be in charge of Sine Oulett, formerly with the John King Co. Mr. Oulett has been in Toronto completing the purchase of the stock for the new store, and as soon as the building is completed the store will be opened for business.

A building site on the west side of Main street, Winnipeg, between Bannatyne and McDermot streets, has been purchased by The Imperial Dry Goods Co. The site has a frontage of 40 feet, and the company intend to erect on it a large business block, the greater part of which they will occupy. The property was purchased from William F. Alloway, who sold at a substantial advance over the price he paid for it a year ago.

Matheson, Townsend & Co., one of Sydney, C.B.'s, oldest and best known firms, are selling out and preparing to retire from business. Mr. D. Matheson, senior member of the firm, has been 37 years behind the counter, and Mr. Townsend, the junior partner, has been in the business for about 14 years. The firm has been always noted for the high character of its business methods.

The Dominion Suspender Co. are now occupying their new offices in the large and handsome addition just completed to their building at Niagara Falls. The firm have kept abreast of the times, and now enjoy an immense trade from the Atlantic to the Pacific, and do a large export trade with other countries as well.—Niagara Falls Review.

AN ENTERPRISING FIRM.

Mr. John Piercy, of the firm of J. Piercy & Co., wholesale dry goods, has arrived at Victoria, B.C., from an extended visit to the large Eastern cities, where he purchased immense stocks for the concern's rapidly increasing business. Orders amounting to upwards of \$50,000 were placed with large manufacturing concerns, and the first shipments are commencing to arrive. The manufacturing branch of the establishment is a most important one, and the concern generally is the largest one of its kind west of Toronto. It is Mr. Piercy's intention to shortly incorporate a branch which will handle exclusively toys and fancy goods.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

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THE ROBERTS ADVERTISING AGENCY, WINNIPEG, CANADA.

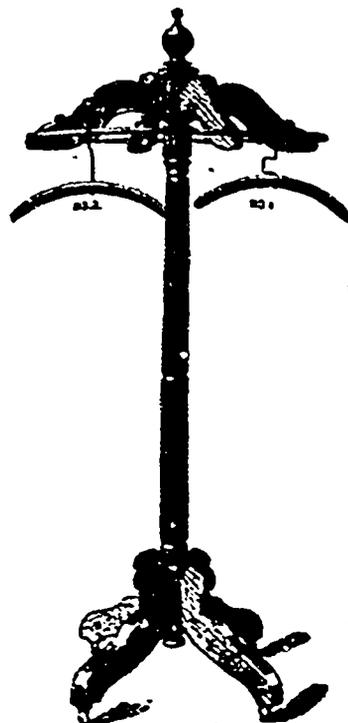
THE MERCHANTS MERCANTILE CO.

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Wax Figures.
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Mirrors of all kinds.
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THE
**CANADIAN COLORED
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Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Gingham, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

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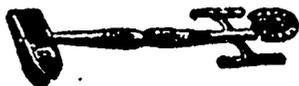
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Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons, and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.
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 Also FEATHERS, SILKS, VELVETS, RIBBONS, LACES, Etc.
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Use the "Derby Link," No. 2



Patented Nov. 23, 1893.
FOR ALL CUFFS.

Use the New "Star" Cuff Holder



Patented.
 For Link and Plain Cuffs.

Keep your trousers up with the
 "Automatic" Bachelor Button



WRITE
 TO YOUR
 JOBBER.

NO
 NEEDLE
 REQUIRED.

The New Automatic



U.S. Patent June 5, 1894. Eng. Patent No. 11630.

"Au Fait" Scarf Retainer



Patented.
 Opens Wide at Mouth.

For Sale by Principal Jobbers Everywhere.

The J. V. Pilcher Mfg. Co., Sole Manufacturers,
 LOUISVILLE, KY.

The Celluloid Company

30, 32, 34, 36
 Washington Place

NEW YORK

ORIGINAL and ONLY
 Manufacturers of

"CELLULOID" Interlined Waterproof
 Collars and Cuffs . . .

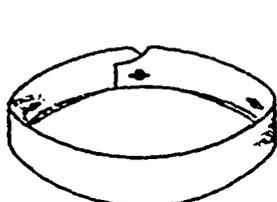
All goods made by us are stamped as follows:

Absolutely No

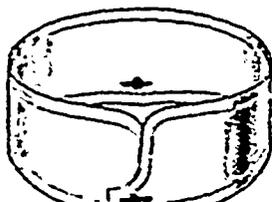


Others Genuine

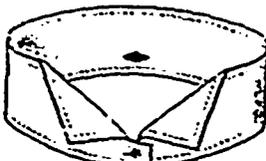
Positively waterproof. When soiled simply wipe off with a damp cloth or sponge.



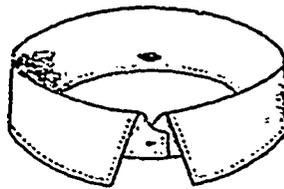
ROMAN



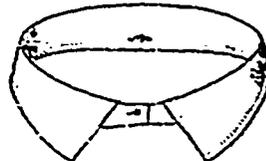
BERKELEY.



TITAN.

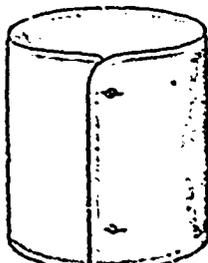


BICYCLE.

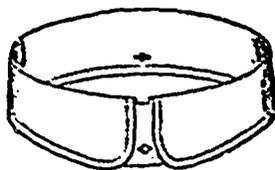


ROYAL

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

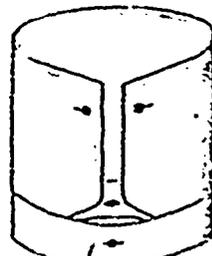


EXCELSIOR.



SAVOY

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



FIFTH AVE.

The Celluloid Company

To the Trade:

Established 1849.

FILLING LETTER ORDERS A SPECIALTY

JUNE is one of the months of the year that our system of filling letter orders is fully appreciated. Customers find it more convenient, less expensive and very satisfactory placing their letter orders with us. Of course, we prefer to have customers place their orders personally in our warehouses, as they can more fully realize the extensive assortment we carry in every department, but in either case they can feel assured their orders will have our careful and prompt attention.

We aim at having our stock well-assorted for the Mid-Summer season. You will find special values in our stock of White Muslins (all popular makes), Valenciennes and Torchon Laces, Summer Silks, Black Silks, Summer Hosiery and Gloves, Men's Underwear, Outing, Ready-made and Laundered Shirts, Neckwear, Collars, Cuffs, Braces, Summer Suitings, Belwarp Serges and Worsteds, Lace and Chenille Curtains, White Quilts, Floor Oil Cloths, Linoleums, Wilton Velvet Carpets, Crum's Prints, Table Linens, Towellings and Towels.

John Macdonald & Co.,

Wellington and Front Sts. East.

TORONTO ❁ ❁ ❁ ❁ ❁

THE GREAT ASSORTING HOUSE OF CANADA