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**NEXT NUMBER—THE FALL TRADE EDITION.
HANDSOME, ARTISTIC, INTERESTING.**



VOL. IX.

MONTREAL AND TORONTO, JUNE, 1899.

No. 6.

OUR COMMERCIAL
POLICY

is that of the

“Open Door”

... FOR ...

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

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

TIDSWELLS

Factory:
Old St., London.

3 and 2 WOOD STREET.

Also at Glasgow,
Sydney and Melbourne.

LONDON, ENG.

A SPECIALTY

THE “EMINENT”

Imperial Waterproofs
“Cravenette” Proofed

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

Departments:

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

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

BRICE, PALMER & CO.

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

PRIESTLEY'S

DRESS FABRICS

“FOR GENTLEWOMEN.”

(Regd.)

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

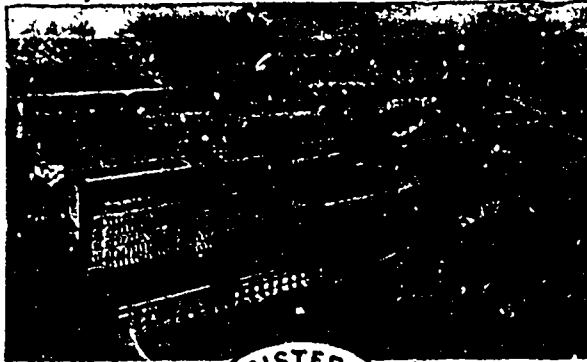
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LISTER & CO., Limited, Manningham

*Silk
Velvets*

FOR ...

Millinery and
Dress Trimmings.



*Silk
Plushes*

FOR ...

Upholstering,
Etc.

Mantle Velvets
AND
Silk Sealettes



Mohair Plushes

FOR ...

Railway and
Street Cars, Etc.



Swell Roosters

— WEAR OUR —

White Duck Pants
Navy Serge Coats
Crash Suits

... AND THE ...

Summer Girl

is a sure winner if she
wears our

SKIRTS

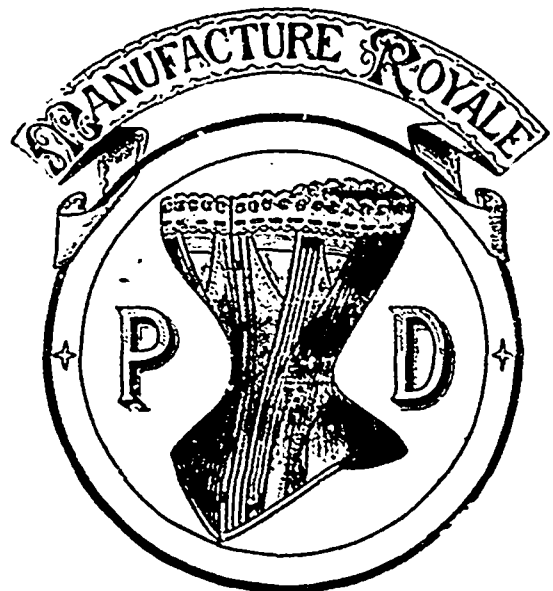
Crash, Pique, Fancy
Ducks, etc., etc. Smart
Styles, Tailor-made.

Manufactured by _____

ROBERT C. WILKINS

MONTREAL

French P. D. Corsets



The Most Graceful, Comfortable, Durable

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

KONIG & STUFFMANN

7, 9, and 11 Victoria Square, MONTREAL

**S. GREENSHIELDS, SON & CO.
UNLIMITED**

MONTREAL and VANCOUVER

**Largest and Finest
Assorted Stock**

of

STAPLE AND FANCY GOODS

WE HAVE EVER OFFERED.

INCLUDING

The Most Up-to-date Goods

From the Best Makers

IN THE WORLD.

Sole Selling Agents for

**PRIESTLEY'S DRESS GOODS
PEWNY'S KID GLOVES
"EVERFAST STAINLESS HOSIERY."**

**PATON'S
ALLOA
KNITTING
WOOLS**

of Genuine SCOTCH Manufacture
Uniform in quality and finish, and

CAN BE RELIED ON

to give maximum satisfaction
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MAKERS—

John Paton, Son & Co., Alloa, Scotland

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Who holds Stock. 26 and 28 St. Sulpice St. MONTREAL.

Fac-Simile of label on our regular goods.



Medals taken at
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THOS. HEMMING & SON, Ltd.

Manufacturers of

**NEEDLES FISH HOOKS and
FISHING TACKLE.**

WINDSOR MILLS - REDDITCH, ENGLAND.

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

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Factories:

LONDON BANBURY
OXFORD CASTLEFIN

UNDERCLOTHING

New Price Lists upon Application.

and Baby Linen



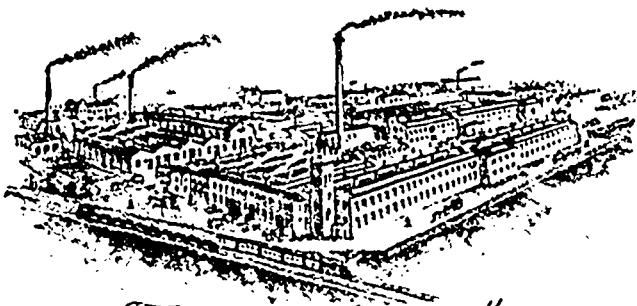
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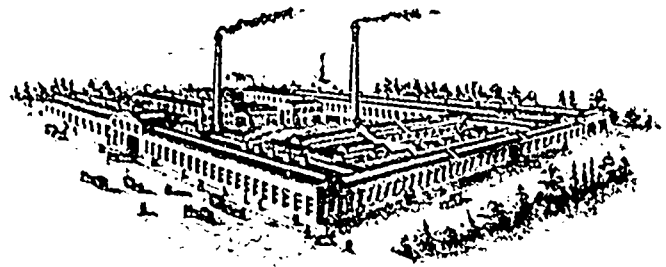
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W. F. LUCAS & CO.

129a London Wall LONDON, ENGLAND.



The Towers Dyeworks, Low Moor



Orchard Dyeworks, Heckmondwike

The Patent Permanent Silk Finish

ON _____

*By Her Majesty's Royal Letters Patent
Nos. 16,746 and 15,100.*

Cotton Italians and Linings.

The Superiority of Goods finished by this method is in

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

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

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

PATTERNS WILL BE SENT ON APPLICATION

Dyed and Finished
only by

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

The Towers Dyeworks,

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Orchard Dyeworks,

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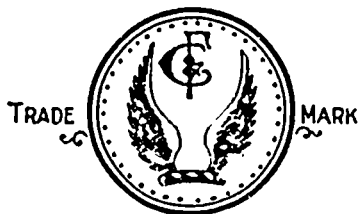
HECKMONDWIKE,

ENGLAND.

Foster & Clay Pewny's Kid Gloves.

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

Cable Cord and Soft
Knitting Worsteds.



HOLLINGS MILLS, SOWERBY BRIDGE, ENGLAND.

Complete list of shades kept in stock in each quality, can be had on application, also
List of Wools made specially for Glove and Hosiery manufacturers

Agent for Canada:

Wholesale Trade only supplied.

JOHN BARRETT, 12 St. Nicholas Street, **Montreal**



Latest Styles,
Latest Shades,
Best Qualities,
Fresh Stock,

Combine to make these gloves the best
in the market. Stock of leading lines
always on hand.

All orders will receive prompt and careful attention.

S. Greenshields, Son & Co.

Agents for **EMIL PEWNY & CO.,**
GRENOBLE, FRANCE.

DENT'S GLOVES

Dent, Allcroft & Co.

GLOVE MANUFACTURERS

LONDON: 97 WOOD ST.

NEW YORK: 15 & 17 GREENE ST.

PARIS: 30 RUE DES BOURDONNAIS

Worcester, Brussels, Grenoble, Prague, Naples.

Skin Dressing Yard: **OTTIGNIES, Belgium.**

Agents in Canada

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

BRADBURY, GREATORREX & CO.

LIMITED

Our Canadian Representative
carries a full line of samples.

London, England.

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

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

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

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

Letter Orders

will receive our prompt attention.

THE LACE WAREHOUSE of CANADA

Fresh Importations

of **LACES** for summer trade have been put into stock, comprising Cotton Guipures, Cotton Vals., in White, Black and Butter; French Vals.; Silk Chantilly, in White, Cream and Black; Linen Torchons; Orientals, in Cream, White, Butter and Black; Saxony and Plauen, in White, Cream and Butter, and Chantilly Allovers and Flouncings, in black.

Fully Assorted

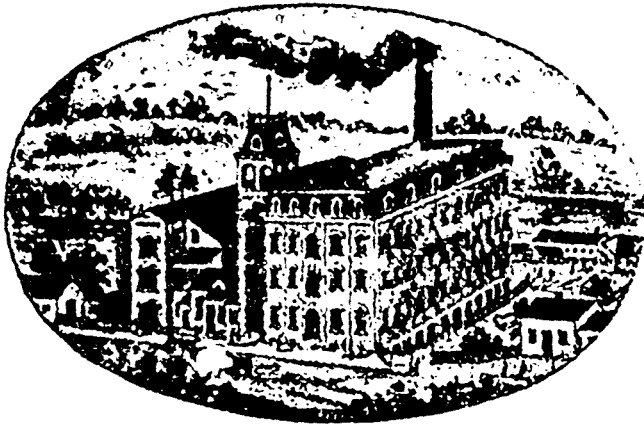
For the assorting season we have made special provision in Lace Curtains, Veilings, Embroideries, Muslins, Dress Goods, Trimmings, Silks, Chiffons, Ruchings, Gloves and Hosiery.

Special Offerings

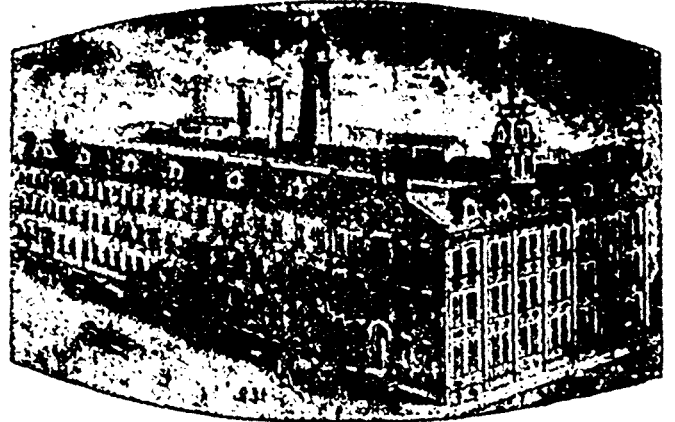
We are offering at greatly reduced prices many lines of Dress Goods, Muslins, Prints, Linings and Fancy Hosiery, which must be closed out this season.

LETTER ORDERS RECEIVE SPECIAL CARE.

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



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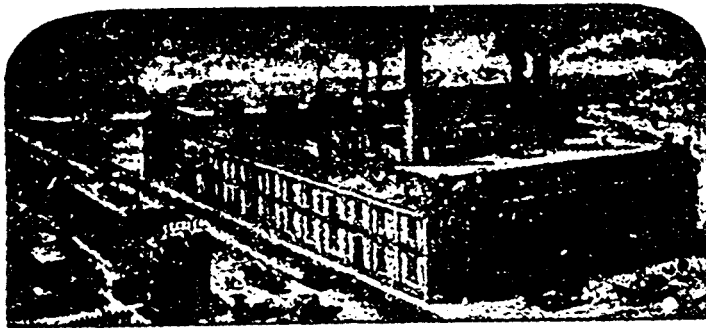


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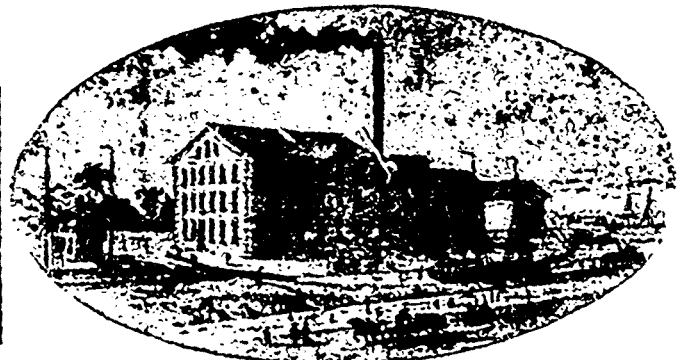
The Penman Manufacturing Co. Limited

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

Head Office - PARIS, ONT.

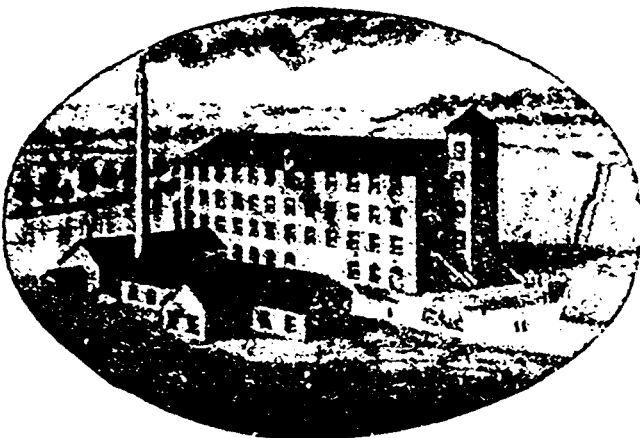


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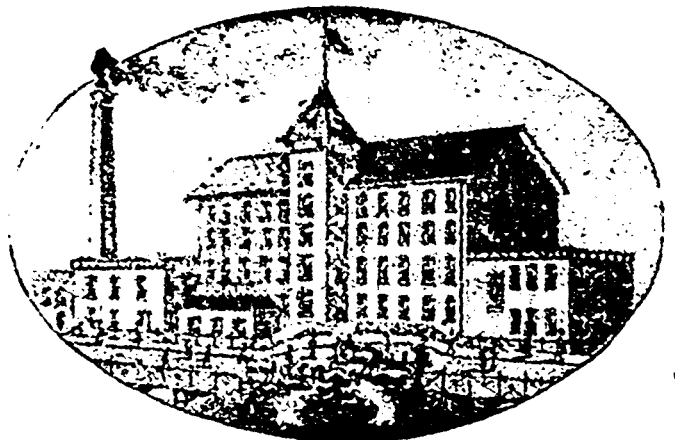


MILL NO. 4

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



MILL NO. 5



MILL NO. 6

SELLING AGENTS **D. MORRICE, SONS & CO.,** MONTREAL AND TORONTO.

As Black as the Ace of Spades.



Extract from a paper read at the Annual Meeting of the New England Cotton Manufacturers' Association, held at Boston, Mass., April 26th and 27th, by Dr. Wm. P. Wilson, Director of the Philadelphia Commercial Museum :

"The principal trade in ladies' and men's hose and half-hose is in cotton and plain black goods. These goods are almost entirely German make, and it is found that the Hermsdorf Dye retains its color where English dyes fade out into browns and greens. There is apparently a deficiency in English dyes, as well-known English dyes fail to stand, while the Hermsdorf dyes stand fast through all tests."

This is the testimony of *Louis Hermsdorf Dyer* Hosiery by thousands of satisfied customers all over the world.

See that every pair is stamped *Louis Hermsdorf Dyer* and take no other.

American Bureau of Louis Hermsdorf

78-80 Walker Street, NEW YORK.

A Good Time Coming

Many are already planning for their Summer outing. Don't forget to provide for **RAINY DAYS**. They are a good time for fancy work.

Get a supply of **MORSE & KALEY Goods.**

M. & K. SILCOTON.

M. & K. SILCOTON EMBROIDERY.

M. & K. TURKEY-RED EMBROIDERY.

M. & K. VICTORIA CROCHET THREAD.

M. & K. KNITTING COTTON, etc., etc.

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

SOLE AGENTS FOR CANADA.

JAMES JOHNSTON & CO.

WHOLESALE DRY GOODS

All departments well assorted for **Summer Sorting Trade.**

OUR TRAVELLERS are now showing :

**Dress Goods
Hosiery and Gloves
Underwear and
Canadian Staples**

FOR **FALL**

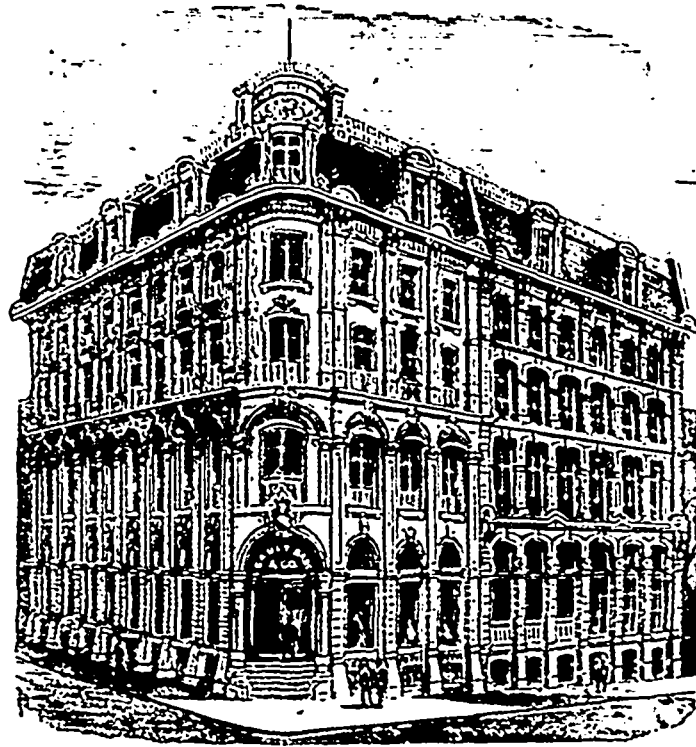
See our **BIG** range of

SILK, Sateen, Muslin and Print

Blouses

Letter Orders are our **FORTE.**

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



The **GAULT BROS. CO.,** Limited

MONTREAL

✽ **Fall Season 1899** ✽

DRESS GOODS DEPT.

Silks, Velvets, Velveteens

DRESS GOODS. Special lines in Black Crepons, Matalasses, Figures, Repps, and latest Ribbon Fancies.

SILKS. This department is showing the latest novelties in all the popular styles, Taffetas, Fancies, Black Figures. Special values in Black and Coloured Satins.

VELVETS and VELVETEENS.

Full lines of Black and Colours, both in plains and Cords, at old prices.

LINENS. Full stock in all lines. Extra value in Tablings, Napkins, Towels, Towellings, etc., etc.

Sole Agents for Fownes' Celebrated Gloves.

The W.R. Brock Company, (Limited)

A
JUNE

Having secured the entire mill's stock of

**"Pique Travers" and
"P. K. Superior Quality,"**

manufactured by one of the largest concerns in the United States, we are in a position to offer them to the trade at an extraordinary reduction.

They are the newest and most fashionable wash materials in the market to-day, and at the regular price it has been hard to supply the demand.

Patterns will be sent on application.

SENSATION

We Solicit Orders by Mail and Guarantee Satisfactory Results.

THE CANADIAN DRY GOODS REVIEW

Vol. IX.

MONTREAL AND TORONTO, JUNE, 1899.

No. 6.

PROGRESSIVE STOREKEEPING

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

Specially written for THE CANADIAN DRY GOODS REVIEW

By Charles F. Jones, New York.

The Qualities of a Salesman.

How few really good salespeople there are : We see an immense number of poor ones and a fair number of medium ones, but how few really good ones there are.

It is well for every salesman to consider himself and try to find out in which of these classes he belongs—whether in the poor class, the medium class or the good class. Those who are in the good class have quite a bright future before them ; those who are in the medium class may rise above that position or may not—it will depend a great deal upon circumstances , those who are in the poor class are sure never to get any higher than they are, and, in all probability, will soon drop out of the ranks to make room for better persons.

The good salesman, above all things, is polite under all circumstances, to all persons and at all times. To be a good salesman you must like your business. One who does not like selling goods is very apt to not have the necessary patience in order to cater to all the peculiarities of the customers. A good salesman in taking hold of a customer tries to show that he is friendly, but never forward , tries to show that he is pleased to have the customer look at the goods ; that he is pleased to wait on her and is willing to do anything in his power to make a sale. He does not begin with his customer in an abrupt manner, but leads her carefully from one subject to another, up to the point of buying. A good salesman treats one customer just as well as another , treats all with respect, giving the poorest and most cranky customer as much and as polite attention as he does the richest and the easiest to please.

While it is, of course, a salesman's duty to sell the goods that a house has and to work to the interests of his employers in all cases, still, the best salesmen are those who cater to the tastes and wishes of the customers. They endeavor to sell them proper goods—that is, goods which they know will please and which they know are such as the party wishes to buy. To be a good salesman of any line of goods it is necessary that you should be thoroughly acquainted with the stock which you have in the store and that you should know something about each kind of goods ; as to what it is, its proper name and, if possible, something about how it is made and what are the differences between it and some other goods.

A good salesman will be honest and perfectly frank in all his dealings with the purchaser. If there are any defects in the goods, it is always well to tell them. This gives the customer a confidence in what you say which will cause her to lean on your judgment

and believe in your honesty of purpose and the honesty of the goods.

Giving Opinions of Goods.

One mistake that a great many clerks make is in being too anxious to express their individual opinions about certain lines of goods. It is not always well to say too much of what you think, or to give your opinion too decidedly upon anything. It is your place to display the goods and to allow your customers the liberty of making the choice. If they ask of you an opinion, always give an honest one, stating just exactly what you think. However, in some cases where you find the customer has some difficulty in making up her mind, it is also well to assist her by giving any points which you may know yourself ; but do not be too forward in making suggestions which may not be altogether pleasing.

Another mistake which clerks sometimes make is in beginning to describe their goods and speak of their beauties, etc., before they display them.

If a lady comes into the store and asks if you have any particular kind of goods, and the clerk begins at once to go through a long speech as to the beauty and style of the goods which he has before he has taken them down from the shelves to show them, the customer may be disappointed in them when she does see them. It is always well to show the goods first , let the first impressions be made by the goods, then, in well-directed words, bring out the different good points and display them to the customer's mind. If you begin to talk too freely about the beauty of the goods, it may be somewhat of a disappointment to the customer, if, after seeing them, she does not think they are as good as you have given her reason to expect.

A good salesman must be very careful in his dealings with everyone. There are hardly two people in the world who can be handled exactly alike. Try and learn from your customers just how to handle each one, or how to handle each class of persons so that when you meet with a certain customer again, or another person of the same class, you will know exactly what to say and how to do to please her.

Uses of An Inventory.

Every business man takes an inventory of his stock once or twice a year, for the purpose of finding out what has been his success during the past term. The wide-awake merchant not only learns what has been his success, how much he has made, what amount of

PROGRESSIVE STOREKEEPING—Continued.

stock he has on hand, but he also learns his mistakes. That is the great virtue in taking stock—to find out what has been wrong, and to correct it.

What is the use of a merchant taking an inventory if he does not learn something by it? Counting his stock does not increase it or diminish it—it simply gives him a record of what it really is. Therefore, taking an inventory does not either make his profits large or small, unless he learns from his inventory what have been his mistakes in the past and endeavors to correct any failures which he has made. If he does not learn anything from taking an inventory, what is the use of taking it? It is simply a worry, a trouble and an expense.

The only good an inventory can possibly be to you is to show you just what you have done in the past that is wrong, or what you have done that is right. If you have been doing right, then stick to it, or, if you have made mistakes, the inventory will show you what they are, and it is then for you to correct them.

At inventory time it is not only well to take stock of the goods which you have on hand, but also inventory yourself. What am I in the habit of doing in business that it would be better not to do? What mistakes have I made personally in the management of the business? How can I make my business more perfect during the coming year. Also take inventory of your employes—which of them have given me the best service? How many of them have been good salespeople during the past year?

By thus going over every point in yourself and in your employes, you will find many things to correct. By correcting them you will make your business still more profitable for the coming year; so that when your next inventory is taken you will have less things to find fault with and less mistakes to correct.

It should thus be each year—that at inventory time it would be profitable for every merchant to consider his ways and to correct any errors which may have occurred in the past. This will teach us, from our mistakes, how we may be better in the future.

Keeping Clerks Posted.

A great many indifferent clerks might be made much better if they had a little instruction in the store from those over them. It is impossible for the salespeople to keep posted on all the new goods and fashions unless there is some one to give them the necessary points. This ought to be a part of the buyer's business—when a new line of good is purchased he should always go to each salesman who is likely to handle it, and explain to him about the texture of the fabric, what per cent. of it is wool or cotton, suggest whether the colors are likely to wash or not, give the proper name of the goods and explain any other features which could possibly be of assistance in making a sale.

By watching all these points a merchant can make his salespeople worth almost double to him what they would be if they were uneducated about the goods.

Purchasers always like to know the full particulars about any piece of goods which they are buying, they are often interested in knowing where it is made, and, more particularly, all the points about its wear and durability.

Any new features that the salesman may bring out will prove very interesting and assist in selling the goods.

Every lady who purchases a dress or any other kind of goods likes to be waited on by an intelligent salesman who seems to know what he is doing. No lady would like to go into a dry goods store and find the clerks unable to tell her whether the goods were wool or cotton, or how much wool was in the goods, or whether

it was going to be worn much during the coming season, or any other point which she would like to know.

Purchasers often ask a great many questions about different fabrics, and, if the salespeople can answer these intelligently, they not only make the present sale, but are apt to impress the customer so that when she needs another dress, at some future time, she is likely again to hunt up the house or the salesman who was able to tell her so much of value before.

Know Where Goods Are.

One very important thing that every salesperson in your house should know is where all the other goods are kept.

A lady steps into a store, and possibly she does not find the floorwalker or some one in authority very convenient, and she will, therefore, ask a clerk where such and such goods are kept. The salesperson should in all cases be able to direct her definitely.

It is very annoying to a customer to be told: "I don't know exactly where the goods are, but possibly you will find them in the rear of the store"; then, when the lady goes back to the rear of the store, she finds some one there who is equally ignorant, and directs her upstairs, after she goes upstairs she may find out positively that the goods which she wanted were on the first floor, within a few feet of the place where she made the first inquiry.

One of the first things that a salesman should learn in coming into a house is the location of the different stocks. Let him, if necessary, take a stroll around from place to place, so that he will know without doubt just where each kind of goods are kept. If the store is a large one it would be well to have a plan of the house drawn and given to each salesperson, so that he might use it in directing customers who might wish to go to some other department.

It will certainly be very annoying to a purchaser to be misdirected in looking for goods, or to be told that the salespeople do not know where the goods are. Then, of course, the floorwalker would have to be looked up, and, if none should happen to be present, just then, considerable trouble might be experienced in getting the desired information.

Not only should the salespeople have a general idea where goods are kept, but they should be explicit in their directions, so that there will be no mistake. Simply the directions that the goods will be found in the rear of the store is not nearly so satisfactory as to say that they will be found on the left-hand side, the second counter from the rear, or some definite information of this character. The more your salespeople know about the store and about the goods, the more benefit they can be to your customers, and, consequently, to you.

Selling Goods To Clerks.

Most first-class houses of a medium or large size have some kind of regulations about their salespeople buying goods from them. It is only just that the salespeople in your house should have the very best facilities for buying from you what they wish to use for themselves. It is the usual custom, and a good one, that they get a special price on anything that you handle. You may either allow them cost with a small per cent. added, to cover freight and expense, or you can allow them a uniform discount off anything which they may purchase.

Doing this does not in any way hurt the store, but insures that all your salespeople will purchase their goods from you. It also leads them to believe that you are interested in their welfare, and are willing to share with them your profits which they may enable you to make by good service.

It is not well, however, that the salespeople should be allowed to buy at all times during the day, at any time that they choose,

Canada Forever

Nothing is too rich, too handsome or too good for Canada.

Never was there richer, handsomer, better, or as good dress goods brought into this country as we will show you for **Fall 1899.**

Our range will comprise all that is **novel, handsome, and fashionable.**

We have bought the most beautiful goods that England and France can produce.

The latest designs, the newest colors.

High-priced, medium, and cheap dress goods and silks.

You have often praised our display of **Fancy Black Goods**, it never was equal to what we have for the incoming season.

Be ready to buy our new lines. Clear out any odds and ends you may have, never mind what they cost, you don't want them, and **you do want our novelties.**

FLANNELETTES

Fine Imported Flannelettes, printed and woven, not an old pattern in the whole combination, but patterns you have never seen and won't see elsewhere. They are confined to us.

In every department throughout the house you will find value, popular prices, and complete ranges of goods suited to the people and trade of Canada.

BROPHY, CAINS & CO.

23 St. Helen Street

MONTREAL.



CANADA, BRITAIN'S FAIREST DAUGHTER.

as this might, to some extent, interfere with your other customers, or it might cause a great many salespeople to be absent from their stocks, when they ought to be there waiting on trade. Certain hours of the day might be devoted to this business—say, an hour very early in the morning, or an hour late in the evening, in which the salespeople should have the privilege of trading anywhere in the store that they might wish. When they are so trading they ought to receive the same attention and courtesy as any other buyer from their fellow salesmen. They deserve just as much attention and just as much effort to please them as any other customer would receive.

In allowing them to shop from stock to stock, it is well to have a rule that not more than half the clerks from any department shall be away at any one time. This prevents any stock from being neglected, and the wants of your salespeople can be easily attended to by taking turn about as if they all went at once.

It is a very good thing to train your employes in this way to purchase from you. If they do not get any courtesies or favors from you, they are likely to go from store to store, wherever they think they can secure the best bargains, and it is not a good recommendation for a house to have its own employes doing all their shopping somewhere else. Persons who are not acquainted with the reasons for this may very often think it is because the salespeople know their goods and prices too well to be fooled by them.

RECOVERED FROM THE FIRE.

Almost all evidences of the fire which destroyed the upper storey of the premises of The Alaska Feather & Down Co., on Guy street, Montreal, recently, have disappeared. A new roof has been put on the building, and that portion of the plant which was damaged is rapidly being restored. The management state that everything will be all right for Fall business, and, in fact, that orders for immediate delivery will meet with but little delay. Purchasers may rest assured in ordering goods that they will receive fresh stock, as all stock in the building at the time of the fire has been sold by auction on the underwriters' account.

Fresh material is now arriving from New York, to be used in the manufacture of goods for the Fall trade. As an evidence of the extent of the business carried on by this firm, it may be mentioned that at the time of the fire no less than \$11,000 worth of feathers were on the premises.

GOODS SHIPPED INTO CANADA.

The Canadian Customs Department have arranged that a notary public may act when declarations are made by shippers of goods into Canada. The new regulation, which has been passed by the Governor-General-in-Council, reads as follows: "The declaration prescribed to be made under the provisions of the Customs Act, by the foreign owner or exporter of any goods shipped to Canada on consignment may be made and declared before a notary public resident in the country from whence the said goods are exported to Canada."

Mr. Dumbleton, who is too economical to keep any extra collar buttons on hand, and devotes a good share of his morning moments to hunting for these wayward essentials of male attire, startled his wife the other morning by a more than usual overflow of emphatic language. "What's the matter now," she exclaimed. "Matter enough," he returned, with a series of paralytic gasps. "I've swallowed my collar button." "Thank the goodness," snapped out Mrs. D., "for once in your life you know where it is."

NEW GOODS IN WHOLESALE TRADE.

JOHN MACDONALD & CO.

In dress materials, John Macdonald & Co. are showing a special line of pique to retail at 10c. The fourth shipment of BB and CC lawns has arrived, and all orders can be filled. In Swiss single spot muslins there is a large range of prices. The shepherd check dress goods make very attractive skirts, and a shipment of these in various sized checks contains lines to retail at 25 and 50c. Black figured as well as plain alpacas, to sell at popular prices, are in stock. The "Seabelle" serges, black and navy, are proving very satisfactory for boating and other outdoor costumes.

The ready-made skirt is a feature this season. This firm are showing special values in white pique and linen, to retail at popular prices. Some new things in blouses include white pique, fancy pique and a job line of American muslin blouses, to retail at 50c.

A novelty in dress trimmings is new black elastic frilled ribbon in various widths. In Imperial fast black cotton and lisle hose, misses' and children's, there are leaders to retail at 20, 25 and 35c. A new shipment of Valenciennes laces has arrived. A repeat of four lines of French foulard silks, which were shown earlier in the season and snapped up, will be here in a few days.

The carpet department is showing a special range of linoleums, 2 and 4 yds. wide, which is controlled in this market by the firm; also a 2.4, 5.8, 3.4 and 4.4 plain centred stair linoleum with key border, as well as a line of cork carpet, 8.4, plain and patterns. A stock of Chinese and Japanese mattings for late trade and some handsome designs in cotton, warps are being shown. Early in June, a great range of hemps and jute brussels, from the cheapest to the best grades, will be opened up, and also a shipment of the best selling patterns in tapestry carpets. Fifty pieces of Wilton velvets, 25 per cent. below regular prices, can now be had. In furniture coverings, the range includes materials to retail from 30c. to \$3 per yd. The Swiss and Irish point and tambour roco curtains contain a great variety of styles and prices. In bedroom curtains, the Swiss dot with a frill, and muslin with a frilled edge are shown. In sash muslins, the Swiss spot frilled and the same with worked edge are much in demand.

In men's furnishings, there are several new features. The silk-bosom shirt, Japanese silk with stripes, to retail at \$1 and \$1.50, are for the lighter Summer wear. The regatta with bold cross stripes is still good. In flowing-end ties, some new things in greys, checks and blues are shown. The department has two leaders in umbrellas: Gloria cloth, No. 5967, to retail at \$1, and silk, No. 5971, for \$1.75 retailing; both have steel rods. A new line of caps, navy blue, "P. & O." (naval) shape, retail at 25, 35 and 50c. Pongnese silk handkerchiefs, one line in initials, to retail at 10, 15 and 20c., are proving fast sellers.

Braid trimmings are good for this Fall, and London and Paris skirts, jackets, and dresses seem to be trimmed with nothing else. Some nice black and white effects are shown, and are popular for black skirts.

If the present prices of wool are maintained, buyers will pay at least 10 per cent. more for worsteds, serges, etc. The woollen department of this firm, having finished stocktaking, is showing a quantity of odds and ends, a number of patterns in 3.4 and 6.4 suitings, which are being cleared out at a very low price. A hundred pieces of 3.4 Canadian tweeds have just been purchased, a mill overmake, and are offered at less than the cost of production.

A complete stock of black and colored Italians, fancy silesias, pocketings, etc., is shown.

S. GREENSHIELDS, SON & CO.

S. Greenshields, Son & Co. have just received a large shipment of lisle, taffeta and silk gloves in all colors and combinations. Their stock of these goods is complete, and includes a very pretty range of fine lisle gloves, with two or three push buttons in different colors and combinations. This firm report a good demand for lisle and silk gloves in white, cream and light colors. The season is later than last year, but the sales are larger, and there is every indication that goods will soon be scarce.

Several cases of cotton, lisle, silk and cashmere hosiery have just arrived. This shipment completes their lines, and they can deliver at once, at old prices, all plain, ribbed, and fancy goods.

The sale of black crepons for Autumn is very much larger than ever before, the best selling designs being slightly smaller in size than in former seasons.

The newest things in silks are plain bengallines in self colors, tamalanes, surahs, etc. Also plain colors in corded effects. A line of braided colors in liberty silks is also selling well.

TORONTO FEATHER & DOWN CO., LIMITED.

The Toronto Feather & Down Co., Limited, are showing some beautiful down comforters this season and, as a result, are captivating trade that formerly went to England. It is admitted they are turning out goods equal to any imported ones, and the trade say prices are right.

The importance of a reliable brand is exemplified in the positive instructions to put "Swan" brand on all this firm's goods.

JAMES JOHNSTON & CO.

James Johnston & Co. have just received for Summer trade an endless variety of white goods. Fancy dress lawns, in checks,

stripes, openwork and cords, beautiful designs, the newest out; Swiss spot muslins of all kinds, white with white spots, white figures, colored spots and colored figures, linen color with assorted colored spots and figures; black Swiss spot muslins, with all black spots and with white and colored spots also, and a full range of piques, plain and fancies.

A large lot of print blouses, made with detached collar and attached cuffs, are being offered at \$4.50 per dozen, remarkable values. In veilings, all the latest styles have just come to hand: Black Russian veilings in plain and fancies, black, white, jackdaw, and magpie chenille spot veilings, grenadine veilings, 16 to 40 inches, and chiffons of every description, 42 in., plain and in all the leading colors and fancies at all prices; a line of goffered chiffon in 18 in. wide, in white and cream only, at 22½c. a yard, has been a great seller of late. A complete stock of nettings, white Swiss embroideries, allover embroideries, etc., is shown.

In men's and ladies' neckwear, Windsor scarves in plains and fancies, a splendid line of tartan Windsors which are having a big run now, derbys, knots, puffs and string ties in endless assortment are always arriving. The curtain department is now stocked with selections from the leading manufacturers. Sash and curtain nets, in Nottingham, Swiss applique and tamboured muslins, besides fancy oriental and colored fairy curtain muslins, lappets, point de esprit and Madras muslins.

Ontario letters patent have been granted to the following incorporated companies: Messrs. F. W. Watkins, Hamilton; G. B. Ryan, Guelph; C. J. Catto and C. A. Calkins, Toronto, and W. M. Flavelle, Lindsay, form The Merchants' Mantle Manufacturing Company, with a capital of \$20,000; Messrs. S. J. Bowling, C. E. Adams and G. J. Leggatt, Windsor; C. C. Kippen, Tilbury, and C. S. Bowling, Detroit, form The Ever Ready Dress Stay Company, with a capital of \$20,000.

KNOX, MORGAN & Co.

—Wholesale Dry Goods—

HAMILTON, ONT.

JUNE WANTS

will be largely in the line of White Goods and Light, Warm-Weather Fabrics.

WE ANTICIPATED THIS and our stock is well assorted, especially in **WHITE PIQUES, WHITE CORDS and WHITE DUCKS.** Prices at from 8c. to 15c. Best makes and right values.

VICTORIA LAWNS—at 6c., 8c., 10c., 11½c., and up to 25c. yard Our values in these goods are well known.

SPOT MUSLINS—from 10c. to 20c. Spots all sizes.

WHITE MUSLIN BLOUSES—two special lines at \$7.00 and \$9.00; also full range of Fancy Blouses from \$4.50 up.

WHITE OUTSIDE SKIRTS—in P. K. and Duck at \$15.00 and \$18.00—the correct thing this season.

ALL DEPARTMENTS—are still well equipped to meet sorting wants Special line of Black Figured Dress Goods just to hand, price 37½c.

ORDERS by letter or through our Travellers will receive our best attention.

❁ WINDOW AND STORE DECORATING ❁

Conducted for THE REVIEW by H. Hollisworth, 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."

QUICK DISPLAY.

Many merchants, and especially those who know the least about window trimming, seem to think that the window-trimmer is somewhat of a magician; that he should be able to trim a window without a moment's notice, and in a couple of hours' time have a display completed which will sparkle with originality and taste. If he be informed a few days in advance of a special display which is to be made, and should chance to design one which will require perhaps two or three days to complete, he is not credited with willingness to exert himself in the interests of the firm, but, rather, informed indirectly that he has been very slow. This is the encouragement that many a good window-trimmer receives for his effort. "Lightning daubers" will throw a conglomeration of color on a canvas in a few minutes and call it a painting, but an artist sometimes takes years to finish a picture. It takes time to do things properly, and especially is this so in window dressing.

No two displays require the same amount of time to complete. It may take twice as much time to complete one display as another, and still, to the inexperienced, there might seem to be as much work on the one as on the other. No one but the trimmer himself can say how much work has been done upon it. The average professional trimmer is an artist. Why make a machine of him?



Summer Dress Goods Draped

The most prosperous up-to-date merchants of this country are rapidly falling in line with the idea that well-dressed windows are their best advertising medium, and they are willing to allow their trimmers a reasonable amount of time to trim them. The merchant who feels that a display is doing him no good unless there is a great rush for the goods the moment the window is opened is on



Summer Dress Goods Draped.

a wrong tack, providing the display is attractive and well gotten up. People are not always prepared to grab the moment they see an article they would like, and, if it be arranged in a manner so that it appeals strongly to them, they may call for this same article a week or perhaps a month later.

Then, supposing that this same window did not succeed in selling a single article? I ask: Has it been a complete failure? It has not by any means. It has still done good work. Can a person pass a store where the windows are all beauties and not be impressed with the fact that this concern are hustlers and are strictly up-to-date? And when this same person requires an article where will he be the most likely to get what suits him? At the place where the displays have been a mixture of anything and everything, and where the same displays have been anything but inviting? No; he will go to the store that made the impression on him through the beautiful displays.

In this hustling age of merchandising the great majority of people see our business only from the outside, viz., the show-windows and the advertising columns. These represent the style of business that is being conducted within. The windows are the very eyes, as it were, of the store—the medium through which your business is judged. A poor display is worse than none at all;

THE
Maritime Wrapper Co.
LIMITED
Woodstock, N.B.

**LADIES'
HOUSE GOWNS**

Extensive range for the
Fall Trade

**All new styles and materials
at prices to make
quick sales.**

Agents in
ST. JOHN, N.B., MONTREAL, TORONTO,
WINNIPEG AND VICTORIA.

Fall and Winter 1899-1900.

Full sample ranges from following English manufacturers can
be seen at our Toronto salesrooms or on season journey
by appointment :

Young & Rochester:

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

Tress & Co.: High-class Hats and Caps.

Dr. Jaeger's | Sanitary Woolen Underwear
Sanitary Woolen Co. | and other specialties for Men,
| Ladies and Children. Very
| favorable terms can be offered
| to the trade.

A. Garstin & Co.:

Sole Leather Travelling Bags, Dressing Cases, etc.

WREYFORD & CO.

McKinnon Building and 85 King St. West
Manufacturers' Agents
and Wholesale Importers. **TORONTO**

**BEST MATERIAL
WORKMANSHIP
RESULTS**

are combined in

**Perfection Brand Comforters
Cushions and Tea Cosies**



**See the goods and
be convinced.**

We have been making this class of goods for 20 years and have a
reputation to uphold.

Our Down-filled Quilts are handsome, well filled, and odorless.

Our Cotton-filled Quilts are just what the brand suggests—
PERFECTION.

Our Wool-filled Quilts are cheap and comfortable.

We have **CUSHIONS** in endless variety for the Lawn, Boat, and
Drawing-Room.

Travellers now on the road. Should they fall to call, write for samples. It is worth the trouble.

CANADA FIBRE COMPANY, Limited

Manufacturers of "Perfection Brand" Down, Cotton
and Wool Comforters, Cushions, Tea Cosies, etc.

MONTREAL.

WINDOW DECORATING—Continued.

but a good one is the height of successful advertising. These facts are so simple that it seems a waste of time to write them, yet, comparatively few merchants seem to realize them. One merchant says: "We leave our displays in so short a time that it would not pay us to spend a lot of time on them." We ask him why he does not leave them in longer, and he replies. "They do not seem to attract longer than a day or two, people soon tire of them." Of course, they soon tire of them. The majority of these displays make people tired at first glance. But, put in a few creditable displays and you will find they do not tire of them so soon.

Any class of goods may be left in a window at least a week, and some displays might be left in two weeks and still be effective, but, as a rule, it is not in keeping with the best order of things to have the display remain in over the week. I have heard many times of trimmers who did "beautiful" work, who could remove one display, have the glass cleaned, and complete a trim in half a day. If these cases were investigated you would find (without an exception), that the backgrounds were allowed to remain in until they fairly rotted, that the glass inside was scarcely cleaned, the drapings looked like a washing hung out, and that the display, when finished, was of the poorest, sloppiest kind. These trimmers use a few old chestnuts over and over, in which originality is an unknown quality; rather a detraction than an attraction to the store. Yet, this class of workmen are termed "quick trimmers," while the conscientious trimmer, who spares himself no effort to make his display a credit to his firm and himself, is called "slow."

Of course, there are quick displays which are practical and make a creditable show, where nickel fixtures are used for gents' furnishings and goods of that character, but the majority of merchandise requires time to arrange properly. That which is worth doing is worth doing well."

WARM WEATHER FABRICS.

As this is the month for prints, muslins and warm weather fabrics, the window-trimmers should give this department special attention. The ladies are all on the lookout for the prettiest fabrics, and in most cases are watching for those shown in the windows. The rivalry in these goods is very keen and care should be taken by the windowman to show each pattern up to the best of his ability. As few as possible should be shown at a time and changed often. Every pattern should bear a neat price-ticket. Parasols and blouses make splendid accessories in these displays. The illustrations give a simple idea of an attractive showing. Colors should be carefully arranged.

During a trip to New York, Chicago, etc., last season, in search of new ideas, I noted some of the principal trade-winners which may be of interest to readers of these columns.

In a druggist's window, a very attractive showing was made with infants' necessities, such as feeding bottles, etc. In the centre sat a chubby little baby with the end of a long tube in his mouth. A card bore the following words: "Give the Little Suckers a Chance."

Another druggist's window was nicely arranged in purple and white silk, and bottles of "Jockey Club" perfumes were artistically arranged. On the bottom of the window was a miniature race course. All the jockeys and horses were in motion.

A bicycle window had a showing of bicycle sundries, and a miniature race track with little brownies mounted on bicycles, going at a great rate.

A confectioner's window had a man making candy in it, showing that the process was clean and inviting. Another window was devoted to the goods of a specialist on complexions, and

showed a lady with one side of her face bleached while the other was freckled and tanned.

A hardware store had a large window filled with wire rat traps. In each trap was a live rat. A card read "Rat Hynotizers, 15c."

One dealer in firearms, etc., had a lady in his window, who fired at a target all day, striking the bullseye nearly every shot.

On all sides the dry goods windows appear, and, in many cases, are works of art. No expense is spared in making them appear beautiful.

FABRICS AND FALL PRICES.

There is still some uncertainty as to how prices of woollen dress fabrics will be enhanced for Fall, and what lines will sell the best. In conversing with Mr. Burton, of The Merchants Dyeing and Finishing Co., THE REVIEW found that it was considered fairly safe at this date to forecast what would be bought. There is an undoubted feeling for the better class of goods. The sales of plain goods such as amazons, sedans, meltons and mixtures will be good, while the black raised mohair figures are as popular as ever, and will be a large item in the trade. According to the reports from the best trade and from Paris there is more tendency towards fancies than was expected, but this will be chiefly in checks, plaids, and stripes of a cloth nature, or with carded mohair overchecks, and those who don't want to be dressed as if they were in uniform will favor this class of fabrics.

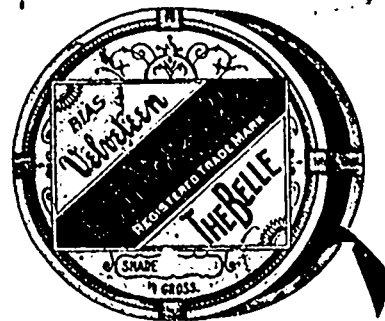
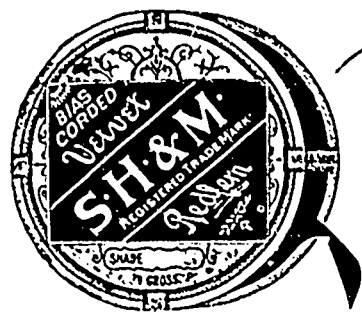
As to the reported advances, Mr. Burton pointed out that they were confirmed, and would apply to all classes of goods made from Botany yarn. This would include henriettas, French serges and similar fabrics, as well as cashmere hosiery and gloves. The advance on all these would range from 20 to 25 per cent. Many manufacturers have withdrawn all quotations in this market. While the advances were based on the higher prices of fine wools, there would be a sympathy towards higher values in goods made from other classes of wool, although the advance in these cases would not be so great. In short, to-day, nothing could be bought at the old figures.

BLUE AND WHITE CHINESE COTTON.

Some specimens of patterned blue and white cotton cloth, sent privately from Shashih, China, to England last year, drew forth the remark that manufacturers in Manchester would give "untold gold" to know how the stuff is made. Not being a specialist, our Consul at Shashih cannot test the value of this assertion, but says the cloth is undoubtedly a good substantial material, and the methods of manufacturing and dyeing are by no means recondite. It is prepared by means of an impermeable paste, made of bean flour and size. A sheet of oiled paper, in which the intended pattern has been cut, is attached to the cloth, which is then washed with the paste. The paper is removed, and the cloth left to dry in a cool shady place. When quite dry it is dipped in the indigo vat. The parts protected by the paste remain untouched by the dye. When sufficiently dyed it is exposed in the sun, which has the effect of making the hitherto impermeable paste soluble in water. The paste is now washed off, and the material is ready for the market.—English Textile Mercury.

NEW MACHINERY PUT IN.

Robert C. Wilkins reports such a rush on men's Summer clothing and ladies' skirts that he cannot keep up with the demand, and, to overcome this, has just put in cutting machinery that will cut over 1,000 garments a day, and, with other new and improved machinery, hopes to cope with his ever-increasing business. Mr. Wilkins has just gotten up a new bar coat that the trade can do well with. A post card will bring a sample.



S. H. & M. Bias Velveteen Skirt Bindings

These Bindings are known the world over. For ELEGANCE, BEAUTY and WEAR they are far and away ahead of the next best and enjoy a larger sale than all other Skirt Bindings put together.

"S. H. & M." stamped on the back is a full guarantee as to quality.

If you have not got them in stock don't delay in sending for Shade Card and Prices, which are mailed upon application.

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

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

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

S. H. & M. WATERPROOF Cord Edge.

The Stewart, Howe & May Co. 24 Front Street West, **Toronto, Ont.**

Originators and Manufacturers of S. H. & M. Bias Velveteen and other Bindings.

Manchester, Eng.

New York

Boston

Chicago

St. Louis

Cleveland

San Francisco, U.S.A.

JAMES CORISTINE & CO.

Manufacturers of . . .

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

Fine Furs

469 to 477 St. Paul Street, **MONTREAL**

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

Hat, Cap and



Fur Trade.

New Fall Shapes.

With June 1, buyers of hats will be shown the new Fall samples of English hats. These are just being put into the travelers' hands. An examination of the samples shows that they follow the tendencies outlined in these columns last issue. One of the leaders is a very natty hat for dressy young men, with a tendency to a little lower crown, a nice roll, and from a 1 3/4 to a 2-inch brim.

Another good hat is shown in walnut. As to shape it is straight on the side, the top is semi-flat, and the crown is medium low.

A hat that will take well with young and older men has a round crown, about 5 1/4 inches deep, and is a well-proportioned shape, as most of the hats are this season.

Something very handsome for early Fall trade is a dark slate-colored hat with a 1 inch black band. It has a full round crown and a nice full roll, altogether a swell hat for a stylish person and is not in the least loud.

Taking the stiff hats all round, it appears that the shapes are decidedly smaller, and the majority show the full roll, although one or two lines have what is called the angle curve. The prevailing colors for Fall, next to black, will probably be mauve, coffee and tabac.

Fall Soft Felts.

In fedora hats the changes in Fall shapes are not so marked as in stiff hats. There are still being shown some small shapes for young men's trade. One line in black and colors has a half round crown with a pretty flat set and a flange brim. The effect is decidedly pleasing.

For older men, a shape somewhat similar is shown, only larger in the brim. They can be had in black and colors.

Many of the fedoras continue to sport the fancy band which was so popular for Spring trade. These, as before, are made to match in shade the different shades of the hats. But plain bands are also seen, and some very nice lines are without the fancy band.

As to Prices.

The outlook certainly points to higher prices in the future. Advices from England report a great advance in the prices paid for rabbit fur. This will affect the manufacturer when his present supplies run out, and will some time reach the Canadian jobber and retailer. How soon it is hard to say. Not this season, probably, but the price of hats into which this class of material is worked must either advance, or an inferior quality of hat at current prices will have to be sold.

The Sale of Furs.

Even yet it is early to give a definite reply regarding Fall business in furs. Travelers have now been out some time with samples, in which respect the Canadian trade is earlier than that in the United States. The position of the trade in furs is very satisfactory, and retail dealers are ordering with some confidence in a good Fall

trade. This is especially true of Manitoba and the West. A better class of stuff is undoubtedly in demand. Persian lamb and electric seal are selling very freely. One house reports having sold more sealskins than in any previous season.

The Import Trade.

The import trade in hats continues to be brisk, and for the first four months of the present year are equal to, in fact slightly higher than, the big imports of last year. They are considerably in excess of those brought in during the Spring months of 1897, as will be seen below:

IMPORTS OF HATS AND CAPS INTO CANADA.

	1899.	1898.	1897.
January	\$232,785	\$227,789	\$163,538
February	253,382	256,371	233,155
March	229,564	220,099	183,443
April	129,251	140,110	109,020
	\$844,982	\$844,369	\$689,156

The English Hat Trade.

Advices go to show that business in England in hats and caps is good, like other branches of trade. This seems to be especially true of men's and boys' tweed and fancy caps, in which lines the expansion of business during the last few years has been large. The manufacturers, both in London and the Manchester and Stockport districts, are busy. In the latter district, a fair share of the business is now being done by Jewish manufacturers, who are showing great enterprise in their management and designs, while their establishments are conveniently arranged, with a due regard to sanitary conditions. Colors and shapes having settled down somewhat for the season, felt hat manufacturers are well employed. The most taking shades are drabs, smokes, pearls, greys, and the numerous shades of Cubas and Havanas. A fashionable silk hat is 6 in. deep, 1/2 in. bell, 2 in. brim, 1/2 in. full roll curl, easy set. Hatters' furs continue firm in price, there being little stock on offer. There is great activity as regards French skins, which fetch very high prices, owing to small season's supply.

Christy's Representative Here.

Mr. Emerson Wood, representing Christy & Co., Limited, hatters, London, Eng., had just finished a tour of the Canadian agents of his house when he was seen by a representative of

THE DRY GOODS REVIEW.

"Does your trip mean that Christy & Co. are going to do anything special to increase their Canadian trade?" was the first query put to Mr. Wood.

"No," was the reply, "I have merely made a visit to the various houses which handle our goods. Nothing startling will be done to obtain new trade. We intend, though, to go alter it with our usual vigor."

"Do you find the competition of American houses more severe?"

"Yes; it is keener. But, though, I cannot, of course, speak for our British competitors, as far as we are concerned the

Mohawk Valley Cap Factory

CAP DEPARTMENT



CLOTH CAPS

KNITTED CAPS

TAM O'SHANTERS

and TOQUES



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

Fall and Winter Lines Now Ready

On sale by all the large jobbers in the
Dominion.



MOHAWK VALLEY CAP FACTORY

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

HATS AND CAPS--Continued.

Americans are not encroaching. We are, I think, above this competition. We have a peculiar trade of our own, and are able to hold it. On the other hand, it is steadily increasing. My last Fall's visit was my record trip in point of volume of business obtained."

"How did you find trade this Spring?"

"Excellent everywhere. There is no doubt a better feeling prevailing in Canada than in the past few years, which were not poor ones in any respect."

"Are you putting anything specially new in the way of hat designs this year, Mr. Wood?"

A genial smile broke over Mr. Wood's face, but the question was not answered. "You see," he explained, "we try always to be up-to-date, and a little ahead of the rest. So, when we are ahead, we don't tell our competitors what we are doing. Just say we are as much alive as ever, and that we will be right up to date in the matter of new designs."

In Ordering by Mail.

Dealers often find it convenient to order by mail. In doing so, from either the manufacturer or the wholesaler, it is well to be very explicit in stating what you want. It is impossible for these people to be mind-readers. Unless a pretty clear indication is given in the order as to what is desired in colors, shapes and prices, how on earth is the shipper to know? When he guesses at it disappointment is often the lot of the dealer. This could be avoided by clear directions. There is hardly any use in expecting satisfaction from this kind of order. "Please send me a dozen hats." It puts the man who receives it in a very awkward position, and if he has any hair to tear he is liable to tear it. No matter how anxious he is to please and oblige a customer, a vague order is hard to fill.

The Straw Hat Trade.

As the dealer will begin his straw hat sale in June it is interesting to know something of the materials and the methods of manufacture. Take the braided straw hats. In the choice of the straw, rice, barley, and rye straws are used, but wheat straws chiefly. A good straw is a point of importance. A fine dry climate produces the best. One place in England, certain elevated and dry spots in Italy, and areas in China grow the required variety. In North America, the wheat fields of Canada alone produce a straw with the whiteness, brilliancy and tenacity which make good plaitable straw. The stalks are pulled up before they have become dry. The straw is dried in the sun and bleached in much the same manner as flax, by successive exposure to sun and dew. Artificial bleaching by means of the fumes of sulphur is common, but the natural bleach is much more lasting, and, though it may not be so white, its golden tint is highly prized. The head and leaves or outer wrappings are removed from the stalks, and the joints cut out. This leaves the "pipe," as it is called, in sections, say, five inches long. Of course, these are of varying calibre even in the same stalk, and they are assorted by passing through sieves, and then bundled accordingly. The thick straws produce coarse braids, and the slenderer "pipe" the finer braids. So great is the difference among the growths of the same country, that of two braids containing the same number of strands, one may be fully three times the width of the other. For the fine Leghorn braid of Tuscany only the top section of the stalk is used.

The plaiting of straw is one of the oldest arts of mankind. It is referred to by Herodotus, and many specimens of straw braid have been found in Egyptian tombs. Mary Queen of Scots found peasants in Lorraine wearing hats made of straw, and in 1562 she introduced the industry of straw braiding into Scotland. Little

was accomplished in the art, but James I took it to England and the business became permanently established. In Italy, Switzerland, and Germany, straw braiding has been a hereditary task for many generations, and great skill has been attained. In sections of Canada the industry has been pursued for something like half a century, chiefly by the Indians and half-breeds. Their product includes the coarse but durable "Canada straws," and, in the case of the mackinaw straw, they both raise the grain and braid the straw.

China is now a great producer of straw braids. In the very finest grades, however, European hand labor, though twice as costly, does the work best. Japanese mackinaws, made of rice straws, have become very popular. As to the construction of the braids, the canton, mackinaw, milan, and dunstable all have seven strands. The Japanese use both seven and five strands. Next to plain braids are "sennits" (a corrupted form of "seven-knit") or rustic braids. These, and a few other braids are the chief ones employed for men's hats. The fancy braids used for ladies' hats are, of course, innumerable.

For 300 years straw hats have been common. Straw sewing has been vastly facilitated and cheapened by the sewing machine. The invisible stitch machine was a marked advance, by its use the thread being entirely hidden from sight on the outside of the hat. The braids are sewn together with some regard to the form and size of hat desired, but the crude figure thus shaped is afterwards subjected to damp, heat, and hydraulic pressure to give it exact form and to bring out the lustre of the straw. The stiffening is an important feature of the manufacture. Glue and shellac are used, sometimes one, and sometimes the other, according to the special requirements of the widely differing materials to be sized. Where the straw is stout and the shape of brim favorable to self-support, very little stiffening is needed, and the less that can be used the better. For flat brims, however, and especially those made of thin straw, considerable sizing is necessary. After all the processes of assembling the braids, sizing, and shaping have been done with, the hat goes back again to the hands of gentle women to be trimmed. Bands, sweat leathers, linings, and sometimes bindings are attached, and then the article is ready for market. When fancy bands are fashionable, a vast degree of study and taste is expended in designing novelties for the trimming department.

NOTES.

The wholesale hat and fur firm of Gillespie, Ansley & Dixon, Toronto, has dissolved, Rev. H. C. Dixon retiring. The firm name will be Gillespie, Ansley & Co.

Trappers and hunters in the far Northwest are using a good many close-fitting caps now with a stiff peak and a shape somewhat like a yachting cap. The cap is not too heavy, even in warm weather, is not easily blown off, and the peak shades the eyes from the glare of the sun.

John Kell, general merchant, Port Rowan, is dead.

W. E. Davidson, known to the dry goods and fancy goods dealers of the Northwest as "Billy" Davidson, representative of Nerlich & Co., Toronto, in that territory, is on a six weeks' vacation trip to Scotland, where he is visiting his friends and relatives at his birthplace and other points in "Auld Scotia." He will be back and on the road by July 1.

The wholesale dry goods section of the Toronto Board of Trade has appointed the following executive committee: Messrs. John Macdonald, W. L. Brock, H. J. Caulfield, A. A. Allan, C. B. Lowndes, James D. Allan, J. C. Black, J. D. Ivey, A. Ansley and J. R. B. Hutchison. Mr. John Macdonald was appointed chair man of the committee, and Mr. W. L. Brock vice-chairman.

"THE BEST ARE THE CHEAPEST"



Christy's Hats

... ARE THE BEST ...



Gillespie, Ansley & Co.

Travellers now showing new collection of samples for Fall trade.

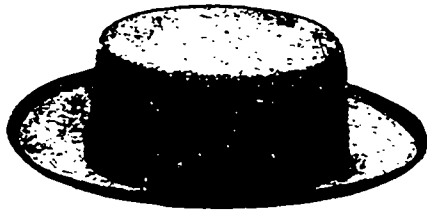
Sole Agents for Ontario, Manitoba and British Columbia. TORONTO, ONT.

Rec. June 7-99.
Alon [unclear]

NOVELTY IN

CRASH HATS

at \$4.50 and \$6.00.



These stiff crown Crash Hats with stiff brims are very much the best crash hats that are made.

They hold their shape, they are comfortable on the head, they are light and they are full of style.

WE WILL BE GLAD TO SEND YOU SAMPLES.

Waldron, Drouin & Co.
MONTREAL.

A. A. ALLAN & CO.

51 Bay St., Toronto.

Manufacturers of WELL-MADE POPULAR FURS.

Our line of

Fur Novelties

Deserves the attention of buyers whose trade demands exclusive effects at lowest prices.

Our goods are stylish in design, perfect in fit and finish—value unequalled. Our representatives visit every Province.

An inspection of our
Samples Solicited.

Letter Orders receive
Special Attention.

P. H. BURTON, President.

R. W. SPENCE, Vice-President.

The Merchants Dyeing AND Finishing Co.

Limited

Works—Liberty St., King St. West. Telephone 5291. Alf. Burton, Manager.

Warehouse—42 Front St. West. Telephone 137.

AUTUMN ORDERS, 1899. Our travellers are now on the road with Full Range of Samples.

Dress Goods. We recommend strongly our large range of **BLACK FIGURES**, unequalled for value and style. **AMAZONS. SEDANS. BROADCLOTHS. COVERT COATINGS.** all correct in make, finish and price—any color you want. **NOVELTY CLOTH STRIPES AND CHECKS.** Novelty Mohair Corded Plaids, Novelty Cheviot Tweed Effects—the coming articles, and very handsome for Autumn wear. Full range of Henriettas, Serges, Granites, Satins, etc., at prices that cannot be maintained after present contracts are exhausted—the prices for these goods to-day are 20% to 25% more.

Silks. Black Peau-de-Soie, Luxor, Satins, Bengalines, Colored Satins, Surahs, etc. Novelties for Autumn—Blouse Silks, Fancy Velvets, novelties in Velveteens, etc.

Skirts. Full ranges, as per our special catalogues. If you have not got one, please write for one—worth seeing.

Trimmings. Full ranges in Braids, Jets, Cords, Novelties.

Laces. Vals. and Cotton Novelties, Black and Cream Silk.

Ribbons. Blacks and Colors, all classes, old prices, full assortment. Samples sent on application.

Gloves, Hosiery, Underwear. We are keeping up our reputation and trade in this department, which has been well known now to the trade for twenty years.

Summer Sorting Business. We are well prepared for this—Cotton Dress Goods, Muslins, Gingham, Organdies, Swiss Spots, Victoria Lawns, Tucked Lawns, Mercerized Satteens, Fancy Linings, Piques, Welts, Linen Crash, Plain and Fancy. Summer Skirts in Pique, Welts, Crash, Etc.

Cotton Hosiery. Full ranges. Summer Gloves and Mitts, Summer Underwear. Laces, Belts, Buckles, Slides, Novelties.

THE TAX ON TRAVELERS.

IT seems strange that a Province with such intelligent whole-souled people as Prince Edward Island should maintain the tax on commercial travelers. In fact, the tax has been increased to \$20, and some travelers avoid the Province on this account.

The ostensible ground for levying this impost is to raise revenue. It must be a hard tax to collect, as indeed all such levies that savor of the Middle Ages are. How can a traveler be distinguished from any other man unless he be laden down with samples?

They tell a story of a visitor to Charlottetown, who was walking along with a grip in his hand. A man accosted him with: "Are you a commercial traveler?" The visitor looked astonished and replied. "Why do you want to know?" The man said he wanted to know as there was a tax on commercial travelers. The visitor grasped his hand bag more firmly and grew indignant. He ejaculated: "I never heard such impudence! Who the devil are you that should stop me in the street and try to pry into my affairs?" The man fell back discomfited and the visitor went on.

Now, it seems to us that any tax which has to be collected by such means is wholly objectionable. Supposing people who are not commercial travelers are accosted in this way, what will visitors think of the Province? The Island, with its fine climate, its pretty seaside resorts and attractive scenery, is admirably adapted to secure a good slice of Summer tourists. But, a tax of this sort would, we fear, tend to give a locality a reputation for inhospitality which it does not deserve.

ENGLISH COTTONS IN CANADA.

There is some talk in the trade again about English cottons coming in more freely than they used to do. It is said that several large shipments have been received during the past few months. These are chiefly bleached cottons and are brought in for making-up, manufacturing purposes, or by large department stores.

Turning to the trade returns of the past few months, and comparing them with the same months of previous years, the belief that English cottons are coming in more freely seems borne out by facts. For instance, the item "bleached or unbleached cottons, not dyed or colored," relates chiefly to English importation, and here are the returns:

	1897	1898	1899.
January	\$13,856	\$71,716	\$51,891
February	18,059	63,796	76,090
March	43,415	72,562	96,208
April	25,822	48,999	65,220

It will thus be seen that the imports have increased during each month of this year compared with last.

We hear of one shipment of a thousand pieces of bleached cotton imported, it is supposed, for manufacturing purposes, and purchased in Manchester. This is a big shipment, and the value must have been between \$7,000 and \$8,000.

WHAT TO DO NOW.

A shrewd merchant said to THE REVIEW the other day: "The country is undoubtedly passing through a period of prosperity, and it will probably continue for some time. After that, there must inevitably occur a period of reaction, perhaps not great, but at least perceptible. Now, I am seizing the chance of these fat years

to add to my capital, so as to be ready for the lean years if they come. If they don't come, then I am so much the better off. No doubt other merchants are doing the same, and, by getting good profits when better class goods are in demand, building up their business on the surest foundation." How many merchants are keeping in view the policy outlined by this shrewd man?

THE INSOLVENCY LAW.

THERE is great disappointment felt in many quarters at the apparent failure, this session, to pass an insolvency law in the House of Commons. It seems almost impossible to get politicians to pay due attention to a commercial question which is not associated in some way with party politics, and one Government is very like another in this respect.

Now, that there are so many excellent business men in the Senate, why not introduce the bill there, get it passed and sent over to the House of Commons, and force a division on the measure in the latter body?

Then, we shall know exactly where we stand, exactly who oppose the bill and who favor it. As matters are now, it seems hard to award the blame to the proper quarter.

There would be time enough yet this session to get the measure through the Senate, and, as far as the House is concerned, we think that a reasonable insolvency law is quite as important as a redistribution bill.

Very little practical result will be attained until our commercial authorities speak out as if they meant business. The remarks of the Montreal Gazette are significant: "It is intimated that there will be no insolvency legislation at this session of Parliament, and the general situation at Ottawa indicates that the intimation is correct. There are as obstacles to the passage of such a measure as Mr. Fortin is promoting both a feeling of hostility and a feeling of indifference. Combined they have defeated every insolvency bill introduced for years past; and it is not evident that the arguments of boards of trade and wholesale merchants are visibly affecting them. The Government might carry such a measure through, but the matter seems to be one that governments hesitate to touch. More education by the commercial interests is seemingly necessary."

JUNE WEDDING PRESENTS.

June is a month when many marriages take place and wedding presents in large numbers are given. Fashion no longer confines presents on such occasions chiefly to ornaments and jewelry. There is a tendency towards other things, and the dry goods trade should get a larger slice of this business than heretofore.

Recently, the bridesmaids at a wedding united to give the bride a present of linen. They put it all in a nice chest with compartments. There were four sheets and pillowcases, a fine tablecloth, a dozen napkins, some tray cloths and doilies. The bride's initials were worked on each piece.

There are many other articles included in a stock of dry goods which might properly be included in the list of wedding presents if the idea is planted in the proper quarter at the right time. The merchant who thinks he can do this trade may advertise by circular or through the paper.

ENGLISH VIEW OF OUR TARIFF.

It is curious to find in *The English Textile Mercury* an expression of opinion upon the Canadian tariff that one would hardly expect to read in a paper representing the textile industries of a country pledged to a policy of free imports. *The Textile Mercury* points out that in 1879 a Conservative Government went in for protection. For years, the Liberals were strongly opposed to this, and latterly favored mutual free trade between Canada and the United States. When the general election of 1896 approached, the Liberal leaders assured the country that, while their tariff policy would favor freer trade, it would not be destructive to established industries. The Liberals won, and their tariff policy, while wiping out some duties and endeavoring to equalize the whole, has practically rested on a protection basis. The country has prospered under it and the two parties are no longer at issue over the tariff.

This condition of affairs leads the organ of the cotton, woollen, silk, and other English textile industries, to make this remark: "Thus it is likely that the Dominion will add one more illustration of a permanent conviction in a nation that a policy of free trade is not best under all possible circumstances and for all communities."

Instead of condemning our policy, the paper seems to regard it with great philosophy. Can it be that the English manufacturing interests, who initiated and carried to success the free import policy of 1846 and succeeding years, are beginning to feel the stress of foreign competition and grow cold towards the policy of Cobden?

We imagine that most merchants favor trading being as free as possible, providing that policy prevails between different countries. But when—as in the case of the United States against Canada—a high tariff shuts out trade, can the country thus shut out afford to wipe out its own tariff? Surely not, generally speaking. The Liberal Government of Canada tried to get freer trade relations with the United States on assuming office, but could not do so. Consequently, the country supports the Government in maintaining a tariff until such time as a reciprocity is arranged. The English manufacturers may be coming to that point of view.

DOING A THING WELL.

We have seen a copy of the Summer and Autumn price list which Messrs. Northway, Anderson & Falls, of Simcoe, have issued, and direct special attention to it for the benefit of other first-class retail houses who may not always be convinced that it pays to do a thing in the best possible way.

The price list in question is called "Information for the buyers of boys' and men's furnishings." It is in oblong form so as to slip readily and neatly into a man's inside pocket. It is printed in two colors on superior paper, with a light blue cover, making altogether twelve pages. The information given relates to underwear, shirts, gloves, half-hose, ties, hats and caps, umbrellas, suspenders, and men's handkerchiefs, and is both descriptive as well as pointed in the statement of prices.

We imagine that it would succeed in arousing the interest of probable buyers of these goods in the town and district where it is issued. If a man was not ready to buy when the little pamphlet reached him, he would be likely to put it away for reference when he would need anything in furnishings. He would not be ashamed

of its being seen lying about. Here is where the advantage of a nice piece of work of this kind comes in. It is not glanced at and then pitched into the waste-paper basket. While brightly written, it is thorough business from end to end, and is a credit to the man who compiled it and superintended the printing. Of course, the printer is entitled to a share of the credit, for he has really turned out a very neat little job.

The price list winds up with a guarantee: "For any article bought from us if returned promptly and in good condition the money will be cheerfully refunded. The intention is that your shopping here must be satisfactory and you may send a child for what you want knowing you run no risk."

There can be no doubt that up-to-date methods of this kind really attract business and keep the trade at home where it belongs, instead of letting it drift off to large centres which may safely be left to support their own large establishments. We continue to be of the opinion that home trade should go to the home merchant, and such methods as those of Messrs. Northway, Anderson & Falls, will keep it there.

AN UNPLEASANT EXPERIENCE.

An importing house draws the attention of *THE REVIEW* to a recent experience. They received an order from a wholesale dealer for a line of goods with a request that they be delivered at a specified time. They answered that the factory is so busy that they fear that delivery cannot be made as early as wanted. The goods are finally delivered and accepted. Some weeks later, when payment is demanded, the wholesale house in question remit half the price, refusing to pay the other half on the ground that they lost sales by the delay in delivery.

We cannot see that the wholesale house have any reasonable ground in honor or in law to refuse payment. If, as our correspondent points out, there are certain wholesale and retail houses, and there is no doubt of it, who make a practice of frequently refusing full payment for goods, on some such excuse, would it not be well to report every experience to the mercantile agencies for investigation and reproduction in their histories of these firms?

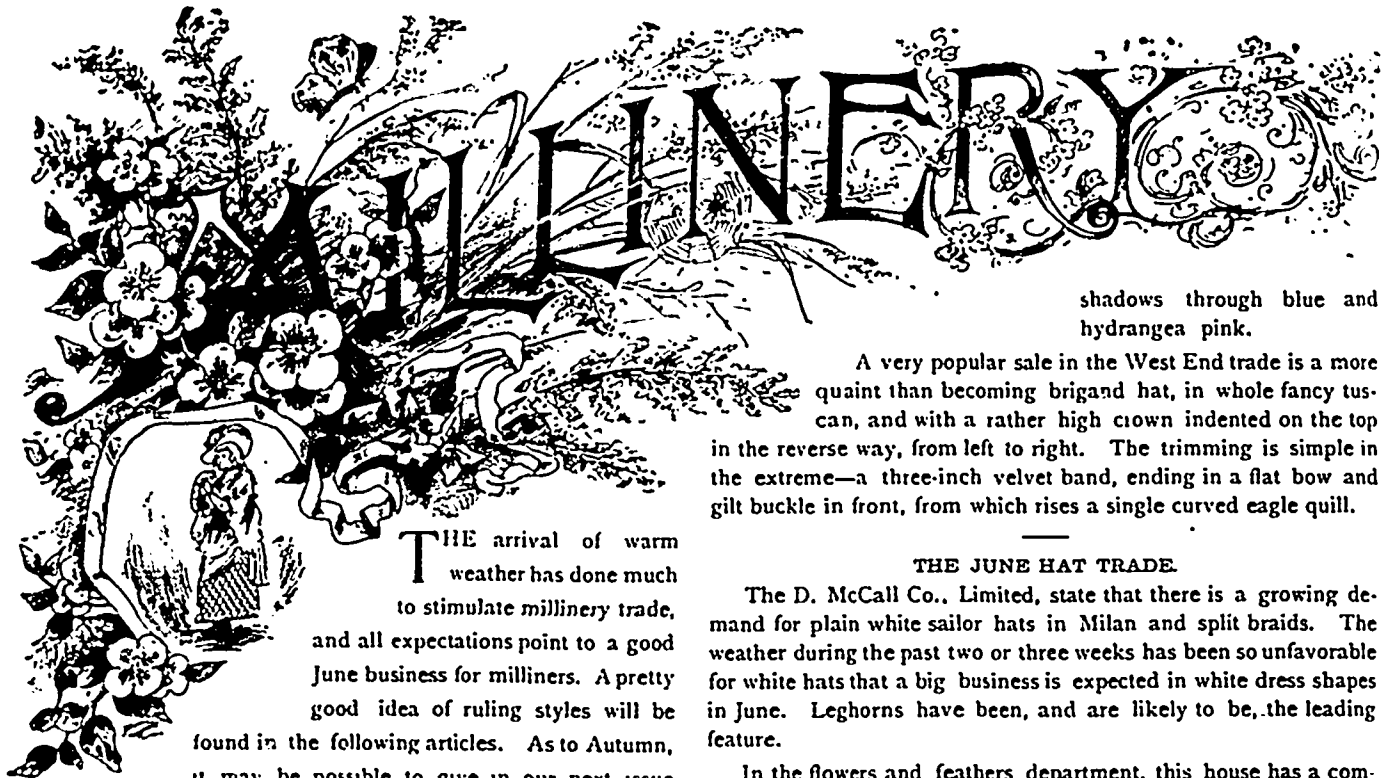
NEED OF FIRE INSURANCE.

The fire at Dawson City, which destroyed many stores and houses, is not an unusual calamity. Every new place seems destined to have its "baptism of fire." The neglect of proper appliances against fire is a common error with new municipalities and settlements.

It is well for every merchant to reflect upon the possible consequences to his business of carrying no insurance. Men have had the labor of years swept away; their credit seriously impaired; their prospects greatly marred by being without adequate insurance.

In a new place the rates may seem abnormally high. Under such circumstances the merchants should combine to provide proper means for putting out a fire and thus force the underwriters to grant a reasonable rate.

The careful man seldom escapes when these conflagrations occur. He, doubtless, takes every precaution. But the man next door, or at the next corner, leaves matches for the mice to play with, or the stove door open so that a spark ignites some dry materials. And then where are you?



THE arrival of warm weather has done much to stimulate millinery trade, and all expectations point to a good June business for milliners. A pretty good idea of ruling styles will be found in the following articles. As to Autumn, it may be possible to give in our next issue some idea of what will prevail. The Autumn millinery season will hardly begin before the end of August.

LONDON MILLINERY NOTES.

Old tuscan is the leading plait in demand for Summer styles, says The London Millinery Record. The more discolored by age the better it is liked, and many smart styles are being put forward, the foundation of which have been in stock for many years.

The Summer models are, in the main, conceived on the lightest lines, the principal idea being to use malines and chiffon for the draped foundations and to inclose these in fine network of open-patterned tuscan or crinoline lace.

Pure white and creme colors, contrasted with string or straw-colored cordonnet or lace, are leading ideas in the models, and, if further color be needed, it is generally provided by a piquet of large, soft pink or corail roses.

The fashion for enveloping ears of barley, wheat or oats in tulle drapings on French sailor shapes has spread very much, and is a popular mode of trimming.

It is the opinion, moreover, of many in the straw hat trade that the sailor hat has come to stay, and will take a settled and recognized position in the English fashions similar to that now filled by the orthodox masculine hat.

A fashion which is possibly more odd than effective is to use large quantities of bebe ribbon velvet ruched up into the form of ostrich plumes, and similar arrangements are to be found beneath the uplifted brims, in place of flowers.

Hand-painted quills, usually in very light tints, are much favored, but the very last cry from Paris is the use of dyed birds and angel wings. These are white in the first place, and are cleverly dyed in shades that may be best described as hydrangea tints.

In the millinery world, at the present time, it would appear to be the aim of the artiste to reproduce the tones of this popular blossom in all color schemes, and, to gain this effect, some three or four folds of colored tulle are laid over one another, so that purple

shadows through blue and hydrangea pink.

A very popular sale in the West End trade is a more quaint than becoming brigand hat, in whole fancy tuscan, and with a rather high crown indented on the top in the reverse way, from left to right. The trimming is simple in the extreme—a three-inch velvet band, ending in a flat bow and gilt buckle in front, from which rises a single curved eagle quill.

THE JUNE HAT TRADE.

The D. McCall Co., Limited, state that there is a growing demand for plain white sailor hats in Milan and split braids. The weather during the past two or three weeks has been so unfavorable for white hats that a big business is expected in white dress shapes in June. Leghorns have been, and are likely to be, the leading feature.

In the flowers and feathers department, this house has a complete assortment. White flowers are in general favor, white lilacs being especially popular just now. The demand for cornflowers, foliage violets, and white and cream tips is also keeping brisk, but such a large stock is carried that no difficulty is experienced in filling orders.

In the trimmings department, there is a full stock of all the popular lines, including malines, brussels net, chiffon, mousseline de soie, lace, gauzes, veilings, belts, blouse silks, and taffeta, narrow drawn, black faille and satin ribbons in all widths.

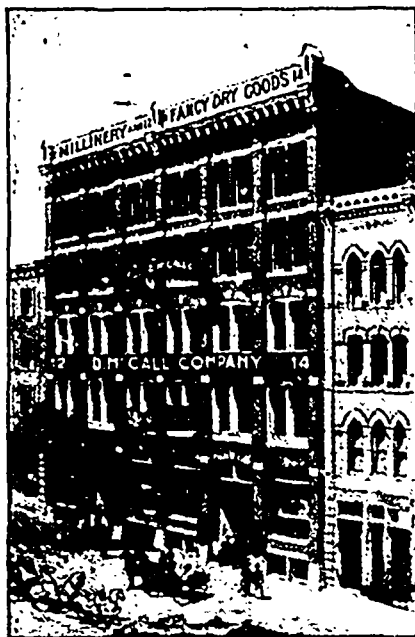
SUMMER MILLINERY AND THE SKIRT TRADE.

S. F. McKinnon & Co., Limited, in welcoming a representative of THE REVIEW, said: "We have passed May 24, previous to which the millinery trade reached its highest point, and we believe that a high mark has been made this season, and a most satisfactory May trade done. At the same time, the retail trade have a good millinery month yet before them. You ask if the May expectations have been realized as far as millinery is concerned. To this, we certainly answer "yes," for, although there have been a few faint murmurings heard, yet we believe, generally speaking, that trade has been satisfactory. We find, on referring to our books, that May, 1898, was a good month, but this May has been better, and we feel sure that our own experience will apply to all millinery dealers throughout the country, who, like ourselves, were fully prepared to meet the demand. In these days of keen competition, if success is to follow any business, you must have the correct goods at the right time, and we may not be thought presumptuous in our claim that this is one of the strong reasons for our steadily-growing trade from year to year, and can be applied to any or every prosperous business. There yet remains to be done a good June trade, and for that trade we are fully prepared, and here please take particular note that the character of the goods which will be sold for June will change very little from that of May, only the leading place in colorings will be given to white, cream and black.

"The hat trade for June can be summed up in a few words: While dress shapes and many mode hats will rule the better trade, the favorite sailor will not yield one straw the popularity which it

WHOLESALE MILLINERY

Always
on
Hand.



*Returned
23/6
Goods
in
Demand.*

ORDERS PROMPTLY AND CAREFULLY FILLED.

The D. McCALL CO., Limited

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

LIMITED

61 Bay Street, **TORONTO**

Special lines

SILK and MOHAIR BRAIDS

ALL WIDTHS.

BUTTON-LOOPS

SILK, METAL, PEARL.

NECK-CLASPS

BELT BUCKLES, Etc.

SWISS-PUFFINGS

FOR SUMMER DRESSES.

SILKO SKIRT LININGS

NOW IN STOCK

**American
Hats . . .**

LATEST STYLES.

Chiffon and Tulle

in all the newest shades.

Send your orders early.

CAVERHILL & KISSOCK

91 St. Peter Street.

WHOLESALE MILLINERS.

MONTREAL.

MILLINERY—Continued.

has held from the beginning of the season. Leghorns will also cover and adorn many heads during the Summer days to come.

"With regard to trimming materials and hat adornments in general, their position and relations stand almost unchanged. Flowers, tips, ospreys, malines, mechlin, chiffons, taffeta silk, taffetaline, taffeta, double satin, and faille are all popular favorites and will unite in perfect harmony according as the individual choice and artists' taste may decide.

"You have not been up to see how we look in the factory since doubling our space and capacity by adding the two upper floors of the new Wellington street warehouse. This department has been a surprise to ourselves, as, notwithstanding the fact that we have a great many places yet to visit with our jacket samples, we are within the mark when we say that our actual orders up to date are double in amount those of last year in the same time. To this there can only be one argument—that we have the right goods, and one of the strong features of that rightness is a perfect fit, without which a jacket has no selling merit, however good the material or low the price may be. We have said that we have a large number of places yet to visit with our jacket samples, and, for the benefit of all concerned, kindly say that we are covering the ground just as fast as it is possible to travel with a popular line of jackets. No one need fear disappointment, as the big millinery rush is over with the 24th, and our regular travelers will be able to give the special jacket men a helping hand. Perhaps we are carrying you clean out of your latitude, but this is our ladies' skirt department, and for it we can only say that it has developed equally with the department we have just left. We believe that our last conversation, as it appeared in the last issue of your widely circulated journal, brought sample orders for these goods from firms who had not previously known that this was one of the fast developing features of our business. As June brings a heavy trade in skirts in all kinds of Summer textures, we are thoroughly provided with up-to-date styles in lustre, plain and figured, duck, denim, linen, pique, and crash."

DRESSES AND TRIMMINGS IN STYLE.

For slight mourning I particularly admired a white satin gown, writes Norah in *The Drapers' Record*, cut with a very short tunic falling in points very little below the knees. The surface was covered with a sumptuous embroidery of groups of flowers and foliage, wrought in raised white velvet, veined with silver, or in jet sequins, all standing up like the natural flowers from the background. The underskirt was a mass of brussels lace flounces, and the decollete corsage had a stomacher of the richly-embroidered velvet, and a graceful drapery of the lace mixed in with black velvet at the top. The long lace sleeves were headed by a bracelet of black velvet, and had the appearance of being quite detached from the bodice, the strap of velvet holding them under the arm being invisible. From what I have seen in the way of smart evening gowns, I should say that sashes, and any but simple belts, were doomed. The idea seems to be to convey the effect of the dress being all in one, after the princess style, and to achieve this the waist is as faintly accentuated as possible. On the real princess robe, a sash, or rather scarf, is frequently introduced at the back, to break the long, straight length of the skirt. This scarf is caught into a large buckle with loops above the waist line, but it does not go round it.

Ostrich-feather boas are being replaced by a novelty in the way of neck garniture very much on the lines of a boa, but made of crimped glaze silk poppy leaves, and fitted smartly to the shoulders. These are in black and every color to harmonize with the rest of the toilet. A lady, who was evidently a foreigner, made a sensation in the park recently by wearing a most remarkable wrap. This was of putty-face cloth, in a long redingote at the back, edged

with several rows of stitching, the corners rounded, and the skirts were continued up the sides over a three-quarter coat of the same cloth, only cut in a very elaborate open design embroidered in silk, and showing a lining of Oriental satin in Cashmere tones and pattern. The plain cloth formed the sleeves, and two stitched points hanging below revers, lined with pale blue silk, under white lace. The high collar was to match. The wrap looked as if it were two distinct garments, but, in reality, was all in one.

A GLANCE AT COMING FASHIONS.

Speaking to The John D. Ivey Co., Limited, about the coming millinery fashions, *THE REVIEW* learned that with the hot weather it was probable that black and white effects will prevail. The newest hats are worn much over the face, either with the droop at the back or rolling high, and will be chiefly made of tulle, white or black and white predominating. They are relieved with colored flowers. The newest flower is the edelweiss, which is white, with petals like a crysanthemum, and a centre like a daisy. For scarfing, black lace applique on tulle over the edelweiss or other white flower is the favorite decoration.

The leghorn hats are still very popular and are trimmed with real duchess lace and a little black or dark colored velvet knotted in one or two place on the hat, with cream tips; or white tulle, with narrow white baby-ribbon gathered and embroidered on tulle in the scroll pattern, and draped over flowers. The short back fully trimmed sailor is much in vogue, and eight yards of massed trimming will be put on one hat.

Tulle Spanish turbans are very good. The brim is about three inches deep and stands out from the crown about two inches. The crown itself is about six inches high, entirely covered with tulle finely tucked, and the brim is draped with rouleaux of tulle and a large bunch of white bird of paradise caught with a full bow of colored velvet, or square rosettes made of velvet. These rosettes are made of velvet cut square, tucked on the edge and then drawn into rosette shape. For the undertrimming or brims, foliage is as much in demand as ever. Wings are still in favor, but not so popular as ostrich feathers, birds of paradise, or flowers for really dress hats.

PARIS MILLINERY NOTES.

The colors seen just now are black and white effects, grey, two new shades of green—called chalk and canard—and every shade in cream.

Hats continue to be very wide, both in form and in trimming, and they will be wider still as the season advances. Feathers of every kind are used to trim them, especially birds' feathers—wings of large birds—when the bird itself does not form the whole trimming. The most fashionable ornament at present is a large butterfly. A model is an Amazone hat with the large borders in very light beige straw. This hat, which should be placed well to the front on the head, resembles much the hat inaugurated in 1860 by the Emperatrice Eugenie. It is veiled with white illusion tulle, and in the centre is an immense butterfly in feathers.

Another style of hat called the "Sphynx," because of its Egyptian shape, is a toque in soft straw, almond-color freckled with white. The straw is draped up in regular pleats which fall on the front of the hair. Two large white wings stand out from either side and curve gracefully round the back; a drapery in almond-colored tulle is artistically arranged round the whole.

Golden straw hats are much in vogue.

A pretty fashionable hat was of violet straw, in violet tulle, with bunches of orchids and a white aigrette.

For morning wear, there are delightful little flat-brimmed sailor hats, with a low setting of small flowers, such as primroses or forget-me-nots, placed on in three-quarters round the hat, leaving sufficient space to show a narrow ribbon. One model was in green straw trimmed with violets and black ribbon band.

"BRIDE'S MONTH" MILLINERY.

With the seasons following each other so rapidly and so many almost "lightning" changes in styles, we wonder sometimes how it is possible even for us who are in closest touch with the fashion centres of the world, to keep right down-to-the-hour in having just exactly what's right. But we do, and you'll not find in any department in the house anything that's wanted to give the trade the widest of assortments in the very newest Parisian, London and New York millinery, millinery trimmings and novelties generally. We are very strong in white hats and sailors. Our New York buyer keeps a keen eye that way, and has just sorted up some very pretty things in the latest shapes. In "summery" stuff generally we have an abundance—taffeta silks, nets, chiffons, ribbons, lots and lots of Chantilly, Oriental and Valenciennes laces in black, white, cream and butter. We never were in better shape to take care of June trade.

Dress Skirts—Special mention here of our own make of dress skirts in denims, piques, lustres and duck, beautifully fashioned, beautifully trimmed, popular with the people, will be good sellers at a good profit.

McKinnon-Made Mantles—We have three extra travellers carrying mantle samples alone, in addition to our regular staff. McKinnon-made garments are meeting with the heartiest kind of a reception by the trade. Orders are easy to get because the goods are superior and the styles are better than anything that's being shown. Wait for our traveller—he'll be up to you shortly—it will pay you.

S. F. MCKINNON & CO., Limited

71-73 YORK STREET, TORONTO.

THE DRUMMER AND THE SALESMAN.

THE DIFFERENCE.

THIS subject is nominally "The Drummer, the Salesman." The difference—if there be any—is entirely with you, in whatever comparisons you may make.

Call him drummer, salesman, bagman, what you will, did you ever see one young and unsophisticated? You never did. He may have been young; unsophisticated, never!

To my mind the term drummer, when used as a commercial title, is a vulgar misapplication of the word.

A drummer pounds the sheepskin in the Salvation Army, or beats a drum in an orchestra or street band.

Can it be that the inference is that the commercial drummer pounds a merchant to get his order, and beats the customer in his purchase?

Let us consider the subject from the standpoint that is so essential to our success, the one only, the title of which we are all so justly proud, and which we desire to be able to uphold—The Salesman.

This man is peculiarly fitted by nature for the position he occupies; his disposition must be supple and elastic. He must accommodate himself to any clime and condition. He is a nomad, a gypsy in the world of commerce.

He is an honest man—honest by instinct and from principle. Nature has endowed him with a propensity for telling the truth; yet, a writer not long since said he was so completely honest that whenever he told one lie he immediately told another to counteract it, on the principle that two negatives make an affirmative, so two lies, well stuck to, make a truth.

He is a brave man, a chivalrous knight, his gallantry is unquestioned. Charity plays a great part in his composition. No more fitting tribute can be paid him than is found in the lines of that most estimable of women, Ella Wheeler Wilcox:

First in the crowded car is he to offer—
This traveling man unhonored and unstung—
The seat he paid for to some woman young
Or old and wrinkled first is he to proffer
Something, a trifle from his samples maybe,
To please the fancy of a crying baby

Well versed is he in all those ways conducive
To comfort where least comfort can be found,
He turns the seat unasked yet unobtrusive
His little deeds of thoughtfulness abound,
Is glad to please you, or have you please him,
Yet takes it very calmly if you freeze him.

* * * * *

The sorrows of the moving world distress him
He never fails to lend what aid he can
A thousand hearts this day have cause to bless him—
His much abused, misused commercial man
I do not strive to cast a halo round him,
But speak of him exactly as I found him.

He is born—not made. It is the character, the push, the energy that is in a man demands attention and insures his success.

All great men have been at some time unknown. Talent in any direction must have its opportunity.

This man of whom we speak must be versatile.

He is the acknowledged agent, the traveling representative of his house. He bears the burden of many obligations—to his

employer, his customers, and to himself. His employers, to whom he is obligated by a sense of honor, and who are his source of revenue. His customers, who are at once his friends and his capital, standing between them as the protector of the interests of both, maintaining at all times that personal obligation, self-respect, and it is but fair to add, no class of men are bound more by the limitations of strict veracity than is he.

He should be an aid to that department so necessary to the success of any house, "the credit man"; must keep well informed on matters that will tend to enlighten him on the condition of affairs in the section which he travels.

Let me here suggest, he holds the key to his own prosperity and success.

I trust the day is not far distant when every city in this broad land will have organizations of salesmen in the different lines, the object of which will be to establish an association with the desire to increase their influence, that they become a greater factor in the business world, and worthy of greater recognition in the councils of their employers.

The varying conditions that confront him are what increase his energy, and contribute sooner or later, with the opportunities accorded him, to his success.

He does not come into a successful existence in a day; even wealth, prominence or social position (great factors) go for naught to the man who adopts the road as a profession. He has that working within him which will make him great, and he works out by his energy and his will that destiny that places him in the front rank among his fellows. Continued perseverance in his line of duty, consideration for his employers and his customers' interest, an honest sense of justice for his competitors are the important elements of his success.

He must be tensile, virile, tough, in storm and strife his life is passed, but his spirit ever seeketh rest and peace. You all laugh at this man, and you all laugh with him when he tells his joke. No one sees the canker worm beneath his smile. No one knows what carking care is eating at his heart, what rose leaf hopes are crushed within his soul, what aspirations lie crushed beneath the heel of stern necessity.

The rollicking fellow that he is gives no indication of his profound nature, whose depths are known only to his God. He sells his goods, but his manhood is his own, and no prince or potentate has wealth enough to buy his secret thoughts. He has a hard time of it, but when the last order is taken, and he, at the end of his trip, knocks at the pearly gates, St. Peter will accord him golden wings, and, in the language of the poet, say:

Gabriel, give him a seat alone,
One with a cushion up near the throne;
Call up some angels to play their best,
Let him enjoy the music and rest.
See that on the finest ambrosia he feeds,
He's had about all the hell he needs;
It isn't just hardly the thing to do,
To roast him on earth and in future too."

—I. H. Scates, in N. Y. Business.

GOING INTO DRY GOODS.

H. Bishop & Son, hardware merchants, Exeter, have acquired the large store adjoining them. They have had the centre wall arched and fitted up for a general dry goods and grocery department, which is in charge of practical men in their lines. The large hardware store is still looked after by the veteran head of the firm, while the financial part of the whole is in the hands of the junior Bishop, an energetic young business man, who has recently returned from a trip to the large centres of the United States.

Perrin, Freres & Cie.

The Glove House of Canada.

Perrin's
Gloves

ARE THE BEST.



Perrin's
Gloves

ARE THE BEST.

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

PERRIN, FRÈRES & CIE.

5 VICTORIA SQUARE

Montreal.

W.M. PARKS & SON, Limited

ST. JOHN, N.B.

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

FLANNELETTES

Stripes and Checks

Domet Flannels
Shaker Flannels
Saxony Flannels
Flannelette Sheeting

Cottonades
Denims
Tickings
Galateas, Yarns, etc.

Agents . . .
J. SPROUL SMITH, 30½ Yonge Street Toronto.
DAVID KAY, Fraser Building, Montreal.
JOHN HALLAM, 83 Front Street East, Toronto, Special Agent for
Beam Warps for Ontario.

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

BOOTS AND SHOES.

FALL SAMPLES ON THE ROAD.

THERE is little worthy of special mention in the boot and shoe trade this month. Travelers are all on the road with new samples for Fall, and report a good steady business. Some retailers are disposed to put off purchasing full orders, preferring to do a hand-to-mouth business, which seems a foolish policy as raw materials for the trade are very stiff and a further advance is promised.

The new samples differ very little from those that have been selling for some time back. The heavy soled, broad pointed, low heeled, English style of last has come to stay for another season at least, many of the new goods being along this line.

Medium to light tans are being made and sold in large quantities even for ladies' wear.

In imported footwear, among the new things may be mentioned canvas boots, both high and low, that are now showing. These are exceptionally neat, rather narrower than the average run of leather goods, and made out of the natural grey canvas, with dark brown leather soles. A large sale of these lines is anticipated.

Low tans are very prominent, being made along the same lines as the high boot, but with a little of the bulldog toe removed, making them rather neater in appearance. One line called the "Blucher" cut is meeting with a good demand, as, from its peculiar cut and widetongue, it fits a high or low instep with equal neatness.

A number of the new lines showing have a very heavy inside swing, thereby allowing the wearer to walk with what is claimed to be the natural inside tread. That may be a fact, but, at the same time, it gives the ungainly appearance of toeing in. Let us hope that they will not become general favorites.

The demand for ladies' wear for Summer is remarkably towards the mannish shaped, Russia calf in light shades. Chocolate and other dark shades meet with but little demand.

A capital shoe for nurses, housemaids, and all others desiring noiseless tread, is now being shown. It is made with mercury tanned rawhide sole, and, in addition to being noiseless, it is both flexible and damp proof.

NEW YORK STYLES.

A New Yorker says that tan boots for the country are darker in shade this year. The fashionable color is a deep yellowish brown. The russet and reddish leathers are not in vogue. The soles are double and the boot is laced. Made to order, such a boot would not be less than \$8. Some very good ones may be found from \$4 to \$6 ready made. A good tan boot will last with proper care two seasons or more. With two pairs worn on alternate days and the mud rubbed from them, treed at night or when not using, and frequent applications of a good patent cream or vaseline, or the juice of a lemon, will do much to preserve them.

Toes are rounded, and the less stamped leather the better. Some low Oxford tan shoes, double soles, very much ornamented, are being made and sold for country use. The ornaments are a question of taste. All soles protrude beyond the toe, in the English fashion.

The metallic and wooden shoe and boot trees are far superior to the old kind. They are made flat, with the heel disjointed and the entire tree flexible like the foot of a jointed doll. The new wooden ones are an improvement on the metallic. They are sold for \$1 in the principal bootmakers. Always have your trees measured

to your boots and shoes. Never keep patent leathers without trees, or, indeed, boots or shoes of any kind.

RUBBER FOOTWEAR.

Owing to the many uses to which rubber is now being put, makers of rubber footwear have to pay higher prices for their raw material, and the prices asked are, consequently, advancing, a rise of fully 15 per cent. having taken place during the past three months.

A WINDOW STORY.

"A funny thing happened to me when I was working for a firm in Chicago," said a window-dresser. "I had a big window on Clark street that seemed as if hoodooed. No matter what I put there, it appeared to be impossible to attract attention, and the manager began to grumble because he never saw anybody looking in. I used to lie awake nights racking my brains for newschemes. One day, when I was feeling pretty blue, I told our negro porter to clear everything out preparatory to making a big display of a special line of shirts. He was a fat fellow, and I guess he must have been out at a cakewalk the night before, for he fell fast asleep in a chair in the middle of the window. I was on the point of waking him up when I happened to notice how ludicrous he looked. His head was on one side, his enormous mouth wide open, and his limbs relaxed in the oddest postures; in short, he was a perfect picture of a lazy rascal in happy slumber. That gave me an idea. I didn't say a word, but, grabbing a piece of pasteboard, I dashed off a sign, "Dreaming of Our Dollar Shirts," and stood it quietly against his knees. Then I gently rolled up the curtain. Well, the hit that window made is the pet tradition of the store. People blockaded the sidewalk, and you could hear them laughing a block away. The funniest part about it was that nobody supposed it could possibly be the real thing. They thought it was a clever piece of acting, or else a wonderful wax figure. I stood around with my heart in my mouth for fear the noise would arouse him. It didn't, however, and he snored away until nearly four o'clock. Then he woke up with a start, and was so surprised he came near jumping through the plate glass. The spectators howled, and that night the house raised my salary. I tried to work the same scheme afterwards, but it was a failure. The darkey couldn't pretend worth a cent."

HOW TO FOLD AN UMBRELLA.

Do all the salesfolks in your umbrella department know how to fold an umbrella? The best way to find out is to make a test and see about it. The tight roll umbrella represents the acme of perfection in umbrella making, but it receives more abuse than any other kind of rain protector made. Some clerks seem to have an idea that because there is a steel rod in the centre it can be pulled out and stretched about almost any way. They lose sight of the fact that a silk cover is always delicate. This is the way to roll up an umbrella correctly. Grasp the umbrella with the right hand by the handle at the end of the ribs. After giving a gentle, firm shake to get the folds even, place the thumb and finger of the right hand around the rib ends. Now, with the left hand, smooth out the fold and get them in the old creases as much as possible. The ends of the rib must be held firmly in place with the right hand, while the umbrella is turned from left to right; the left hand is placed at the top of the article and as the umbrella is turned the left hand follows the folds in a spiral course towards the handle, until each fold is in the right position. The usual way is to grab the umbrella at the end of the handle with all the vigor possible and begin a wrenching motion that twists the ribs and causes them to bulge out at the end like a funnel. It's hard wear and tear on the frame, and the silk becomes tired of holding together before it goes into the hands of a customer — Chicago Dry Goods Reporter.

Men's Furnishings

Matthews, Towers
& Co.



73 St. Peter Street
Montreal.

Every requisite for a first-class, up-to-date business. In addition to lines enumerated on pages 40 and 41, we carry a large stock of

English and German
Shirts and Collars,

"Umbrellas," "Rubber Coats,"

"Sweaters," "Bicycle Hose,"

"Bicycle Leggings,"

English Knitted Gloves

IN ENGLISH HAND-SEWN.

BRACES

We are the sole agents in Canada for the best
manufacturer in England

POPULAR PRICES.

Matthews, Towers & Co.

73 St. Peter St., MONTREAL.

See also pages 40 and 41.



Men's Furnishings

RETAIL dealers are doing an excellent business in men's neckwear this season. Not for some years have the male sex adorned their shirt bosoms with so many ties, or shown so marked a taste for the better grades of goods. It is becoming more and more necessary for the up-to-date furnisher to buy frequently and keep stocked with the very latest styles. Canadian neckwear is now very high-class, embodying all the latest ideas.

For present trade the flowing end tie, with pointed ends and cut on the bias, continues to lead. The necessity of having the material cut on the bias is due to the fact that the pattern cannot be so well displayed otherwise, and because the tie itself would not fit as perfectly close up to the collar stud. The "Kipling" puff continues also in favor, answering the demand for a made-up tie in a fashionable shape.

There is, as has been said, a growing demand for better goods, and to meet this, the English square, a high-class style for high-class trade, is being put on the market. It is a large shape, and will retail for \$1. One advantage it possesses is that it can be tied as a puff or a flowing-end derby. To go with this is the English square, made up as a puff to represent the English square tied. It is for those who lack the time and skill required to tie it for themselves, but who still desire to keep in line with the fashion.

There continues, of course, to be a good demand for staple stuff. No dealer stocks up entirely with the new ties and nothing else. He finds a never-ending demand from old customers for ties that fashion may not bless but cannot drive out. Now that Summer is at hand, string ties will be worn considerably. During the warm weather, cambrie goods will have quite a run—colored cambries and white piques.

Bold stripes and checks are much in evidence this season, and promise to continue for a time. The usual quantity of brocade patterns will be sold, but only in good colorings. Blue is much in evidence now. This runs from pale cadet to dark navy—in fact, all shades of blue, although the usual amount of staple colors are being shown.

A Glance at Present Trade.

The great variety and tasty effects displayed are something marvelous. A prominent importer and manufacturer of neckwear and a professor of music were talking the other day, the musician

making much of the art of music and the endless combinations possible on the piano or other instruments, when the manufacturer told him he had no license to talk about combinations until he went into the tie business, when he would find there was no end to them. And so it seems. One line is hardly well established until it is replaced by something entirely new, and again, this one is overshadowed by something newer.

A representative of THE REVIEW called at the establishment of a haberdasher having a reputation for carrying the latest and best of everything, and this is what he learned:

China silk handkerchiefs, with white grounds and blue and black figures, made into large English square ends, are being sold in large quantities for Summer wear.

Foulards in a purply-blue silk with white spots and figures are among the latest, and are in very good taste.

A new tie that will, in all probability, meet with but a limited demand, is a Havana silk ground with white spots; these come in Ascots and large puffs.

Something quite new and very choice is a linen and silk scarf which looks, when spread out, rather like a crash towel. It is of very coarse linen with cross stripes of silk about three inches apart. The scarf is the same width, eight or nine inches from end to end, and is fifty-two inches long, the tendency being to make it look as coarse as possible. These are expensive goods, retailing at \$2.50. They are in corn with purple stripe, slate-blue and silver, grass-green and lilac, white and white, mauve and black, corn and corn, Kitchener blue and blue.

A similar tie is being shown in silk with linen stripe. This has a fine appearance, but will sell much cheaper.

White crepon ties with wide ends have sold rapidly during the past few weeks.

In shirting for Summer, the silks in pink, lilac, mauve, all with white vertical stripes, are the correct thing.

A line of silk-fronted shirts, with muslin body, is likely to sell very well for warm weather.

Some handsome zephyrs are being shown to retail at \$1 to \$1.25, the choice being white grounds with lilac and black stripes, or corn ground with blue and white vertical stripes.

There is little new in cuffs and collars. Round corners are favorites for dressy people, and the high turned-down collar is rapidly making its way with those who like comfort with good style.

A Study in Neckwear.

A representative of THE REVIEW had an opportunity of seeing something quite new and very striking in neckwear in Brais' store, on St. James street, Montreal, the other day. This store makes a study of window dressing, and when it places these goods on show it is safe to predict that few will pass without taking a second look.

The ties in question are derbys and lombards, made out of goods of striking combinations of color that have been carefully and artistically put together, so that it will take an expert to tell that they were not originally made as shown.

Take the derby first. It is so made that the ends and the neck band are of one color, while about five inches of that portion which

Our 13 travelers now on the road,
look out for specials.

DERBYS and DISTINGUE TIES

Silk-lined, all wide turnings,

to retail at 25c.

GLOVER & BRAIS

196
McGill Street

... Montreal.

MEN'S FURNISHINGS—Continued.

goes to make the knot is pieced with an entirely different shade of the same material, so that, when the tie is made up, the knot will be of yellow and the body of white, or the knot of salmon and the body of bronze. The following are some of the combinations in which these goods will be shown, the color forming the knot being mentioned last: White and yellow, white and cardinal, white and bright crimson, white and cerise, white and purple, dark green and gold, bronze and salmon, purple and gold, navy and cardinal, and navy and pearl.

The lombards are made by piecing the various colors mentioned above throughout the whole length of the tie, one half being white the other cardinal, etc. These goods are high class and sporty in appearance, and, no doubt, will meet a rapid sale.

Washing Ascots.

One of the prettiest and most timely displays in a large Canadian city to-day is a rack full of washing Ascots. These are shown in small and medium-sized checks, in two and three-color combinations of black, white, blue, pink, green and yellow. They were beauties. That they were serviceable was emphasized by a card stating simply "Washing Ascots, Colors Guaranteed, 25c."

Neglige Shirts.

There are some pretty and effective displays made of negligé shirts just now. One store devotes both its windows to them. In one of these a line of starch front in blue with a delicate white stripe and in plain blue are shown. In the other soft bosoms in small checks in blues, red, and white are displayed. The manner of displaying these was unusual, but good. The shirts were shown about six inches from the window front, and fully covered the space, giving an effect of quantity that helped to draw attention. In another store a fine line of Madras shirts were shown. These were all small pattern checks and plaids in white, red, yellow, black, green and blue, combinations of three colors predominating. These were displayed on a stand at the back of the window and resting on individual stands on the floor. A card about 2 feet by 16 inches set off this display. It read: "Warm Weather Comfort, Men's Neglige Shirts, our price, 50c. Made from Imported Scotch Madras, fast colors, perfect-fitting, sizes, 14 to 17½." In the same store, part of a window was devoted to an elegant line of silk-front negligé. These are shown in pink, blue, and green with a white stripe. A card stated these were "Heat Vanquishers: Our silk-fronted Neglige Shirts."

Summer Underwear.

"There's nothing finer than silk for men's underwear," was the message borne by a display card used to direct attention to a window of flesh-colored silk underwear, and even a passing look at the goods was sufficient to prove to the most critical that the card told the truth. This silk underwear was shown on the floor of the window, half-folded, and resting on individual stands about six inches high. Back of these, fancy balbriggan underwear was shown on a display rack. Though they were of a high quality, they were, of course, less expensive than the silk goods, so would make sales to those whose purses would not admit the use of silk underwear. The house making this display makes a habit of appealing to the best trade, so the cheaper lines of these goods, though carried in stock, were not shown with those mentioned. In the average town, however, the bulk of the trade in underwear is for goods of a moderate price, so it would not be advisable to make an exclusive display of high-priced goods. The best display would be a range of goods from the lowest to the highest-priced carried in stock. It would be well, though, to make a feature of the finer

lines, for they give more profit to the merchant and more comfort to the wearer than do the cheaper lines.

English Men's Fashions.

That the colored silk handkerchief is coming into fashion again is indicated by present demand in London. This revival was foreshadowed by a good Christmas trade in red silks.

The sale of waterproofs increases year by year. The prevailing styles are the Chesterfield and Inverness. Made in fine blue ribbed cloth with velvet collar, the Chesterfield has been the best selling garment during the past two seasons, and is likely to enjoy first place for some time to come. The same garment, but in drab and yellow shades, has been extensively shown, still blue has remained the favorite color.

The taste for grey in neckwear, gloves, "spats" or gaiters and fancy waistcoats has not driven out other styles. Grey ties have not displaced colors, and, as for underwear, colors of striking enough hue—if they could only be seen—are likely to last this season and next. Corduroy neckties are a new thing. They are made in several pretty shades of brown, with blue, white or red spots, and the cloth is, of course, a very light weight, and ties easily. Bandana colored neckwear is also extensively shown.

The neckwear shapes being shown just now are simply repeats of those of last year, to wit, the small bow and sailor's knot. The cravat is also being shown in small and tightly folded shapes, but the bow and its knot maintain a fair hold on the public favor, and other shapes are not likely to oust them, at least for some time to come. In the matter of color, large orders have been placed for blue and white spots.

The round corner in collars and cuffs is beginning to wane, as all exceptional styles are bound to do. One stud is worn with dress shirts.

Bargains for Men in New York.

In New York, all the smart haberdashers, as well as the great clothiers and the department stores, have at times bargains for men. These are, strange to say, not at the fag-end of the season, but in the middle of it—usually at the time of stocktaking. These bargains are not ephemeral. They hold out frequently for quite a period. In many of the instances they are the remnants of a fad; but men's fashions are apt to come in again, and if the article be not too pronounced they can always be made useful.

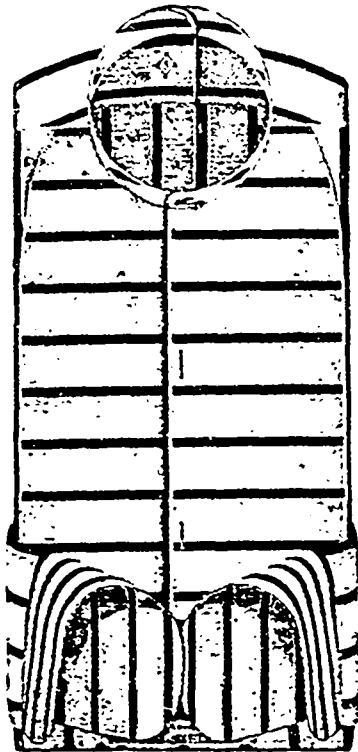
Just now, when American silks are gaining a decided foothold in the market, many of the smaller haberdashers are using them. The articles in many cases not being imported, there is, on examination, a cheap look about them. The silks sometimes are thin, the make is not as careful, and the reverse side of the ties shows that they are stamped with designs. These make them the medium between the high-priced goods and the output of the "Gents' Furnishing Store" of the knock-me-down variety.

However, there are some bargains in the higher-priced shops of the very best goods. The rage for stripes last Winter induced some of the very best shops to put in a very large stock of silk squares with these patterns. They will all come in during the Autumn, and the prices will go up. Two shops offer wide four-in-hands with broad diagonal stripes in very smart designs—imported ties—for \$1. These were \$2.50 last Winter. They are very handsome.

A very pretty tie is made from black lustreless satin, square ends, to be made into a bow and embroidered in *fleurs-de-lis*, in white or lilac or red. These ties are suitable for the turndown collar and colored shirt. The black and white go excellently well with the pinks and reds of the new shirtings. These are now \$2 and \$1.50. They were higher in the Winter, and as they are of excellent material, they are well worth the money.

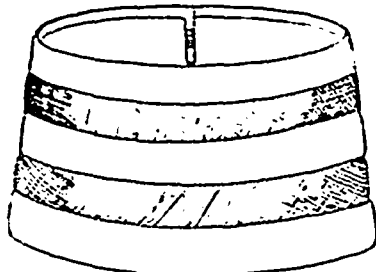
Much has been said of colored shirts, but the subject, like the

Something New



NEWEST PERCALES.

Fast Color. Stripes across Bosom. Cuffs Detached. \$10.50 per doz.



LADIES' NOVELTY STOCK COLLARS.

In Light Shades, Satins, Pleated, with Cream, White or any other shades desired. \$2.00 and \$2.25 per doz.



MAPLE BRAND LEAF

NECKWEAR MANUFACTURERS



RUDYARD PUFF.

Light for Summer wear. Made in Natty Silks, at \$2.25, \$2.75, \$3.75, \$4.25, \$4.50 per doz.



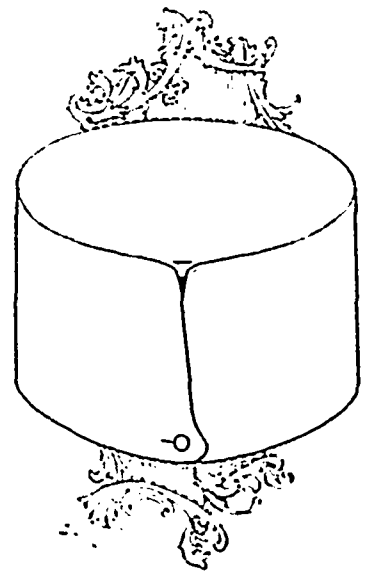
SEE OUR NEW

"Fleur-de-Lis"

Designs in

Silks and Braces

ALL THE RAGE



4-PLY ENGLISH COLLARS.

This shape in Premier. \$1.00 per doz. This shape in Imperial. \$1.25 per doz.

Letter Orders promptly attended to. Kindly give us a trial order.

COOKSON, LOUSON & CO.

Neckwear Manufacturers.
Importers Men's Furnishings Wholesale.

14 St. Helen St.

MONTREAL.

P.S.—We will be glad to have you call when in Montreal.

* * * FALL, 1899.

Imported _____

UNDERWEAR

AND

HALF-HOSE

Our assortment in these lines is very strong. Ask to see our well-known favourites . . .

In Underwear

*Nos. 3003, 3015,
3019 and 3022.*

In Half-Hose

*Nos. 3759, 3760,
3808, 3810
and 3812.*

See also pages 35 and 41.

Our large repeats by letter are the best indication of value.

MATTHEWS, TOWERS & CO.

73 St. Peter Street

MONTREAL.



TIES

NEW SEASON'S
... GOODS

Our Travellers are now showing the latest designs in

Twill Cords

Self Cords

Baratheas

Grey Twills

Shot Matts

Matt Checks

IN THE FOLLOWING NEW SHAPES:

"Rue de la Paix" Puffs

"Clarendon" Puffs

Corton Bow

"New Derby"

Imperial "Flowing Ends"

Paris Ties

"O.S. Bows," etc., etc.

ALL ENGLISH GOODS

MATTHEWS, TOWERS & CO.

See also Pages 35 and 40

73 St. Peter Street, MONTREAL.

MEN'S FURNISHINGS—Continued.

stock, is almost inexhaustible. Very good colored shirts, cuffs attached, narrow and rounded, two buttons for bosom, of percales, linens, etc., are selling at \$2.50. There are many patterns, the cross-bosom stripe being the most frequently met; colors, light blue and lavender and pink.

Very good shirts, also linen bosoms, cuffs attached, ready-made, same style, a little less superfine in quality, are selling for \$1.50. In the large shops on Broadway there are displays of these shirts in all the very broad band-stripes.

Several New York shops are selling club ties for bows in American foulards and silks at 50 cents.

What Chicago Retailers Are Showing.

The Chicago dry goods reporter has been making an inspection of the big retailers' windows with the following result: Fancy pleated front, soft bosom shirts, with bright longitudinal stripes, are given considerable prominence. Some have attached collars and two detached turndown collars, but most are for white collars, and as a rule they have detached cuffs. The ties are mainly the large bias stripe, flowing end imperials, with blue the prevailing color. The half-hose are of every sort that could be desired. The plain light and dark tan and bright red and blue lisle thread at 50 cents per pair are shown, and the bright Scotch plaids are in evidence, despite the statement by the best authorities that they are "entirely out." The bright broad stripes around the hose seem to be in favor, with various shades of tan and slate for a body color. Bright plaid golf-yacht caps appear in all hat displays, and the light brown and black derbies with the white and pearl fedoras give a range of choice in hats that permits most men to suit themselves. Bicycle suits with caps to match seem to be all the go, and the bright red and green sweaters and knit vests indicate the general loudness of the present styles. Plain white vests and those with white body color and blue or red pin stripes or plaids are shown with both double and single breast. Bright plaids and Oriental figured bath-ropes and pajamas prove that even in his private room the devotee of fashion must don the bright colors.

Among those stores which cater to purchasers of medium incomes there are large displays of 50c. neckwear, of \$2.50 and \$3 hats, and of \$1 and \$1.50 shirts. The ties shown in these windows are principally large light puffs with bright cross stripes and large end imperials with bias stripes. Blue and white alternate stripe ties seem to be growing in favor as warm weather comes on. The colored negligé shirt for white collars, and with two detached turndown collars have the lion's share of the shirt displays. The broad longitudinal stripes in blue and pink are most in evidence. The white body shirt with the fancy striped silk bosom seems to be gaining favor. Summer weights in boys' veste suits and the men's four-button cutaway sack in pin stripes and small checks are in every clothing window. The plain light topcoats are still given considerable window room. Bicycle suits in pronounced plaids are selling readily.

In the windows of the stores which go after the masses and seek to draw the people by prices more than style, there may be seen most anything which has been in vogue in the last five years, and many staple styles which are always bought by those who don't care to follow the fashions. Here is a window of men's hats ranging from 95c. to \$1.75. The assortment includes derbies and fedoras of fairly good shapes and colors. Next to this is a full window of 25c. suspenders. There are some excellent values here and some that are not so good, but one sells as well as the other. The underwear window contains some striking articles in bright plaids for 45c. which seem to be great sellers. The 25c. showing of teck

and bow ties has mostly good patterns, and the silk looks up well enough to make them good sellers. The negligé shirts for white collars and with two detachable collars for 49c. are apparently good property, as everyone has them. Leather belts and bright colored sweaters at attractive prices have prominent positions, and the bright plaid bicycle caps for 25 and 30c. each are close by them.

A Canadian Buyer's Trip.

Mr. Jacques Brais, of Glover & Brais, who has recently returned from a prolonged business trip through France, Germany, Belgium, England, Ireland and Scotland, has this to say about men's furnishing goods for the present and coming season: "The color which will be most generally adopted for neckwear for Fall is steel grey and silver. Reds in various shades will be much worn, and, for high-class goods, purple will continue to occupy first place.

"In the best goods, large flowing ends, with vertical stripes in purple and full blue, will be most in demand. The usual flowing ends will be ready sellers, but, for strictly high-class trade, the Ascot will excel all others. China silk handkerchiefs, in wide ends, light grounds, with black and blue figures, are among the latest things for Summer wear.

In underwear, the trade in fleece goods is very large, some of the imported stock in light tints being very fine. The pants are finished in silk, with French back, and are most comfortable. The natural Scotch wool garment continues to hold its own. A special line of lamb's wool, with pearl buttons, is now being placed on the market to retail at \$1."

Mr. Brais' firm have imported a line of fine bicycle hose in fancy colors, the underlying color showing through when the sock is stretched on the leg. These will retail at from 50c. up. Woollen gloves with the same effect, having double cuff, are also coming in for Fall. They are also bringing in a line of half-hose to retail at 25c.

The Furnisher's Summer Trade.

What shall be done to keep the furnisher's business up to the usual mark during the Summer months? The answer will depend on the merchant. If he is going to take a rest for a month or two, he can do so without much apparent loss of trade. If he is, however, on the lookout for every opportunity to make a sale, these months give him promise of reward for all his efforts. The fact that the Summer is a quiet time, one in which most merchants "take it easy," makes this season the opportunity for good work by an energetic man. The fact that his competitors' advertising is reduced in space or lacking in brightness makes it advisable that he should make his "ads." as bright and interesting as possible.

In the early Summer, bicycling, baseball, lacrosse, cricket, football, golf, etc., absorb the attention of nearly all the boys, most of the young men, and many of the old ones in the average country town. To enjoy these sports to the best advantage, it is essential to have a costume suited to them. This makes it possible to create a demand for sweaters, caps, belts, running shoes, knickers, bicycle hose, club colors.

To create a demand for these goods an interest must be created in them first. Advertising and window displays go a long way in this regard. Then, some special work might bring good results. In the town there may be the senior town team, an intermediate team and half a dozen junior teams of more or less importance. First, a big effort should be made to secure the contract for supplying club costumes, colors, etc., to the senior team. This would be a lever upon which to work in getting similar contracts from the other clubs. Whether or not the contract be got from the seniors, it would be well to see personally, or, better, send a letter to, the secretary of the smaller clubs, making an offer to supply their whole team with a

HUTCHISON NISBET & AULD

Select Woollens and
Tailors' Trimmings

Ladies' Tailoring Department

LINEN SUITINGS

In Natural and Fancy Colors. PLAINS, Checks,
and HERRINGBONE STRIPES.

SPECIAL—A few ends of Hand-Made
Canadian Homespun.

HUTCHISON, NISBET & AULD,
TORONTO.

SPECIAL

To the Clothing Trade.

We are showing extra values in :

Men's Odd Pants

Men's Suits

Boys' Suits

Black Satteen Shirts

Black Worsted Suits

Special Twill.

Write for samples, also price list for
manufacturing cloth.

THE . . .
G. A. Thorpe Mfg. Co.

Wholesale Clothing Manufacturers

57-59 Bay Street, - - TORONTO



Clearing Lines

in **Bicycle Suits, Knickers,
Summer Coats and Vests and
Fancy Vests.**

We have just opened up several cases of Balbriggan Shirts and Drawers, assorting our line in all sizes.

Just to hand, a splendid assortment of Silk Windsor Ties, latest novelties in Stripes and Checks, which are exceptional value.

We would call the attention of all customers requiring any White Duck Clothing to send orders early, or it will be almost impossible to fill them, on account of the demand and orders on hand.

Caulfeild, Henderson & Burns 17 FRONT ST. WEST **Toronto**

MEN'S FURNISHINGS -Continued.

complete outfit, or, say, just sweaters and stockings, at a reduced figure. Not much of a reduction is necessary, as the idea of a club outfit would be so attractive to the youngsters that, if they could raise the money at all, a slight difference in cost would not influence them materially. If a contract of this nature is secured, no matter how insignificant the team, it would be well to advertise the fact, as such advertising would give the purchasing team infinite pleasure, and would help to make sales to other teams. At the same time individual sales should not be neglected, for they are likely to aggregate to as large a figure in the season as the sales to teams.

The large number of rivers and lakes in nearly every section of our country make aquatic amusements an element of Summer life that should not be underestimated by the furnisher. Fishing has already begun. To be on the safe side, every fisherman should be provided with either a mackintosh or an umbrella. If boots are handled, it would be well to encourage the use of leather leggings, the advantages of which are obvious for use either on shore or in a boat. The fisherman, too, as well as all who row or canoe for pleasure, should have an easy comfortable dress, thus increasing the demand for light-weight trousers and coats, negligé shirts, belts, wide-brim hats, etc. Then, swimming brings a demand for bathing trunks. In this connection the small boys, if properly looked after, are the profitable customers.

When the schools close and families are starting to their Summer cottages or getting ready to take their tents to their favorite lake, there is a chance for pushing hammocks, tents, blankets, and all camp supplies carried in stock. A window showing a camp and its fittings would make a display that would not only sell goods, but cause people to watch the window for future displays.

The growing feeling of national spirit might be made a good plea for making a run on flags. The holiday celebration on July 1 will cause a demand for flags in many towns, but every Summer cottage or tent should have one. As many of these do not, an energetic and well-considered campaign might arouse the national feeling of the campers, and increase the sale of flags. It would be well before starting the campaign to make a study of flags, so that when a customer who knows what he wants asks for a Union Jack, one will not offer him a Royal ensign or mercantile flag.

Trade Notes. Mr. V. de V. Dowker, of The Gault Bros. Co., Limited, left last week for Europe. He will visit the principal manufacturing centres and secure all the latest Christmas novelties for his men's furnishing department.

Tooke Bros. report that Spring trade has extended so far into May that they are now practically as busy as they usually are in March or April.

Glover & Brais are putting on the market an enormous line of ties called "Distingue," with wide turnings, in a large variety of shades and patterns, to retail at 25c.

Tooke Bros. say that never in the history of that house has their collar and cuff department been so busy, a number of new styles for men's and ladies' wear being included in Fall samples.

Glover & Brais have secured full control of three very nice lines of macintosh coats in covert cloth, to retail at \$6; double-breasted to retail at \$10, and a superior line to retail at from \$12 to \$13.

American manufactured white cottons have made themselves felt in the white shirt department, so say Tooke Bros. The trade in Canada appreciate goods made from these materials.

The Niagara Neckwear Co. have received a shipment of tartan silks from which they are prepared to make ties, in any of their American shapes, to retail at 50c. The tartans in stock, for which

orders may be placed, include Fraser, Cameron, Macdonald, Mackenzie, Macduff, Forbes, Victoria, Royal Stewart, and MacLean.

Tooke Bros.' travelers are all supplied with samples of new lines of negligé shirts for Fall and Winter wear, in which lines this firm anticipate a large business.

Arnold Bros., of Acton, Ont., proprietors of the Excelsior Glove Works, are applying for a patent for a new waterproof mitt, which they are just putting on the market. This mitt will retail for 50c. Steam-power has lately been put into this glove factory, and business is reported brisk.

The trade have always found tartan ties good sellers, but never have been able to secure a full line of these goods. Matthews, Towers & Co., of Montreal, have just received their first shipment of all the clan tartans, in the following styles. "Clarendon," "Corton Bow," "Derby" and "Paris," and say they are just what the trade have been looking for.

Mr. Louison, of Cookson, Louison & Co., has just returned from a ten weeks' trip in the Maritime Provinces, and reports the business outlook in that section brighter than it has been for years. The new smelter that is being erected at Sydney, C.B., has given a great impetus to business, not only there, but all over the surrounding country. Incidentally, Mr. Louison sold more than double the amount he has done on this ground before, taking orders for over 2,000 dozen ties alone.

Tooke Bros.' travelers are now out with a large range of silk blouses and report meeting with much success, this line being fully appreciated by the trade. These blouses are all made in the newest English and American effects. The neckwear department of this house is now busy making some very attractive cotton effects for Summer wear. The ladies' department is working on a new line of white pique stocks with colored ends. These goods may be had as bows, sailor knots or Ascots.

Mr. R. E. Burns, of Caulfeild, Henderson & Burns, wholesale men's furnisher, Toronto, who returned the other day from a buying trip through Great Britain, states that the British hosiery market is in an unusually healthy condition, the demand from all consuming centres keeping so large and the difficulty of securing some lines of wool so great that the hosiery manufacturers of the centres visited by Mr. Burns, London, Leicester, Nottingham and Manchester refuse to quote prices a week ahead. The silk market is also in a healthy condition, the large consumption of all silk goods, and especially ribbons, causing a decidedly stiff feeling.

Messrs. Cookson, Louison & Co., are doing an excellent business in furnishings. The neckwear department especially has met with phenomenal success. One of the most popular designs that they have originated in this department is the "Fleur de Lis" design, which they have worked into several prices of silks. This "Fleur de Lis" is now very popular in New York. This firm are showing a new line of web braces and umbrella handles with this pretty little flower designed upon them. It is more than likely that this design will be shown in regatta shirts very shortly. They have their full range of silks for the Fall, having secured them early in the year before the advance of 35 per cent. upon the raw material. They are, therefore, in a position to offer the trade every special inducement in the way of values, and are not taking advantage of the rise in silks, but giving the trade the advantage of the old prices previous to the advance of the market. Their travelers are all out on the road, and are showing special values for assorted and Fall trade.

The new looms for the extension of the works of The Montreal Cotton Company are now coming in at Valleyfield, and are being placed in position.

E. & S. CURRIE,
 MANUFACTURE AND SELL NOTHING BUT
NECKTIES
 AND EVERYTHING IN
NECKTIES
 COR. BAY & FRONT ST'S. TORONTO, ONT.

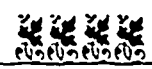
THE
Irving Umbrella Co.
 LIMITED
 Manufacturers

NOW READY

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

20 FRONT STREET W., TORONTO.

“There’s Nothing New
 under the sun.”
 No Originality
 exists.



So it has been said. Do you believe it? We doubt it. Our goods decide this at any time. Just now there's some New York Neckwear with the dew of freshness unremoved—the Latest; or these Special Novelties:

Revolving Hat Cabinets	Patent Collar and Cuff Wrappers	Closet Clothing Setts	Spring Trouser Stretchers
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and whatever you want in Staple and Fancy Men's Furnishings.

Sorting. Travellers Out. Fall.

MYRON McBRIDE & CO., Winnipeg.

BUSINESS CHANGES IN THE TRADE.

GENERAL DRY GOODS.

GILMOUR, SCHOLFIELD & Co., jobbers of dry goods, Montreal, have dissolved, Charles Scholfield and Palmerston Barry continuing under unchanged style.

The American Dry Goods Co., have sold out their Ottawa business.

R. Russell & Co., dry goods dealers, Pembroke, Ont., have sold out.

Jackson & Co., dry goods dealers, St. John's, Nfld, have dissolved.

M. Shea & Co., dry goods dealers, Pembroke, Ont., have sold their stock.

The Ever-Ready Dress Stay Co., Limited, Windsor, Ont., have been incorporated.

Alph. Valiquette & Co., are starting business as dry goods dealers in Montreal.

W. H. Berkinshaw & Co., dry goods dealers, Trenton, Ont., are giving up business.

T. E. Mara & Co., dry goods dealers, London, Ont., have been succeeded by W. L. Mara.

Desjardins & Viens, dry goods dealers, Montreal, have dissolved, Louis Desjardins continuing under the old style.

Lazarus and Salime Kushner, have registered as proprietors of L. Kushner & Frere, dry goods dealers, Marieville, Que.

W. H. McLaren, dry goods dealer, Pictou, N.S., has registered consent for his wife, Eliza P. McLaren, to do business in her own name. Mrs. McLaren has registered as proprietress of the business under style of W. H. McLaren.

TAILORS AND CLOTHING.

R. B. Jermyn has commenced as clothier in Welland, Ont.

F. Crimmer, tailor, Lion's Head, Ont., has been succeeded by Albert Brooks.

Joseph Deslaurier, merchant tailor, Ottawa, has been sold out by bailiff for rent.

Albertine Dufre has registered as proprietress of Joseph Dufre & Co., tailors, Montreal.

McCurrach & Schulze, tailors, Victoria, B.C., have dissolved, John McCurrach continuing.

Stubenger Gobeille has registered as proprietor of J. Gobeille & Co., tailors, Waterloo, Ont.

Mary A. Granville has registered as proprietress of M. A. Granville & Co., dealers in waterproof clothing, Montreal.

Dalvina Goderre, wife of Ferdinand Viau, has registered as proprietress of Viau & Co., merchant tailors, Montreal.

MEN'S FURNISHINGS

Munro Bros., furnishers, Montreal, have sold out.

J. J. Guest & Co., furnishers, Kamloops, B.C., are selling out J. Menard, men's furnisher, Montreal, is offering 25c. on the dollar.

McKerrow Bros. have started a men's furnishings store in Montreal.

Bucke & Wynn, men's furnishers, Hamilton, have dissolved, John J. Bucke continuing.

J. A. Vadeboncoeur, Jos. Raoul Cote and Nap. Jos. Cote have registered partnership under the style of The Louiseville (Que.) Shirt Mfg. Co.

MILLINERY.

Mrs. R. Lasalle has started as milliner in Montreal.

Mrs. E. Huntoon has started as milliner in Montreal.

Dame C. Alice Williamson has registered as proprietress of A. G. Dolloff & Co., milliners, Magog, Que.

Miss Annie L. Johnston has started a millinery shop in Pakenham, Ont.

N. and M. B. Allin, milliners, Cannington, Ont., have retired from business.

Wm. Blackley & Co., milliners, Montreal, have removed their business to Toronto.

PROMINENT P. E. ISLAND BUYERS.

WHEN the steamship "Labrador" was wrecked off the Scotch coast, in January last, it happened that six buyers of Prince Edward Island houses were on board. Fortunately no lives were lost, but the experience must have been exciting. When the gentlemen returned safe home they received a great reception, and one cannot wonder at it. The loss of any one of them would have plunged many friends in mourning. The Prince Edward Island Magazine contains brief sketches of these gentlemen as follows:

W. W. Stanley is a son of the late James Stanley, of Charlottetown, and was born in 1856. He served his apprenticeship with the well known firm of Davies & Co., in the London House, and in 1885 entered into partnership with his brother George. He is married to Carrie, daughter of H. A. Harvie, Esq., of Charlottetown. Mr. Stanley has crossed the Atlantic a score of times without mishap, except on the last eventful voyage.

L. E. Prowse is the senior member of the firm of Prowse Bros., controlling one of the largest businesses on P. E. Island. He was born in Charlottetown Royalty, where his father, William Prowse, was a well-known farmer. He came to town and began business in the hat and clothing line in 1881, subsequently taking his brother, B. C. Prowse, into partnership. L. E. Prowse represents the city of Charlottetown as member of the Provincial Legislature.

John Alexander McLaren is a native of Doune, Perthshire, Scotland, and, 10 years ago, came to Charlottetown to enter into the employment of James Paton. He became a partner of the firm in 1894, and has crossed the Atlantic many times to purchase goods for his firm in the English markets. Mr. McLaren married Miss Jamieson, a native of his "ain countree" several years ago, when on a trip to his old home.

S. A. McLeod was born at Orwell, in April, 1867. In April, 1882, he entered the employment of Perkins & Sterns. He remained with them for a little less than 11 years. In January, 1893, Mr. McLeod, with Geo. M. Moore, the junior member of the firm of Perkins & Sterns, combined to buy out the business with which they had so long been connected. Since this date they have carried on the business with marked success under the name of Moore & McLeod.

Chas. E. Leigh was born in 1869 at Plymouth, Devonshire. He is a son of Capt. Chas. E. Leigh, R. N., of Charlottetown, and began his business career in 1887 with Weeks & Beer, continuing with W. A. Weeks & Co., and this year becoming, on the retirement of W. A. Weeks and A. W. Weeks, a partner of the present firm of Weeks & Co. Mr. Leigh has made several trips to the Old Country for his firm during the past few years. He is married to a daughter of the late John Brecken, of Charlottetown.

W. A. Huestis was born at Port Hill in the year 1863, and was the youngest son of Nathan Huestis. He moved with his parents to Summerside in 1876, and entered the dry goods store of Hon. Benj. Rogers in 1878. He remained in Mr. Rogers' employ 14 years. In 1892 he entered the employ of Henderson & McNeill, with whom he remained for three years. In 1897 he, with his wife and little boy, moved to Charlottetown, taking a position as manager of the dress goods department and European buyer for the firm of Perkins & Co.

Ladies' Costume Cloths

and

Men's Hot Weather Homespuns

of the

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

STOCK AT...

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

Oxford Mfg. Co. (Limited) Sole Manufacturers.

We take this opportunity

of thanking our friends in the clothing business from Nova Scotia to Victoria, B. C., **ESPECIALLY OUR WESTERN FRIENDS**, and can assure them we appreciate their patronage very much.

We have the

LARGEST AND BEST EQUIPPED CLOTHING FACTORY

in the Dominion, and shall be pleased to send samples of our leading lines at any time.

We are making up Boys' Knicks, lined throughout, buttons at knee, in packages assorted as follows:

Ages 4 to 11, \$2.75 to \$5.00 per doz.

" 12 to 16, \$3.00 to \$6.00 "

Samples submitted free on application.

CLAYTON & SONS

HALIFAX, N.S.



C. K. HAGEDORN, Manager



"We Fear Not Fate."

Our travellers are on the road with

SPRING LINES.

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

A trial order solicited. * * *
Remember we guarantee satisfaction.



THE BERLIN SUSPENDER AND BUTTON CO.

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.

A PROMINENT Manitoba firm, who, for personal reasons, wish their name withheld, sent me a circular for criticism. It reads, in part, as follows:

TO OUR FRIENDS AND PATRONS

FALL TRADE COMING ON, AND BRING EXCEPTIONALLY WELL PREPARED TO MEET ALL COMPETITION BOTH IN PRICE AND QUALITY OF GOODS. WE RESPECTFULLY DESIRE YOUR ATTENTION TO THE PRICES OF THE FOLLOWING LINES OF GOODS WHICH WE MENTION AS BEING A FEW SPECIMENS OF THE BARGAINS AND VALUES WE ARE PREPARED TO PRESENT TO THE PUBLIC THIS COMING SEASON. HOPING THE ASSURANCE WHICH WE ISSUE THIS CIRCULAR, TOGETHER WITH OUR GUARANTEE OF SATISFACTION IN EVERY PARTICULAR, AND THANKS FOR PAST PATRONAGE, WE ASK YOU TO LOOK THIS LIST CAREFULLY OVER AND MAKE KNOWN YOUR WANTS TO

The second sentence has 58 words in it—enough for several sentences. The last sentence is so indefinite that I had to read it over two or three times to get at its meaning. I am not at all sure that even now I know what meaning it was the intention of the writer to convey. Half of the art of good writing is simplicity—short, easy-to-read words and short, easy-to-understand sentences. See how these two sentences first referred to can be improved.

Fall trade is coming on. We are exceptionally well prepared to meet all competition in price and quality of goods. Note the prices on the other pages of this circular. They are a few specimens of what we can do for you the coming season. Look the list over. We guarantee satisfaction or your money back.

With thanks for past favors we are,

Yours truly,

The next page of the circular is taken up largely with a price list of groceries. So far, all right. The balance of the circular really hasn't anything about it worthy of special mention, except that it is well printed. Apart from the grocery section, there isn't even one price quoted in the whole circular of 4 pages. I herewith reproduce the men's furnishings section.

Whenever I see or hear the words: "Gents' Furnishings," I always have an idea that the goods referred to are for "gents." Now, a "gent" may be all very well for those who admire that kind of an animal, but I don't believe I want any on my plate, thank you! I wouldn't want to be called a "gent" myself, and I am sure I wouldn't want to go to a store that advertised itself as

dealing in "gents'" furnishings. What's the matter with the good old word "men"?

GENTS' FURNISHINGS

See our styles of Neckwear.

Our particular care for years has been to supply our young people of the vicinity with the

NEWEST

NATTIEST

NOBBIEST and
NICEST

articles to be had in the trade.

Underwear

for the Best People, of Best Quality and Best Values at lowest money.

Shirts,

Mitts,

Gloves, etc., etc.

* * *

I notice that there is a bill before the Missouri State Legislature to tax department stores \$500 for each department. The single line stores of that State are probably partly responsible for this proposed law. The people of Missouri are finding department stores a great convenience, and the Legislature, in attempting to tax them out of existence, are clearly not acting in accordance with the spirit of the times. The small storekeepers who stand by and wonder why people are continually passing them by, going to the large department and other stores, are usually either unenterprising or incapable. Scarcely one of them ever advertises. They one and all can give any number of reasons why it wouldn't pay them to advertise. In the meantime, the big stores are hammering away at the advertising (the bigger the store the bigger the advertising), and they get the business. It is just as natural that they should get it as it is for water to run down hill. Nearly all these big stores started in a small way, and that they have grown is a tribute to their owners' enterprise and business capacity. There will be big stores 20 years from now that at present are very small stores. But the men who own them will not be the kind of men who are petitioning Legislatures to turn back the wheels of progress, so that they won't be bothered by competition that competes.

* * *

I have often wondered why more Toronto retail merchants don't advertise. Toronto offers peculiar advantages to the advertising retailer. In the first place, the population is all English-speaking and intelligent. It is a population, too, that reads the

To the Retail Merchants of Canada

NO MORE MIDDLEMEN.

“GOLD MEDAL”
Black Dress Goods

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

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

Levison Bros. & Co.

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

GOOD ADVERTISING—Continued.

papers. I don't believe that there is a large city on this continent where the people are better served in the way of good newspapers than Toronto is. Nor is there, I am sure, a place anywhere in the world where newspapers are more assiduously read than in Toronto. Yet, in looking over the newspapers of the "Queen City," how few retailers' advertisements are to be seen. Apart from two or three of the "big" stores there is next to no retail advertising done. I have had occasion to refer to this subject in this department on previous occasions, but I can't help referring to it once more. In *The Mail and Empire* of May 24, I find by actual count that there are only 11 advertisements of retail merchants, properly so called, apart from the advertisements of the two big stores. And this issue of *The Mail and Empire* consists of 22 pages, a very large proportion of which is advertising of various kinds. I find that there was not a single grocery store advertisement, and yet there must be several hundred grocery stores in Toronto. Many other retail lines of business were also unrepresented. It seems to me if I owned a grocery store in Toronto in the neighborhood, say, of St. Lawrence Market, where so many of the street car lines pass along, that I would want to use the Toronto papers to tell what I had to offer the people. Instead of a Toronto daily newspaper of 22 pages having only a dozen retail store advertisements, it ought to have at least 50 or 60. A hundred would not be too many. If this were the case I am sure that there would not be so much complaining that the big stores were getting all the business. If the big stores do most of the advertising (as they do) they deserve to get most of the business. Advertising is the best way of asking for business, and what people don't ask for, and ask for earnestly, they really don't deserve to get. The importunate widow was one who had her request granted.

What applies to Toronto in the foregoing applies more or less to the whole of Ontario. Pick up almost any Ontario newspaper and the same dearth of retailers' advertising is plainly apparent. And, as the Toronto newspapers cover a large portion of the Province, the two Toronto stores that advertise so largely are reaping a much greater benefit than they otherwise would. Mr. Retailer, why not wake up and do more advertising?

Occasionally, a retail dealer does wake up and takes his sharpened pencil in hand and writes an advertisement for the newspapers. So far, he is on the right track. But he is a very busy man, and he doesn't know anything about advertising and so the advertisement is not much good when it is written. However, he takes it to the publisher who grabs it joyously and pushes it along to the composing room. The composing room sets it up by rule of thumb and in due course the advertisement appears. It is a wishy-washy, half-hearted, unskilful affair, and, by the time it has appeared two or three times, the retailer, the publisher, the compositor and the public have quite forgotten all about it. But, bye-and-bye, the bill has to be paid, and the advertisement is probably ordered out of the paper by the disgusted retailer. And then he says bitterly that advertising doesn't pay, and forthwith he falls asleep again. Meantime the stores that do know how to advertise are getting so much business that they have no opportunity to go to sleep. What the retailer who either hasn't the time or the ability to write his ads. ought to do is to get some one who can write them. Even if he is a dealer in a small way only, he can afford to pay the relatively small charge which the services of an advertisement writer could be got for.

Usually, it is bad taste to mix up patriotism or anything else with business. The best way in advertising is, as a rule, to stick closely to business. But occasionally a departure from this rule is safe and proper. The subjoined advertisement of The T. Eaton Co.,

Limited, seems to be one of these safe and proper exceptions. As a Canadian and a subject of Her Majesty, I can sympathize with and understand the sentiment that evidently inspired the writer of

T. EATON CO. LIMITED
 TORONTO, MAY 24th, 1899.
 Store Closed All Day!
 Queen's Birthday!



THE QUEEN! GOD BLESS HER!

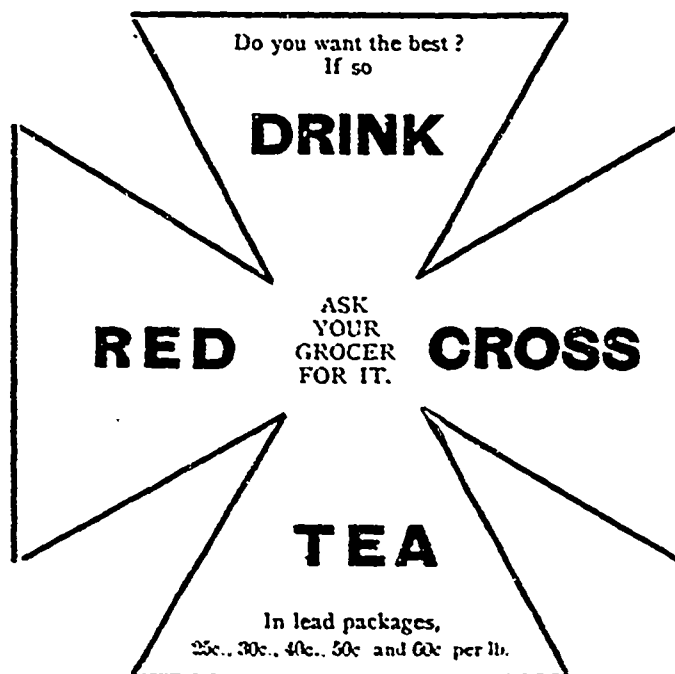
To-day Her Most Gracious Majesty Queen Victoria receives the best wishes and loving respect of every true Canadian from the Atlantic to the Pacific. Canada's Greatest Store joins in celebrating the day, and its twenty-five hundred employes with loyal enthusiasm will pick up the strains of the refrain and swell the world-encircling chorus:

"GOD SAVE THE QUEEN."

Store will be open again at eight o'clock Thursday morning. Yesterday's (Tuesday) papers gave full particulars of our programme for Thursday. Be sure and read it.

T. EATON CO. LIMITED
 190 YONGE ST., TORONTO.

the advertisement. It is a notable advertisement, and, I think, quite in good taste.



Here is another advertisement, which, while well displayed and occupying a three-column space square, did not, I am afraid, sell

The New Idea

PATTERN

10 [¢] No. 1910 SIZE
LADIES' WAIST.
 A sizes 32, 34, 36, 38, 40, 42 inches Bust Meas.



**THE
 NEW
 IDEA
 PATTERN**

If made as illustrated, the medium size requires 2 1/2 yards of 3 1/2 inch material, 3 yard of facing and 1 piece of lace.

Material required	2 1/2 yds. wide	3 1/2 yds. wide	4 1/2 yds. wide
For Size 32	4 1/2 yds.	3 yds.	2 1/2 yds.
" 34	5 1/2 "	3 1/2 "	3 "
" 36	6 1/2 "	4 1/2 "	3 1/2 "
" 38	7 1/2 "	5 1/2 "	4 1/2 "
" 40	8 1/2 "	6 1/2 "	5 1/2 "
" 42	9 1/2 "	7 1/2 "	6 1/2 "

PLEASE OBSERVE THESE INSTRUCTIONS.

In cutting by this pattern YOU MUST allow an all seam, as an allowance has been made on the pattern. One 1/2" allowance where a garment is to be placed. Two 1/2" when it is to be gathered. Three 1/2" when there is no seam.

This pattern is cut in fifteen parts: Front, Underarm Gore and Back for lining, Full Front and Back, Front and Back Yoke, Three Sections of Scallop Circular Collar, Center, Working Sleeve, Top Part of Fitted Lining and Cuff. Place the edges marked by XXX on a lengthwise fold and the line of three large perforations in the remaining parts on a straight thread of material before cutting. Join all the parts as marked. Turn hem and take up the darts in lining from a perforated and join the underarm gore. Turn hem on yoke and full front as perforated, gather the upper and lower edges of front between XX and arrange over lining, placing the upper edge at perforated line and keeping the other edges even. Place the yoke over upper part of lining. Gather the edges of back between XX, place the upper edge at perforated line in lining and adjust the yoke over it, then close the shoulder seams. If the lining is omitted join the yoke portions to the front and back as marked. Interline the collar and sew to the neck. Place the double perforations, marking the front section of collar, at the edge of hem and sew at lower edge of yoke, or if preferred it may be omitted under the edge. The angle perforation indicates the back edge of back section and the center of three, front edge of shoulder section. Sew the back in the same manner as the front and baste the shoulder section to the edge of shoulder sewing it in the seam with the collar. Close the back seam of sleeve lining; gather the sleeve and top of sleeve between XX, arrange over lining, bring both together to the front seam. Line the cuff and sew to the lower edge of sleeve. Gather the top of sleeve lining, baste together and sew to the armhole, placing the front seam at the neck and the perforation at the shoulder seam. Finish the scalloped edge with lace.

PUBLISHED BY THE NEW IDEA PATTERN CO.
 536 & 632 BROADWAY, NEW YORK.

IS A REVELATION

to the Dry Goods Merchant of the value of a popular pattern, both as an advertisement and a profitable line.

BE PROGRESSIVE and add it to your stock, and

Make Your Store the Popular Store.

Novel and Economical Space Display.

No Contract Required. Perfect Fit Guaranteed.

The New Idea Pattern Co.

733-237 Fifth Ave., Chicago, Ill. 636-638 Broadway, New York. 75-77 Victoria St. Toronto, Can.

GOOD ADVERTISING—Continued.

one single pound of "Red Cross" tea. Indeed, I see no reason apart from its generous size why it should be expected to sell any tea. The only information given is that "Red Cross" tea is the best, and that it is put up in lead packages, selling at 25, 30, 40, 50 and 60c. the pound. Doubtless, if the owners of this brand of tea were to spend vast sums of money each year and keep at it long enough, they could induce a large number of people to drink it, by simply saying "Drink 'Red Cross' Tea." But I am sure that they would not get their money in 20 years' continuous advertising. In this advertisement no effort is made to tell why any one should drink "Red Cross" tea. The fact that it is put up in lead packages wouldn't help to make many people want it. Lead is not supposed to be a good thing to come in contact with food. The grocery trade, of course, know that tea in "lead" packages in all right, but the public are not so well informed. What the public would be really interested in knowing is: "Why should we buy 'Red Cross' tea rather than some other brand? Is it a black tea or is it a green tea? Is it a China tea or an India tea or a Ceylon tea? Does it come in 1-lb. packets or 5-lb. packages or in half-chests?" None of these questions are answered. To me it appears strange that tea that sells at 25, 30 and so on up to 60c. a pound is all equally the "best." And is there really no better tea in Canada or elsewhere than this tea which sells at all prices from 25 to 60c. a pound? Everyone who knows anything about tea knows that there are better teas than 60c. teas. What "tommyrot" then to make such absurd claims! I marvel that full-grown men can be so foolish. This habit of claiming in an advertisement that one's goods are the "best" when it is quite evident that they are not is a very common and a very reprehensible one.

Compare this Semi-ready Wardrobe advertisement with the "Red Cross" tea advertisement. Note the snap and life and vigor in it. It takes up much less space and really says something

FIVE REASONS.

The existence of the custom tailor, in face of ready-made prices, can easily be accounted for by the quality of "ready-mades."

No man who could afford the "custom-tailor" price would wear "ready-made" "fit."

He'd rather take chances on custom-tailor guesses at finished effects than wear "ready-mades" he could see when he bought.

And five reasons why the thinking men of this city are wearing "Semi-ready" in preference to both "custom-made" and "ready-made" are:

That "Semi-ready" is equal to the best custom-made at prices a third to a half less.

That you see exactly how it affects your appearance when you order. That it is finished to your order because sold at the "trying-on" stage.

That it is delivered two hours after ordered.

That you get your money back if not satisfactory.

See \$18, \$15, \$12 and \$10 per suit.

Semi-ready by mail. Write for catalogue.

Semi-ready Wardrobe

Montreal 22 King Street West, Montreal
Windsor Toronto, A. J. ...
Ottawa

sensible and convincing. It probably sold clothing. The man who wrote it evidently did some thinking beforehand.

Frank Mitchell, Sarnia, Ont., sends me a copy of The Observer containing his advertisement of clothing and men's furnishings. It is a full-page advertisement, and, on the whole, a very good one. But it hasn't enough prices in it. I reproduce here the section devoted to hats. If Mr. Mitchell had stated how much

money it would take to buy his hats he would have improved this part of the advertisement fully 50 per cent.

YOU WANT A

New Spring Hat

You had better buy it here. Why? Because you will get the right style and right make, the right quality and the right price. Few people can judge the quality of a hat, and the chances are when you go to an exclusive hatter you pay sometimes for the autograph inside.

Our Hats are like our Clothing,
The Best that can be made for the Money.

We don't make the Hats, but we know who does, and when you buy a hat here you have the same protection on it that goes with our clothing.

* * *

It is not often that one finds a country miller with so clear an idea of the correct thing in advertising as has Mr. F. L. Green, of

GREENWOOD MILLS.

I have again got running and solicit the farmer's trade which I will endeavor to hold by giving as good as, or better than, any other mill. Flour exchanged for wheat on any system to suit the farmer.

White Daisy Flour,	\$ 3.80 per bbl.
Golden City Flour..	3.90 "
Bran	15.00 per ton.
Shorts.....	18.00 "
Middlings.....	19.00 " at the mill

TERMS STRICTLY CASH.

I have stopped the credit system, so don't ask for credit.

WHEAT WANTED—Highest Price Paid.

F. L. GREEN.

Greenwood, Ont. Mr. Green impresses me as just about the right man to go to with wheat or for flour. If I were located near enough to him, I believe he would get my custom.

GOODS IN THE GREY.

The importation of fabrics in the unfinished state, to be dyed and finished in Canada, expands steadily. A great many different kinds of material are now treated in this way and the advances in the use of dyes and machinery are now so marked that the treatment of the grey fabric may be applied successfully to figured as well as plain goods. In fact, The Merchants Dyeing and Finishing Co., Limited, Toronto, which initiated this trade, have attained to great perfection in the art. The import returns show the growth of the industry: In 1897, 258,000 square yards of fabrics in the grey were imported, valued at \$42,000; last year, 487,000 square yards were imported, valued at \$73,000. The foundations have doubtless been laid for a large industry.

E. J. Wilkins, merchant tailor, Galt, advertises that he is retiring from business and will dispose of his stock at once.

The Toronto Carpet Manufacturing Company, Limited, have removed their office to the new factory, corner King street and Fraser avenue.

P U R I T A S



YOU MAY

have to insist with your wholesale house to obtain the "Puritas" brand of Wadded Comforters.

Perhaps he makes more profit on another line, or favors the imported article as a matter of principle.

But he knows where to get the "Puritas" brand, and you know where to get it if he substitutes.

The "Puritas" is thus named for the purity of the material—entirely white cotton batting, without any admixture. Pure and fluffy, makes friends wherever it is sold.

DOWN QUILTS

SOMETHING EXTRA SPECIAL

The three things which sell a down quilt are :

Undisputed high quality of the down.

(We are easily first on this point.)

Absolute guarantee against leaking.

(Your seven years' experience with us settles that point.)

Attractive and exclusive designs.

(And here is our "extra special." The three handsomest bouquet and flower designs ever shown on down goods are controlled by us for Canada this year. Samples out 15th June. You cannot afford to be without these down quilts for Fall.)

The Alaska Feather & Down Co., Limited, 290 Guy St., Montreal



FEATHER REJUVENATION AND OTHER REJUVENATION

The worry of a dry goods merchant and milliner is what to do with the feathers and ribbons and other goods that have in no way suffered in quality but are off color for present selling.

If you have any goods of this class, what they need is to be "rejuvenated"—dyed this season's fashionable shades, and, if feathers, made up in the latest fashionable forms.

We are ready to do this for you. We can make your shelf-worn and present obsolete stock look as if it had just come out of the Customs House—fresh from Paris, Berlin, New York, and other centres of fashion.

Our dyes are sure dyes. They have a lustre and brilliancy which cannot be surpassed. They don't fade. They never crock. The dyeing is done under the personal supervision of those who are experts in the art of dyeing. Let us help you to make some money this season.

R. PARKER & CO., Dyers and Cleaners, Toronto.

Head Office and Works, 787-791 Yonge Street.

THE RISE IN THE WOOL MARKET.

THE advances in fine wools will, it is said, affect a number of lines of woollen goods in this market. The cause generally assigned for the higher prices of wools is the ravages made by drought in Australian flocks. There were, for example, 61,000,000 wool-bearing sheep in New South Wales in 1891; in the same colony in 1898 there were just 41,000,000, and it is claimed that several good seasons are required to restore the Australian wool clip to its former position. Other parts of the world, namely, South Africa, South America and the United States, have been producing less, and, in consequence, the market for fine wools has shown a remarkable buoyancy. As an illustration of this take the price of the grade known as "60's tops"—that is merino wool that has been combed before being spun into yarn—and the quotations of price in the English markets show the following advances:

1899.	Price per lb. in pence
Month of January	21
" of February	20½
Week ending March 4	21½
" " 11	20½
" " 18	21
" " 25	21½
" April 1	22
" " 8	22½
" " 15	21½
" " 22	25

Continental prices have ruled even higher than this. The manufacturers have, therefore, been forced to threaten advances which will apply to all markets, including Canada, where British and foreign woollen materials are largely purchased. A Bradford report, of May 20, says:

"The better inquiry for all classes of finer cross bred wools is fuller sustained, and, as these afford the only good substitute for real merinos, the hardening tendency is not likely to be checked for some little time.

"The lower and cheaper cross-bred wools have been distinctly worse to buy in London, and both wools and yarns of this class have been slightly dearer in Bradford, but, as the supply of these wools is both very large and is also increasing, one can hardly look for any continued advance of moment.

"There is at present very little change in the ordinary kinds of home-grown wools, although the cheaper kinds of Scotch and North wools suitable for the carpet trade are fractionally dearer.

"Even the brightest English lustre wool is only following very slowly in the wake of mohair and alpaca on the upward grade, but holders of these bright wools are not at all pushing sales."

English reports show that the wholesale and retail trades there have been loath to accept the threatened advances of manufacturers. Competent authorities state, however, that some are doing so, and that all must realize the necessity of paying more, or going without the goods.

In Canada, the importing trade have no doubt of the reality of the advances, and retailers who hesitate are being advised to buy now as the safest course. Some houses are so certain of this that, wishing to protect their customers, they urge early buying as the wisest policy.

Up to May 31, when THE DRY GOODS REVIEW went to press, English advices poured in from English and French manufacturers insisting on the reality of the advances, and withdrawing quotations. On Monday, May 29, THE REVIEW was shown no less than twelve of these letters, which had arrived that morning by the last mail. The goods affected included fabrics made from fine wools, cash-

mere, hosiery, etc. In some cases, actual advance prices were quoted, at which advance the Canadian importer was advised to buy. One of the mildest of these advices read: "Owing to the very serious advance in the price of cashmere yarn, we are compelled to withdraw all quotations. We shall, however, be pleased to consider any proposition you may make, and will, at all times, do our best to meet you wherever possible." This was addressed to an old and large customer in Canada. One line of cashmere hosiery has gone up as high as 1s. 9d. per dozen. The English manufacturers seem convinced that higher prices will be paid. Some of their advices to Canada are indefinite, that is, mention no actual advance, but all assert that they will ask higher prices.

WHAT FABRICS WILL BE WORN.

In connection with the threatened advances it is interesting to Canadian merchants to know what the very latest reports from England are as to the class of materials likely to be sold there for Autumn and Winter trade. A large trade is being done in Bradford mercerized crepons. For Winter costumes checks seem likely to supersede to some extent the plain mixture coating costumes. The high-priced lines of these are finished to resemble Scotch tweeds. Mercerized blister crepons are recognized as ready-sellers for Canada, although English trade is patronizing the fancy black materials made of mohair and silk. Checks rule in fancy materials, others, so far, not being much asked for, although serge costume cloths, with a tweed finish, promise well. For Summer and early Autumn trade, white ground shepherd checks are in demand, and bright goods in silver greys, navy blues, and blacks, in wide widths. The Autumn outlook for dress fabrics in England is: Plain fabrics for costume purposes and superior values in tweed checks.

MR. SANDERSON GOES TO MAGOG.

Mr. J. Sanderson, staple buyer with John Macdonald & Co., Toronto, has left for Montreal to take up the position of chief salesman for The Dominion Cotton Mills Company, which position has been vacated by Mr. Cochrane, that gentleman now being connected with the new "Colonial Bleaching and Printing Co." Mr. Sanderson will also go to Europe to look after new designs for the Magog print mills with which branch of the company's manufactures he will in future be specially connected with. The vacancy at John Macdonald & Co.'s is filled by the appointment of Mr. Robertson, the assistant buyer, whose qualities and experience well fit him for the post.

Petrola has organized a board of trade. Mr. Mann is a member of the council and Mr. D. McMillan is one of the charter members.

The Dominion Cotton Mills Company have declared a quarterly dividend of one and one-half per cent. This is for the current quarter and is payable to shareholders on and after the first of June.

Mr. J. F. McAlister, Toronto manager of The Empire Carpet Co., has just returned from a trip to the Maritime Provinces, where he found trade improving and the merchants in a hopeful mood. The Fall orders for carpets in that part of the Dominion are not always as large as for Spring deliveries, but, this year, orders for Fall are freely placed.

The death occurred at Montreal last month of Mr. J. Y. Gilmour. Mr. Gilmour was born in Glasgow, Scotland, in 1827. He came to Canada in early life, and lived a short time in Quebec, prior to settling in Montreal about fifty-five years ago. He began business in the wholesale dry goods trade and developed an extensive business throughout Canada, in conjunction with his brother, the late Mr. A. Y. Gilmour, the firm name being J. Y. Gilmour & Co. For the past ten years he had not been actively engaged in business.

TREATMENT OF LADY BUYERS.

HAPPY is the man who has the tact to say the right thing at the right time, or all the time. "A soft word turneth away wrath." If dry goods salesmen would only think of that every time a little friction arises.

It is a clever salesman that cultivates the habit of saying something soft and soothing when customers' tempers show a little brittle—and even when they don't. The rule to follow is: Always say something pleasant.

It behooves the merchant, even more than the minister, to keep a mouthful of kind sayings always ready. The minister has a license for sometimes saying painful things; the merchant never has.

The dry goods store is sometimes the starting point of a good deal of gossip. When its words are quoted they should be of a kind to make friends.

Mrs. Smith spies a piece of goods and remarks. "That is like Mrs. Jones' dress." The salesman agrees, stating, too, that "Mrs. Jones is a woman of taste and that he is always glad to see her in the store." Mrs. Jones is likely to hear of that. Suppose the salesman said instead. "Yes, Mrs. Jones has a dress like that, but I tried to sell her a better one", and Mrs. Smith tells Mrs. Jones that the clerk said she bought cheap dress goods, or that she bought at some other store and got cheated?

Women like to have pleasant things said of them and to them, easily turned, tactful remarks that flatter without seeming to. He is a clever chap who has those things at his tongue's end. Some men are repellant just for lack of a few thoughtful, easy expressions.

To turn a compliment gracefully is a rare gift. Hollow-hearted cads may have the knack and grace to do it. Honest-

hearted, good men may not; they may be considered tactful, gruff, bearish for want of it. And the cad will win out with women because of a tactful tongue. The franker man, who says what he means, may learn to say it more gracefully with profit to himself.—
Dry Goods Chronicle.

The town of Orillia has a committee at work, whose duty it is to induce as many outsiders as possible to visit the town during the Summer season. Barrie, its neighbor, has just concluded to appoint a similar committee for the same purpose. There is good sense in the idea.

Merchants in neighboring towns might take note that waste paper in the streets of Chicago is now being collected and removed by contract, on a new system, tried for the first time. The contractors plant boxes at various points, in which the paper is thrown. The company has a contract with the city for a term of ten years, paying the city a percentage on its gross receipts.

It is common enough in England for persons of wealth and influence to encourage home industries by giving large orders for domestic stuffs on the occasions of weddings, etc. For instance, Lady Margaret Primrose, second daughter of the Earl of Rosebery, who was married the other day to the Earl of Crewe, made a point of getting everything she could made in England, Scotland, or Ireland. She gave a very generous order for underlinen to the Irish Industries Association, and particularly wished that the order should be given out so as to benefit as many of the cottage industries in Ireland as possible. The good thus done is illustrated by the fact that, at one convent school in the west of Ireland, 40 girls were kept hard at work for a month on a portion of the order. If any special favor were shown by wealthy Canadians to Canadian fabrics, the manufacturers would get a great shock to their nervous systems.

General Merchants



and other Dealers, who are regular subscribers to THE DRY GOODS REVIEW, wishing copies of
THE CANADIAN GROCER.
THE CANADIAN HARDWARE AND METAL MERCHANT.
THE BOOKSELLER AND STATIONER.
THE CANADIAN PRINTER AND PUBLISHER.

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

The MacLean Publishing Co., Limited
MONTREAL. TORONTO.

LACES

Valenciennes, Torchon, etc.

Illustrated lists sent on request.

F. Robertson & Co.

20 Front Street West

... TORONTO

SEASONABLE
GOODS.

MUSLINS
LAWNS
LACES
VEILINGS
RIBBONS

Our stock in the above lines is complete, and all orders can be promptly executed.

A. B. BOAK & CO.

151 Granville Street,

HALIFAX, N.S.

NEW CANADIAN PRINT COMPANY.

An application for incorporation by letters patent is appearing in the official Gazette for a new print company, to be known as The Colonial Bleaching and Printing Co. The object of the company is to manufacture, bleach, dye and print cotton and other textile fabrics. The chief place of business is Montreal, and the proposed capital \$500,000, divided into 5,000 shares of \$100 each.

The company are being backed by a number of prominent Montreal capitalists, among whom the following are mentioned: Messrs. Holt, Hosmer, Archd. McIntyre, Jos. Gallibert, Frank Paul, R. C. Jamieson, John Cassels, Chas. Cassels, E. A. Whitehead, and Mr. Kenny, of Halifax. The stock is now being taken up, and it is stated that already over 75 per cent., has been subscribed. The company will purchase their raw material (grey cottons, etc.) on the open market, and convert it into prints or bleached goods for sale to shirt manufacturers and others in the trade, and, considering the fact that, last year, upwards of 35,000,000 yards of bleached, dyed and colored cottons were imported into Canada, there is evidently lots of room for this and other first-class mills of a similar nature in the Dominion.

Mr. Whitehead, until recently manager at The Dominion Cotton Mills Co.'s mill at Magog, will manage the new concern. Mr. Herrick, superintendent of the color department in the same mill, will occupy a similar position with the new company, and Mr. Cochrane, the popular salesman of the Dominion company, will have charge of the selling department with the Colonial people.

These men, who are all young, active and thoroughly up-to-date, are sure to meet with every success, and it is believed that liberal support will be extended to the new company by the trade.

THE SILK MARKET.

THE following circular, issued by the Leek, Eng., Chamber of Commerce, explains clearly enough the position which the manufacturers take relative to the silk market:

Leek, May 6, 1899.

"It has been thought desirable that an official statement should be issued setting forth the present position of the raw silk market.

"During the past four or five years, the world's consumption of raw silk has greatly increased, and has much exceeded the world's production, as is shown by the following figures:

THE WORLD'S PRODUCTION AND CONSUMPTION OF RAW SILK, IN KILOGRAMMES.*				
	1894-5	1895-6	1896-7	1897-8
Consumption	14,704,185	15,137,434	14,124,194	16,238,760
Production	14,360,000	14,956,000	14,496,000	14,769,000
Excess in consumption	335,185	181,434	1,469,760
Excess in production	371,806
Total consumption of raw silk in four years			60,204,573
Total production of raw silk in four years			58,590,000

Excess in consumption..... 1,614,573
Equal to about 3,552,000 lb. (three million five hundred and fifty-two thousand pounds).

*A kilogramme is slightly over 2 1/5 lb. English.

"As a consequence, the stocks of raw silks in all the markets of the world are smaller to-day than has ever been known before.

"The natural effect has been that prices have been steadily rising for some months past, but especially so since last December, and now range from 3s. to 7s. per lb. higher, according to the class and quality of the silk.

"The Leek manufacturers have hoped against hope that this upward movement would cease and prices recede again, as had frequently happened previously, but the weekly consumption of raw

silks increases rather than diminishes, and already more than one-third of the new China crop, which will not be ready for shipment until about July next, has been contracted for at high rates. There seems no possibility of any fall in values, but, on the contrary, prices advance day by day. Under these circumstances the manufacturers are now under the necessity of asking for a substantial advance, though at present they will be content with much less than the current prices of raw silks would justify.

"Yours obediently,

"THOS. ROBINSON, Hon. Sec."

BIG FIRE AT ST. THOMAS.

Robertson, Lindsay & Co., of St. Thomas, who own one of the largest stores in Ontario, had their establishment completely destroyed by fire on the night of May 29. The building is one of the largest in St. Thomas. It is comparatively a new structure, being built two years ago, and is situated in the centre of the city, directly opposite the post office. The fire started on the third flat, in the tailor shop, at 11.15 p.m. In a very few minutes the whole structure was a mass of flames. The firemen were promptly upon the scene, but their efforts were fruitless, not a dollar's worth being saved, the walls alone standing. The stock is valued at \$85,000, the building at \$25,000. Insurance on stock in the neighborhood of \$60,000, and on building \$25,000.

THE NEWFOUNDLAND TAX.

Mr. A. H. Ellis, representative of Henderson & Potts, Halifax, was one of nine travelers who were ordered to stop doing business in Newfoundland a short time ago. The Newfoundland Government have passed a law charging commercial travelers \$100 for a license. Mr. Ellis and the eight other travelers returned from the Island, and the hotels, railroad, etc., lost considerably by the policy.

FOR MANUFACTURERS' AGENTS.

A large firm of London, Eng., hosiers are desirous of placing their samples in the hands of an energetic representative in Toronto or Montreal. Name and address will be given on application to the editor of THE DRY GOODS REVIEW.

Mr. Wm. Wetmore, of the firm of Patterson & Wetmore, haberdashers, St. John, N.B., was married at Sussex last month to Miss Jennings.

When times are good there is much truth in the assertion that there is nothing too rich or handsome for Canadian trade. With this as a guiding rule, Brophy, Cains & Co. have made purchases of beautiful goods for Fall trade. The selection of British and continental dress fabrics and silks includes not only the newest colors and designs, but also expensive, medium-priced and cheap lines. By carefully observing the trend of the season's trade, the firm have also provided a very complete range of fancy black dress goods. A line of imported flannelettes, with patterns confined to this house and not seen in this market heretofore, is interesting to merchants.

Pants are made for men, and not for women. Women are made for men, and not for pants. When a man pants for a woman and a woman pants for a man, they are a pair of pants. Such pants don't last. Pants are like molasses—they are thinner in hot weather and thicker in cold. Men are often mistaken in pants; such mistakes are breeches of promise. There has been much discussion whether pants is singular or plural. Seems to us when men wear pants it is plural, and when they don't wear any pants it is singular. Men go on a tear in their pants, and it is all right; when the pants go on a tear, it is all wrong. If you want to make pants last, make the coat first.—The Joker.

WHY

buy foreign goods when you can get
better value at home in every way ?

It has been our constant aim to place before the people of Canada a first-class article, neat in design, of fast colors, and manufactured from pure wool only. Our expectations have been more than realized, showing that the trade in general are weary of shoddy and cotton mixtures.

Our personal guarantee of the quality is on every piece of goods that we turn out.

WE MANUFACTURE:

Overcoatings
Venetians
Overcoat Linings
Whipcords
Scotch Suitings

Serges, Fancy Vestings
Dress Goods
Steamer and
Travelling Rugs
in tartan and other designs

ALL MADE FROM PURE WOOL.

Our travellers are now out with a complete range of Fall designs, and any who have not seen our goods, if they will please notify us, we will have them call upon you.

BOYD CALDWELL & Co.

Clyde Woolen Mills

— Lanark, Ont.

Woollens and Clothing.

ENGLISH FASHIONS THIS SEASON.

A LONDON authority says that the new frock coat for the "dressy" occasion is certainly fuller in the skirts than it was last season. The revival of the skirty frock coat does not appear to be due to recommendation on the part of the tailor; rather does it seem to have come to the front again through the customer's demand for it. The tailors of the West are continually being asked for it, and this insistence upon the style is bringing it firmly into favor in the fashionable world. As in the case of the new morning coat the lapels are made to roll, and are not pressed down. The sleeves, too, are set high on the shoulder, with no padding—except in instances of necessity. The cuffs may fit closely to the shirt cuffs, and have three buttons (to button) at the sides. If the coat is made of a light-weight vicuna or Shetland, the buttons should be covered with the same material. There must be a decided shapeliness in the cut of this frock coat, the proper lining for which is what is known as a *soie de deuil*—a thin but exceedingly strong silk, which, in this particular application, has taken the place of the Spitalfields' silk serge. The lapels, of course, should be silk faced.

The color of this coat is dark grey. This is the fashionable color. With it should be worn a double breasted waistcoat, either of the same material as the coat or of a plain white, or white with thin black or brown line check, drill—according, naturally, to the weather or the occasion. When the coat is buttoned, the fancy waistcoat should be visible in the opening to the extent of a $\frac{1}{4}$ -inch line, though, in the waistcoat made of the material of the coat, the opening should be level with that of the "frock." The trouserings of this dark grey kind may be of almost any stripe pattern of smooth-finish cashmere, the selection of color generally being left to the choice of the wearer-elect. With the light grey frock coats, however, the trousers should be of the same material.

The frock coat for wearing at business should be cut on the same lines, but, as it is more convenient to the wearer to keep the garment buttoned up, a pressing of the lapels is advised. A twilled Italian cloth is recommended for the lining of the body and skirt. This is more durable than silk, and less expensive.

Of Scotch cheviots, lovat mixtures, homespuns, or Shetlands, in either of the various shades and patterns in which the cloths are now made—a faintly defined check pattern for preference—the Cambridge suit differs little in cut from the style of old, and but for a slight addition to the length of the tails, and the introduction of a flap to the breast pocket, it might be the same old article. For a tall, big man, the coat may have two breast pockets with the flaps. The flaps on the side pockets should be placed two inches below the waist seam. Dark brown boots look well with this suit.

I have received, continues the same authority, many inquiries concerning the style of that everlasting suit, the blue serge. I am very pleased to know of this, if only for the reason that it thoroughly bears me out in my oft-expressed opinion that the blue serge lounge suit wants too much beating ever to be knocked out of time, no matter what may be the fashion of the time. There is no alteration to be recorded as to its cut, both single breasted and double-breasted having square fronts as last year while the old plan of wearing single-breasted waistcoats with double breasted coats, and double-breasted waistcoats with single-breasted coats, still prevails.

The double breasted business carried out in both garments makes a very clumsy result, or is inclined to do so in the case of a full figure, and that is the reason for the reverse arrangement. There should be four buttons down the coat for a tall man, and three for a short—this applying to single-breasted

coats alone, the double-breasted generally have four buttons in all cases. Material: a smooth surface twilled serge.

The materials of which the up-to-date sacque suit may be made are either of the following: Scotch tweed, lovat mixtures, Shetlands, homespuns and Scotch cheviots. Care should be exercised in the selection of material by the customer. Thick materials should be avoided (unless special warmth is required) for they are apt to make up clumsily and to give the wearer an awkward appearance. The question of color, too, is one that should be well considered before a cloth is settled upon. A fair man with a clean-shaven face and clear complexion can take color. A sallow-faced man must be careful to select plain, fresh shades, such as grey, silver grey, or grey blended with other colors, either in plaids or checks—though these more rightly belong to the Cambridge suit, a tail-coat always carrying off such patterns to better advantage than a jacket. Plain fabrics are best for the sacque.

In dress coats, while some go bravely for the velvet collar, and express themselves as more than satisfied with it when they've got it, others seem timid of making the experiment. No one can deny that it gives a very smart and dressy appearance to the coat, and no one can call it flashy or in any way ungentlemanly. Fixed to a smartly cut coat, and worn by a man who is not fond of fancy waistcoats, colored socks, red silk handkerchiefs (tucked in waistcoat to spoil the set of the garment) and suchlike gaudiness, the velvet collar is a stylish and inoffensive article, and it is in my opinion that it is only run down by men who do not know how to dress up to it.

PLACE FOR A SECRET POCKET.

When men ask for a small pocket, not easily to be found and intended to conceal valuables, the tailor is sometimes at a loss to locate one. Here is a suggestion: "As a rule, the conjurer is the only man who is allowed the privilege of having secret pockets in his clothes, but I know many men who would be glad to have a secret pocket, especially when they go racing, in which they can carry gold or silver coins. The disadvantage of a purse is that if you lose the purse, you lose all your money, and if the coins are loose in your pocket, you are apt to pull one out when you dive for your railway ticket, or penknife, or pencil. The best place for a secret pocket is in the vest under the arm-pit. No thief can get to such a pocket without giving himself away, because no thief can touch that particular part of your body without tickling you."

EARLY CLOSING IN VANCOUVER.

The clothiers and furnishers of Vancouver have held a meeting to take action on the early-closing movement. Mr. Robert Clarke acted as chairman. After considerable discussion, a resolution was passed to the effect that Wednesday, May 17, should be observed as a half-holiday. The decision as to future observance of the Wednesday half-holiday is to be considered at a future meeting. A decision was also reached that the stores close at 6 p.m. on week days throughout the year, with the exception of Saturdays, days preceding holidays and the week before Christmas, on all such occasions the hour of closing being left to individual inclination.

Instructions were given the secretary to communicate with the city, asking that a by-law be passed by the city, making it com-

REGISTERED



TRADE MARK

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

Registered Trade Mark, as above.

This Trade Mark means that the goods are

Salt's Belwarp Cloths

and are made at the famous mills of

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

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

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

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

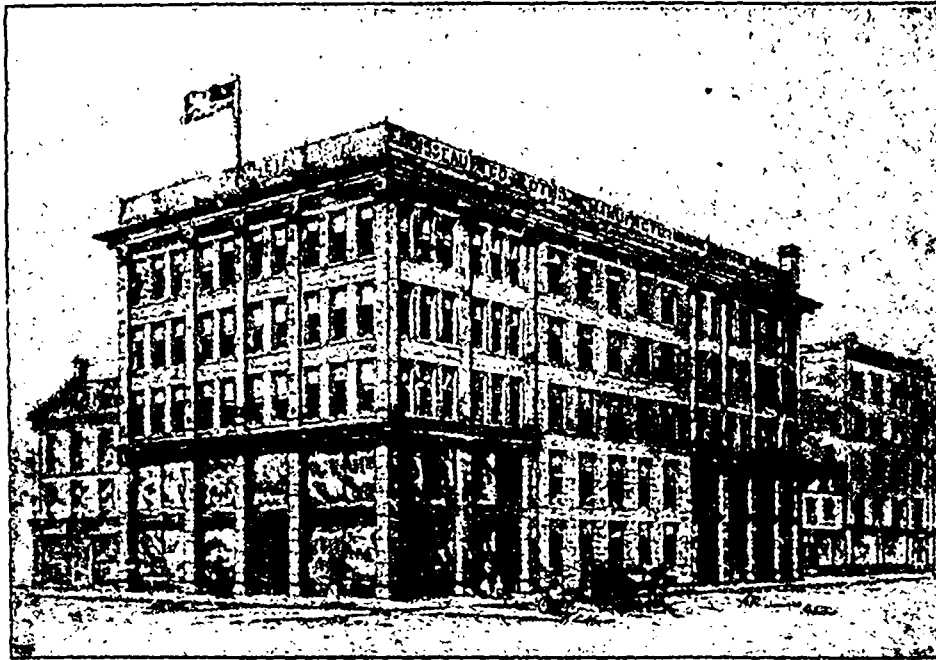
The Gault Brothers Co., Limited, Montreal
John Macdonald & Co., Toronto

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

*"Tiger Brand"
Clothing is
good Clothing.*



*This Label
is your
guarantee.*



"Nothing succeeds like success"—not a new speech, but it's pertinent to "Tiger Brand" Clothing just here.

"Tiger Brand" has the call from the trade everywhere, because "Tiger Brand" has proved to what perfection ready-made clothing-making can be brought.

"Tiger Brand" plant is the largest of its kind on the continent—all under one roof, and employing at least five hundred people right under the eye of the head of the firm—no sweat shop elements—and the label the registered guarantee for style, fit and durability.

"Tiger Brand" stocks are well assorted with all the styles in all the fabrics for present demands for men and boys—all orders carefully and quickly filled.

"Tiger Brand" travellers are on the road showing a complete range of styles for next Autumn and Winter trade—hold your orders till one of them gets to you.

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

Finley, Smith & Co.

Importers of . . .

WOOLLENS and
TAILORS'
TRIMMINGS

29 VICTORIA SQUARE

WM. C. FINLEY
J. R. SMITH

MONTREAL

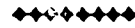
Solo Agents for

Trafalgar, Britannia and Royal Navy Serges.

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.



Careful About Words

We want to catch the right tone of emphasis with which to state an emphatic fact. We're making and selling the finest lines of Tailor-made Cloaks and Tailor-made Clothing ever shown in Canada. That may be a broad statement, but it's precisely true. Every now and then we run across some surprised merchant who didn't know we made garments so fine, or sold them so cheap, but we're getting a perfect avalanche of new business and that tells better than anything else what people think.

One of the secrets of our steady success as manufacturers is our diligence concerning quality. We don't tolerate cheap cloths and cheap tailoring for the sake of a cheap price. The best cloaks and the best clothing are none too good for the trade we're after, and many of the newest Fall styles are ours exclusively.

Say the word and one of our men will call on you with a full line of Samples. The chances are we'll call anyhow. Expect to be surprised.

Tailor-Made Jackets.
Tailor-Made Costumes.
Tailor-Made Clothing.

JOHN NORTHWAY & SON

Manufacturers to the Trade

TORONTO, ONT.

WOOLLENS AND CLOTHING—Continued.

pulsory to close all places of business at 6 p.m. on the five first working days of each week.

It was decided to ask the Trades and Labor Council to exert their influence in having all purchases made previous to 6 p.m.

DOING UP A TAILOR.

A somewhat interesting case was recently tried in the City of London Court in which a tailor sued a young man for £6 15s. for clothes made to his order. The defence raised was infancy, there being no dispute about the defendant having had the clothes. He handed his birth certificate to the Judge, and the defendant's father said that his son, the defendant, was the person referred to in it. The Judge ironically observed that the defence was a highly creditable one. He asked the father if he had given money to his son with which to pay for his clothes. The father replied in the affirmative. The Judge: "Then they would not be 'necessaries.'" Mr. Hall, the plaintiff, related how the transaction came about. The defendant came to him, he said, and told him he had just obtained a berth in a stockbroker's office. It was necessary that he should look smart, the defendant told him; and, as the defendant had had clothes from him before, he had no objection to supplying him with more. The things were made, but the money did not come in, although he had waited for two years, and had written the defendant a letter every month. The Judge told the plaintiff he could not help him. The plaintiff could take the defendant before a magistrate if he liked, if he thought he could prove that the defendant had obtained the goods by false pretences. Some fathers had to go into court. He recollected Lord Westbury having to do so in a case against his own son. The plaintiff added that the defendant was a tall fellow, and looked older than he now appeared to be. Judgment was entered for the defendant, but without costs.—English paper.

THE HEALTHFULNESS OF WOOLLENS.

It will be of value to all who deal in either clothing or woollen cloths to know that the medical authorities have been discussing the question of the maximum quantity of arsenic which might be permitted in a given area of woollen material without injury to health. The occurrence of arsenic in undyed wool in very minute quantities is referable, declares The London Lancet, not to any process of manufacture, but to the fact that sheep require to be dipped in arsenical wash in order to destroy "tick." Other washes free from arsenic are also employed, but their effect does not appear to be so satisfactory, for, in addition to effectually destroying parasites, an arsenical dip improves the fleece. Unfortunately, it is impossible by several scourings and by other processes with which the elaboration of wool is concerned to remove absolutely the arsenic. It appears to adhere most tenaciously to the fabric, and since it resists all attempts at extraction by ordinary means, the probability is that the minute trace of arsenic thus left in the wool does not lead to injury to health. The fact that the arsenic is held so closely would seem to indicate that a compound is formed which is quite insoluble, in which, therefore, the arsenic has been probably rendered non-injurious. It is, indeed, not improbable that the trace which occurs is combined with the sulphur of the wool, and sulphide of arsenic is innocuous. Wool is said to consist chiefly of an albuminoid sulphur-containing substance termed keratin, and it is not unreasonable to suppose that the residual trace of arsenic contained in wool after the most drastic washing is the insoluble compound of arsenic with sulphur. If such be the case, there can be little objection to this excessively minute trace, which can only be discovered by an exceedingly delicate chemical analysis.

In Sweden there is a law against the sale of woollen fabrics containing arsenic in any quantity beyond a minute trace. The

question remains, What is a minute trace? The limit fixed is 0.0009 per cent. On one occasion a carpet was condemned because it contained one-thousandth part of a grain of arsenic in 16 square inches. It is difficult to conclude that such a minute trace of arsenic could cause any harm, especially as it most likely exists in an insoluble and not easily volatilized form. It can hardly be concluded that a minute trace of arsenic which resists all attempts at extraction by powerful scouring processes can give rise to injury to health. The question is an important one and one which has given rise to considerable trouble in the English woollen trade. No definite evidence has been forthcoming of injury having been caused by the occurrence of this residual trace of arsenic in wool. Obviously some limit should be placed upon the amount, and this could easily be arrived at by estimating the average amount of arsenic which remains in wool after repeated washing in strong extractive agents.

Mr. Max Goldstein, proprietor of the Manitoba clothing house, will erect a two-storey block on Main street, Winnipeg, between James and Rupert streets, with a 130-foot frontage.

E. C. Cole & Co., Moncton, have secured the selling agency for New Brunswick and P. E. Island of John Calder & Co., of Hamilton. Mr. Cole will represent the house, and has been out on his first trip.

A BIG MANUFACTURING CONCERN.

The extensive factories of Geo. H. Hees, Son & Co. are shown in their advertisement in this issue (page 67), and will interest many readers who may not have been aware of the unexceptionable facilities possessed by this firm for furnishing the trade with all the lines of goods they produce and handle. This progressive firm has at once jumped to the front rank as leaders of lace curtains, furniture coverings, draperies, curtains, table covers, and upholstery supplies in general, just as they have always been the leaders in the manufacture of window shades, drapery poles, and other goods for which they have such a well established and enviable reputation. The trade seem to have found out the advantage of buying from Hees, Son & Co., and the result has been a surprise to them, as they are already doing a larger business in these new lines than they had hoped to be able to do in several years. However, their facilities are so complete for supplying these goods that they are able to fill all orders promptly. The showrooms at their new location, which they recently purchased and rebuilt, 71 Bay street, have been fitted up in a way that they are able to display a large range of styles and varieties, so that the buyer can see at a glance the various styles to select from. It will certainly pay anyone in the trade to visit their new salesroom and verify the many claims they set forth as to their enormous stock of quick-selling goods. While bringing forward to the notice of the public their new upholstery and lace curtain line, it should not be thought by the trade that their old and well-established business, of manufacturing window shades of every kind and description, is by any means neglected, as they are now better fitted-up than ever, and display a great variety of shades, not only plain and decorated, but also attractively fringed and laced. Any reader of THE DRY GOODS REVIEW who is not already dealing with Messrs. Geo. H. Hees, Son & Co., should either call at their place of business, No. 71 Bay street, or, when one of their eight travelers, who cover every part of the country, visits them, to become acquainted with this enterprising firm and the quick-selling goods they offer to the trade.

The annual meeting of The Canadian Colored Cotton Mills Co., Limited, was held in Montreal on Tuesday, May 30.

Consideration.—Hilda: That awful old hat, Ella! Why do you wear it? Ella (her younger sister): For your sake, dear. I mustn't be too attractive, you know!

It's the Difference



between the month old egg and the egg of to-day that gives the latter its value.

It's the Difference

between the ordinary underwear and Stanfield's Unshrinkable Underwear that makes ours more desirable.

With Your Permission

we appoint you a committee of one to ascertain why so many of them are in use. We believe if you investigate the matter thoroughly you will sell them too.

The Truro Knitting Mills Co.

Sole Manufacturers. . . . TRURO, N.S.

MILL YARNS

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

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

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

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

Eureka Woolen Mfg. Co.

Limited

EUREKA, N.S.

IF YOU SELL UNDERWEAR

You Naturally want the best.

You can't afford to experiment with all kinds. **TIGER BRAND** is no experiment. Hundreds of live merchants all over Canada have handled this brand for years, and it has proved profitable to them and given good satisfaction to their customers.

If you want your underwear department to pay,

SELL TIGER BRAND.

If you want an article you can recommend,

SELL TIGER BRAND.

If you want underwear that will please your customers,

SELL TIGER BRAND.

Every garment made from carefully selected stock and bears our Trade Mark

We also make **Eiderdown Specialties, Astrachan Cloakings and Shoe Linings.**

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



TRADE



MARK

NEW GOODS IN WHOLESALE TRADE.

W. R. BROCK CO., LIMITED.

In their dress goods department The W. R. Brock Co., Limited, are very busy attending to orders for both immediate and future delivery. With regard to the former, the special feature is the demand and ready sale they are finding for fancy printed dress muslins. Anticipating this, they spared no pains in selecting the very newest and most fashionable goods in the market, always having in view the idea of being able to put before the trade lines that could be retailed at popular prices, from the lowest qualities up to the best and most exclusive. The result has been eminently satisfactory, and after having done the largest business in their history in this class of goods, they are, to-day, able to show a fine range of desirable qualities and designs.

In dress goods proper, plain materials in serges of all kinds, cashmeres, velours, poplins, venetians, sedans, etc., sales daily increase. This firm are particularly strong on such lines, having contracted very largely early in the season, they are offering their well-known special numbers with scarcely an exception at old prices, and when one realizes the advances that have taken place, and will continue to do so, the advisability of ordering early is easily seen. Most of their customers have already placed for Fall and they are prepared to protect all so long as stock and contracts last, but they believe bigger prices have to come, as surely as one day follows another, and the jump will be a surprise to many. Fancy dress goods are being bought more largely than was expected for Fall, but are pretty well confined to small, quiet designs and tweed effects. With regard to the latter, they are showing a fine range and booking large orders. Their biggest seller is an all-wool cloth in a range of designs and colors. It is the same cloth they sold quantities of last season which were freely retailed at 80c., but, having cleared out the entire manufacturer's stock, they are now in a position to offer them so that they can be retailed at 50c.

This firm will be largely stocked for Fall with all their well-known lines of plain silks which are offered to the trade at old prices so long as they run. In fancies they have some snaps to retail at from 12½c. up; delivery July.

There has been a great cry in New York for printed welts, and buyers who snapped some up have been lucky, as these fancy print cotton materials are in great demand and scarce, for Summer waists, skirts, etc. The buyer for The W. R. Brock Co., Limited, got hold of two stock lots in New York last week of nice narrow, medium and wide stripes—navy blue, new blue, light blue, pink, cerise and black on white stripe—piques. The regular retail price of similar goods is 20 and 25c. These may be sold retail at 15 and 20c. Two cleaning lines of fine American prints, in stripes of all descriptions, usually retailing at 20c., can be retailed at 10c., and the firm consider them the cheapest line of prints they have ever offered. In white piques, there are three special lots; also some 3/4 Amoskeag gingham, usually retailing at 15c., but now to retail for 10c., and including 20 different varieties of checks in different colors. A line of harmony shirtings, 24 in., fast colors, regatta patterns and black and reds, can retail profitably at 5c. A fine 14 in. glass cloth, fine fabric, ordinarily retailing at 8c., can, owing to a large purchase, be had for 5c. retailing. Seven different designs in 68 in. cream damask table linen are shown, nice mellow finish, good heavy cloth for 40c. retailing, instead of the usual figure, 50c.

A special line of ladies' blouse and shirt waists, new goods, a

manufacturer's surplus, are being offered below the cost of manufacture. For June trade, attention is called to the stock of sun shades and parasols, recently supplemented with London novelties, and also to a well-assorted stock of belts, buckles, stock collar clasps, beauty pins, etc. Leno or mosquito netting can be had in Scotch, American and Canadian, the latter, of course, being the best. Two cases of manufacturer's seconds in ladies' and men's hemstitched handkerchiefs from Belfast, just in, are already going quickly. It is believed that there will be a scarcity this season again of ladies' cotton underwear, and buyers are advised to order early, as the mills are now busy on Fall goods and will not make further Spring goods.

Owing to many requests made in letter orders, this firm are now carrying a nice stock of hair, nail and tooth brushes, fine and dressing combs in horn and rubber, toilet soap, etc. A variety of sizes in silk flags, the Union Jack, royal ensign, Dominion flag, etc., are now in stock. Quotations on application. A large trade is now being done in the ball and socket fasteners, which were mentioned in these columns nearly two years ago as likely sellers. In men's turkishings, silk front shirts are in good demand, and can be had in several ranges of prices: English and domestic collars, outing shirts, braces, overalls, etc. The "Ogilvie" pant—called after the Governor of the Yukon—is a new line to retail at 75c. per pair, and is claimed as the best value ever shown.

ARNPRIOR MERCHANTS TALK BUSINESS.

Mr. S. R. Rudd presided at a meeting of Arnprior merchants to discuss the question of unity by local merchants on the cash coupon, trading stamp, and local association matters. Mr. Rudd said these systems might work satisfactorily to the customers, but not to the merchants, who felt that they were paying out cash they should have in their own pockets. Mr. A. T. Budd said the members of the local association would be willing to have it dissolved if trading stamps and coupons were abolished. Messrs. J. W. Tierney, W. J. Johnston, G. F. Goodwyn, Alex. Reid, T. T. Barnes, H. J. Mathewson, J. L. Harvey, J. S. Moir, A. D. Sinclair, J. D. Lee, J. L. Whyte, W. F. Yuill, Robt. Hatton, J. K. Whitelaw, Silas Coughlin, Wm. Allan, W. Daze, W. J. Kelly, J. C. Ward and A. S. Rusland spoke and disapproved of trading stamps and coupons. It was brought out in the discussion that the primary object of the system was not so much to encourage a cash business as it was to give one establishment an advantage over another, inasmuch as the one set of coupons does not become general in a community, and their use is employed in establishments already doing business on a cash basis. The feeling of the meeting was that private schemes for trade encouragement could not be put down by resolution, but that men in one particular line of business could meet and formulate some line of action. Finally, a resolution was moved by Mr. T. T. Barnes, seconded by Mr. J. W. Tierney, to the effect that all present agreed not to give, encourage or handle any trading stamp or redeemable stamp of any kind, also pledging themselves to discourage the use of same, this to come into force on May 1 and continue for one year. All present attached their signatures to the resolution, and the meeting dissolved.

A clever idea, says an English exchange, was lately introduced in the boot department windows at the Kensington Stores, Kensington W., viz., a display of boys' boots for school wear, etc., showing one boot cut open from end to end, i. e., from toe to heel, laying bare to the spectator the whole structure of the boot, with the quality of the materials and the substance thereof. This is an emphatic way of showing what goods are made of and how they are made also. Certainly it mutilates a boot, but the advertisement is considered worth the money.

OIL CLOTH

The Dominion Oil Cloth Company

An inspection of the lines manufactured by us will be interesting and profitable to every buyer of Oil Cloth.

FLOOR OIL CLOTH

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

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

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

A variety of the most select designs are now offered—finest colorings and best finished goods on the market.

TABLE OIL CLOTH

Our sample-book contains a selection of pretty, taking and original patterns ; these goods have long been noted as reliable and quick sellers.

Enamelled and Carriage Oil Cloth

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

--- WE ALSO MANUFACTURE ---

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

OUR FALL SAMPLES are now in the hands of the Wholesale Dry Goods Trade—all of whom now handle our goods.

Office and Works, St. Catherine and Parthenais Streets, Montreal, Quebec.

Carpets, Curtains and Upholstery.

THE STATE OF TRADE.

FROM all accounts the retail carpet trade is in good condition, and many private houses are being recarpeted, and recarpeted, which, in dull times, would not be touched at all. The wholesale carpet firms have made larger imports than usual, and are satisfied with the trade they are doing. It appears from the monthly returns issued by the Government that Canada's imports of carpets during the Spring months up to May 1 have considerably exceeded these in previous years, as may be seen

	1897	1898.	1897
January	\$ 60,539	\$ 41,999	\$ 38,152
February	120,127	101,734	91,372
March	169,007	152,534	120,706
April	109,371	70,880	54,270
	\$459,123	\$377,147	\$304,500

WRITING FOR SAMPLES.

Dealers find it convenient to write jobbers for samples and photographs in connection with new carpet patterns and curtains. A trade contemporary suggests the following points as being well worth specifying when samples are applied for. First, the fabric and make; second, the purpose for which the carpet is desired, that is, if for a public hall or church, or parlor or dining-room, and so on; third, the size and colors of the pattern. fourth, the border width, and, if no border is desired, this fact should be mentioned; fifth, the quantity wanted; sixth, the time at which it must be delivered; seventh, the shipping directions, for the wholesaler should not be expected to know instinctively whether the dealer wants the samples to go by freight or by express.

CANADIAN TRADE NOTES.

Toronto has just secured a large order for carpets and furnishings. The other day, Mr. John A. Manly, Mayor of Grand Forks, B.C., who has erected a large new hotel at that point, visited Toronto and placed his order for everything required in carpets, curtains and furnishings for the new hotel with Messrs. John Kay, Son & Co. Some idea of the size of the new hotel can be gleaned from the fact that 3,000 yards of carpet are necessary to cover the floors, whilst curtains, portieres and like furnishings are needed in large quantities. The carpets have all to be cut and made up for the several rooms, but, with their facilities, the Messrs. Kay had no difficulty in complying with the conditions of the order that everything should be shipped to Grand Forks within a week.

The Sherbrooke, Que., Carpet Co. are rebuilding at once, having secured the buildings recently occupied by the tool works. There will be ample accommodation for the spinning-mill, weaving-room, etc., and the plant is expected to be in operation before the end of July, so as to be ready for fall deliveries.

The catalogue of the Nova Scotia Furnishing Co. recently issued is a handsome affair. It contains several hundred illustrations, special mention being due to the lithograph of the axminster carpets specially made for this firm.

THE CARPET SLIPPER.

The carpet slipper as a consumer of carpets is not a dead letter by any means, says The Carpet Journal. There are three big concerns in Boston who manufacture carpet slippers by the thousands, and none of the three buy carpet scraps as a rule. They generally

purchase tapestry or brussels carpet by the roll, and prefer bright colored, gauzy patterns and at cut-rate prices. These three concerns are an outlet for quite a number of rolls in the course of a year, though most of the stuff they buy is sold them at a sacrifice.

Carpet slippers, as a rule, are sold to people who live in the country and in the backgrounds, and little evidence of their existing use is seen in the big cities.

THE NEW WINDOW SHADE PRICES.

The new prices on window shades have been favorably received by dealers throughout the country, who have been expecting an advance for many months, and felt that an elevation of values in all kinds of window shades would accrue to the benefit of the retailers as well as to that of the wholesalers and manufacturers. The recent advance hardly covers the increased cost of materials, and now that courage has been found to start an upward movement, it is almost certain that another advance will shortly occur, as will be necessary before the business is placed upon a satisfactory footing.—New York Carpet Journal.

THE CARPET INDUSTRY IN CANADA.

By Mr. James P. Murray, Toronto.

I.

The Value of Art and Skill.

The Dominion, in its relation to the great powers of the world, may be as yet in age but an infant, but, nevertheless, the few years of its existence have already clearly demonstrated that it is not behind other countries in the enterprise and ambition of its manufacturers. In every new country the promoters of industrial enterprise have to fight down a prejudice against their manufactures until such time as their reputation has been established.

This should be easier to do in the future than in the past, and, as we progress numerically and financially, there will be more warrant for manufacturers giving greater attention to developing better results.

It is very much to be regretted that for several years past, in some branches of manufactures, in all countries, the object seems to have been to produce as poor an article as possible, in the hope that getting out quantity would bring the best paying results to the mill—a serious mistake from all standpoints! The most grave and dangerous result, and one carefully to be avoided, is the very bad experience in the workshop which it gives to mill hands. It is a poor policy, because, the great object being to produce a large output quickly, skill is not allowed an opportunity to improve, and, finally, the taste of the buying public, instead of being improved, is lowered. This retrogression in the skill and taste of the mill help is far reaching, as its influence will follow them through every act in their private life, and so filter through their friends as to affect the community at large.

The injury to the reputation of the wares of other manufacturers in the same line is another reason why the production of low-class articles should be discountenanced. No country gains business either profitable or creditable whose manufacturers do not make every effort to produce the highest grades in their special line.

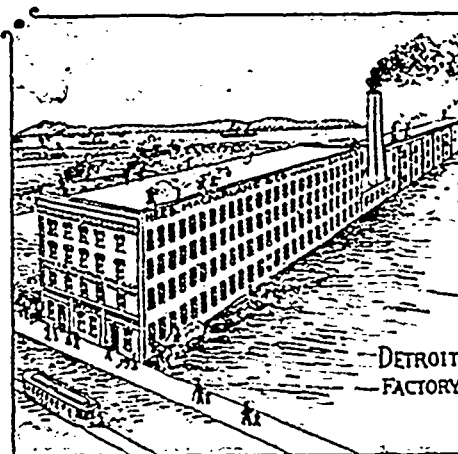
The artistic merits of the artizans' labor follow largely on the advancement of the art schools and their influence, and in new countries, where the more absolute necessities are in first demand, it

GEO. H. HEES, SON & CO., Toronto.

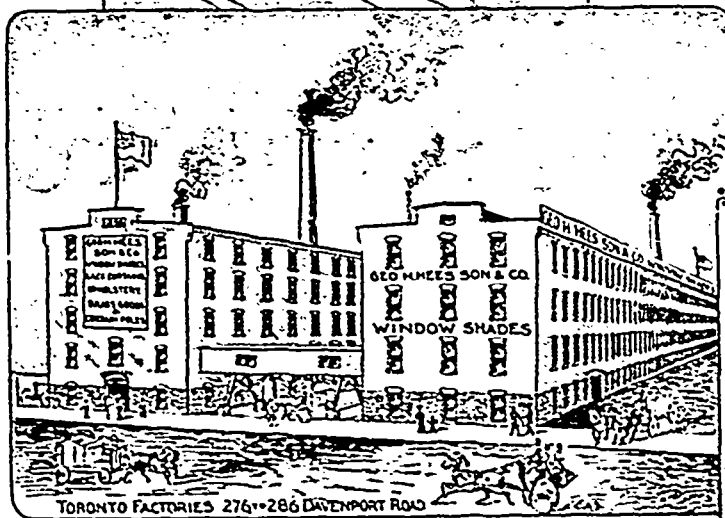
A SURPRISE.

buyers as headquarters in the Dominion for Lace Curtains, Furniture Coverings, Draperies, Table Covers and Upholstery Goods in general. It is complimentary to the enterprise and sagacity of Canadian buyers that they have already seen the advantage of buying of a house that carries such an enormous stock of quick selling goods.

Two or three years at least was the time we expected it would take to establish our new department, but already we are regarded by shrewd buyers as headquarters in the Dominion for Lace Curtains, Furniture Coverings, Draperies, Table Covers and Upholstery Goods in general.



71
BAY
ST.



71
BAY
ST.



WINDOW SHADES.

Our average production of SHADE CLOTH in yards is MORE THAN THREE MILES DAILY.

We manufacture EVERYTHING in the line of WINDOW SHADES, and sell them to the trade at a price that affords them a LARGE RETAIL PROFIT.

WOOD AND BRASS CURTAIN POLES AND TRIMMINGS.

One of our leading sellers is No. 25, consisting of a 1 1/2 x 5 foot pole, 10 wood rings, 2 ends and 2 brackets, in colors, Cherry, Black, Boxwood or Walnut, at \$15.00 per hundred complete. Retailers usually sell them from 25 cents to 35 cents. SEE OUR NEW ILLUSTRATED CATALOGUE.

GEO. H. HEES, SON & CO.,

71 Bay Street, TORONTO.

CARPETS AND CURTAINS—Continued.

must necessarily follow that virtues for the eye must yield precedence to the stern qualities required in wear.

The experience of the past 45 years has, however, made such a complete change in the general demand in merchandise that, now, even in buying a tin plate, you find it embossed with a design. The lowest grade room papers are designed and colored with artistic skill. An ordinary tradesman's business card is thought out from the crude printer's job of a few years ago to a multi-colored lithographic production, *vieing with the highest class of work in its bid for recognition.* And so in every branch of manufacture do we find the influence of the art schools of Great Britain, France and the United States. It is to be regretted that the Government of Canada have *never carefully considered the importance industrial art schools must have in the future welfare of our country.*

The great International Exhibition of London in 1851 convinced the thinkers of Great Britain that, to gain any prestige in industrial art, old methods must give way to the example set by the French. Royal support was given to the formation of industrial art schools, and at the next International Exhibition, which was held in Paris, the marked improvement in the artistic merits of the British manufactures was so great that special resolutions were passed by the Chamber of Deputies and large sums granted for the development of industrial art schools.

In the United States, in the large manufacturing districts, these schools receive a very great deal of support, and, notably so, in Philadelphia, where technique and art are working hand and hand in one building. In the past years it may have been well enough for Canadians to have relied on the efforts of other nations to supply us with what we were, and really are yet, unwilling to buy in open market. We should have our home designers, but, as no encouragement has been given by the authorities, upon whom manifestly devolves the responsibility for the life of our art schools, such effective workers as the "Art League," the "Sketch Club," and other similar very worthy auxiliaries to our art education, have been obliged to cease their work for want of funds.

The desire for beauty in surroundings making itself so strongly felt has been, from one standpoint, a reason why we find so much attention given to color, form and design in the furnishings of our home. The early backwoodsman was satisfied with but a shanty, but as he cleared his land he improved his house, and as he sent his grain to market he furnished it more completely. With the education of his children came the desire for better things, and, so, music, pictures and ornaments took the place, in the new house, of the gun, trap and axe of earlier days.

Thus, comfort in the home has been evolved by the finer taste of education. It would never do, however, to omit the influence the love of ease has had in bringing into use many of the objects which were not deemed necessary a century ago. This is mostly observed in the need of a soft fabric on the floors, to give warmth to the feet, soften the tread, and, in the selection of color and design, afford relief to the eye and rest to the mind in the artistic harmony of the general surroundings.

Early Canadian Carpets.

Of Canadian floor coverings, the first evidences were in the "catalogues" made by the early Quebec settlers. Old skirts, dresses, or, in fact, any old articles of wearing apparel, were cut into strips and woven into widths of about 40 inches. By the taste of the weaver, generally the "habitant's" wife, often very pretty combinations of color were produced in stripes or checks. Another home production was a rug, the pattern of which would be traced on strong burlap,

and the clothing strips, made ready and dyed to the colors, knitted into the canvas. Very effective and in good taste many, in fact most, of these rugs were.

What may have been left from the carpets and rugs is frequently kept and added to, but often it is plaited and made into a very serviceable entrance door mat. In shape these are oval or round, with proper placings of shades, and, while not making a design, give a balance of color which is pleasing.

It is thus to be seen that in the matter of the earliest production of carpets in Canada, the honor belongs to the French, who have always given so much attention to the task of making home attractive.

Even to day these home-made carpets are largely in use throughout the Province of Quebec, and it is usual to see them in the stock of the country general store, where they have been taken in exchange for other commodities.

With its well-scoured board floors, its strips of catalogues, bright mats, tinted walls hung with pictures of a primitive lithographer's art (mostly devotional in character), and its simple furniture, it would be difficult to find a better example of cleanliness, contentment and comfort than a habitant's home.

Various Kinds of Carpets.

Among the thousands who daily use or handle carpets in any way, whether as a part of house-furnishings or in course of their manufacturing or commercial transactions, few probably ever think of what the word "carpet" means, and how it came to be used in connection with a floor covering.

It is not the object of this little article to go thoroughly into the history of carpets, but, in endeavoring to make it to a degree serve a purpose, items will be touched on that would require more space and time to fully describe, but about which many would wish to have some information.

The low Latin word "carpere," which signifies "to pluck wool," becomes "carpeta," a woollen cloth, and in Italian "carpetta," with the Dutch "karpel."

Originally carpets were used for tablecovers and wall hangings, and it is from the latter we are now so familiar with the word "tapestry." The Latin "tapete," French "tapis," Italian "tappeto." No doubt, the name followed from the fact that the many colors which were produced in the wall tapestries were at the early periods of power-loom carpet weaving only produced in that fabric, and so it became "tapestry carpet."

Probably the lowest grade of carpet of commerce is the printed jute. The raw material is grown in the Philippine Islands and India, from whence it is brought to Scotland. Glasgow and Dundee control the industry, which, in the recent years of general depression, grew to very extensive proportions. Jute is probably the lowest class of fibre used in the production of any textile, but, by the skill of modern science, it is so manipulated as to deceive even people who claim some ability to discern fibres. The raw material having been spun into a web is put through a process of printing, which is now done so well as to produce very effective results.

Felt carpets were used much more extensively some years ago, when woven carpets could not be produced as low in price as they have been in latter years. The trade in them to-day is mostly done in heavy qualities, used to fill in nooks and borders for rooms where the carpet is not used to cover the entire floor. They are also used in narrow widths, printed as runs, i.e., strips over other carpets to save wear on the parts most used.

(To be Continued.)

"THE GROWING TIME"
 THE
EMPIRE CARPET CO.

St. Catharines, Ont.

Have removed to their **NEW FACTORY.**

Enlarged Premises

New Machinery

Increased Capacity

Our **NEW DESIGNS** for Spring and Fall Seasons are now on the road. Our Travellers are enthusiastic over their beauty. You will be, too, when you see them.

Values, designs and colorings equal to anything in the market. If you are not already a customer, we would be pleased to have a

Sample Order This Season.

**Hamilton
 Cotton Co.**

HAMILTON.

We are now manufacturing a complete range of

**CHENILLE CURTAINS
 AND
 TABLE COVERS**

In new and attractive designs.

FOR SALE by all the leading wholesale dealers

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO.

**Down Comforters.
 Cotton Comforters**

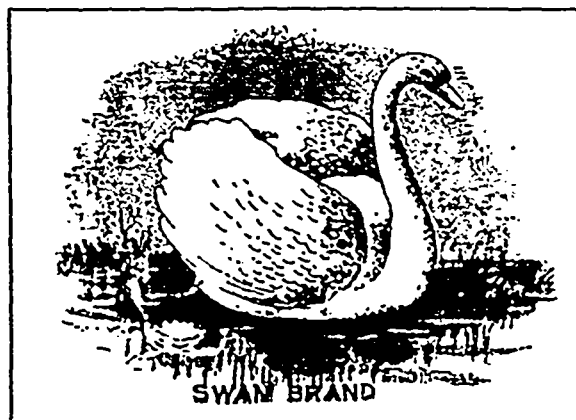
Make your selection while the best patterns are to be had.

in beautiful colorings of Muslin, Silkoline, Cretonne, Fancy Chintz and Sateens.

BED . . .
PILLOWS

Immense Range.

From 70c. pair upwards.



**COVERED
 CUSHIONS**

Knockabouts.

From \$3.75 doz. upwards.

White Goods in CUSHIONS, COSIES, Etc., Etc.

ASK FOR PRICE LISTS.

LETTER ORDERS PROMPTLY AND ACCURATELY FILLED.

The Toronto Feather & Down Co., Limited.

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

LADIES' NECKWEAR.

SOME beautiful new things are being shown. Variety is the spice of life in this line. Ladies' "Tecks" are seen in bright cardinals, cadet, dark royal blue, purple, navy and other shades, trimmed with white satin of the same quality of material, and also trimmed with black of the same quality. Bows of similar coloring are shown.

The tuck bow continues to sell well, and is seen in all the plain colors. The pointed end satin bow ties and string ties continue in favor. A lot of stocks with ties and stocks with puffs have been sold and are still in demand. One of the successful puffs is a short wide puff, spreading out like a fan and shown in checks and stripes. The extremely long puff of last year is not asked for, although the medium sizes are selling freely.

The fair sex are beginning to wear flowing ends in checks—white and helio, red, blue, black, etc. Some nice goods of this make may be retailed for 25c. Some very stylish hemstitched bows are being shown in tartan silks (cut on the bias), in all plain colors. The stitching gives this bow its character. Net bows, with plain or colored satins, are pretty. A combination bow, with a plain color on the reverse side to match one of the colors on the check, is a taking novelty.

RIBBONS FOR AUTUMN TRADE.

As fashion still points to a continued use of ribbons for dress trimmings, buyers are wondering what the best sellers will be. According to advices from Europe, the figured ribbon is gradually becoming less of a favorite, jacquard effects being now shown only in small designs, or in combination with chines. Quiet plaid patterns have come back into increased favor; but cashmere

effects are now only wanted in cheap lines. Among plain hat ribbon, taffetas, failletines, satins, with muslin effect, are taking the lead, dyed in metallic tints, which seem to be in favor because of their peculiar "feel."

HE TOOK NO INVENTORY.

An old fashioned merchant who had done business in one of the interior towns for many years had failed, according to The Michigan Tradesman. When one of the creditors reached the place, it was to find the merchant working hard to figure it all out.

"Lands! but I don't see why I should fail," he kept on saying. "Mebbe, though, I didn't collect sharp enough."

"You have a heap of goods here," said the agent, as he looked around.

"Yes, more or less."

"When did you take the last inventory?"

"Inventory? Take everything down?"

"Yes."

"And make out a list?"

"Yes."

"And dust off the shelves and mop the floor?"

"That's it."

"And clean the windows and paint the front of the store?"

"Yes."

"I never went into that. I was going to one day about 15 years ago, but they had a wrestling match in town, and I left the inventory. Mercy on me, but I can't understand why I should fail."

Wm. Taylor Bailey

27 and 29 Victoria Square

..... MONTREAL

Upholstery and . . .
. . . Drapery Goods

Selling Agents for

E. F. Timme & Son, Plushes,
Velours and Corduroys.

Jaeger & Schmiedel, Fancy
Silk Villosart Plushes.

Stead & Miller, Fine Silk Tapes-
tries, Draperies, etc.

FREDERICK WYLD, ANDREW DARLING, A. W. GRASSETT, R. D. MALCOLM,
President, Vice-President, Director, Secretary.

The Wyld, Grasset & Darling Co.

Have passed into stock a shipment of French Elastic Canvas, in natural and black.

A large shipment of Cretonnes, perfect goods, new designs and colorings, at considerably less than regular prices.

Striped and Spot Piques in stock.

Repeats to hand of Lace Curtains—all prices.

Letter and Travellers' Orders receive careful attention and prompt despatch.

The Wyld, Grasset & Darling Co.

Brush & Co.'s Specialties

SOLE MANUFACTURERS



CORSETS.



"HEALTH" BRAIDED WIRE DRESS FORMS.



NURSING.



BRUSH'S COMFORT



SUMMER.



BRUSH'S ATHLETIC

THE BRAIDED WIRE HAIR ROLLS
For the Latest Styles of Hair Dressing.

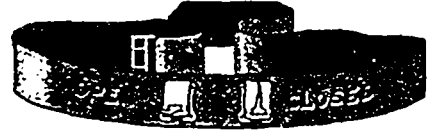
PEERLESS Skirt and Waist Supportor.



"HYOEIA" DRESS FORMS.



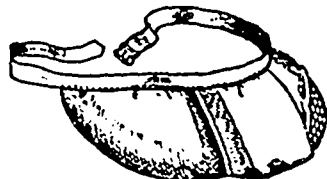
MADE IN SIX LENGTHS.
4, 6, 8, 12, 15 and 18 inches long.



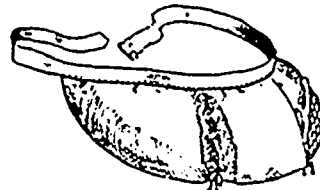
COMBINATION No. 1. COMBINATION No. 2. PEERLESS Sanitary Safety Belt.



IMPERIAL HIP.



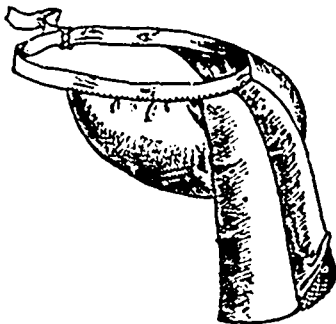
LA MODE.



GRECIAN.



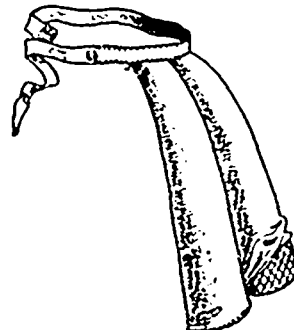
QUEEN, 2 ROLL.



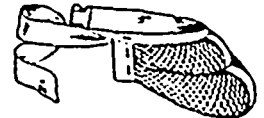
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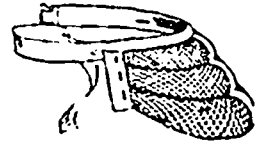
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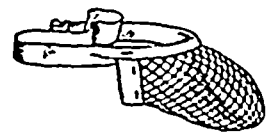
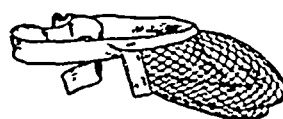
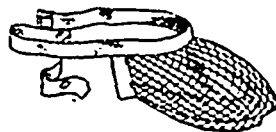
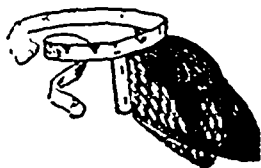
GEM.



QUEEN, 3 ROLL.



BEAUTY.



Sample Orders Solicited. **BRUSH & CO., TORONTO**

A SENSIBLE SHOPPER.

It is a common happening for women shoppers to be taken for saleswomen in the big department stores, and it is interesting to note the effect of some of the mistakes, says The Philadelphia Record. The "breaks" are especially numerous in the hat departments, where the customers take off their hats in order to try on new ones. In many cases, shoppers who are addressed by other shoppers with the query, "Will you please show me some of the hats?" become indignant, and sharply reply that they are not saleswomen; but a prominent wealthy woman of West Walnut street proved an exception to this rule in one of the most popular stores the other day. The salesgirl who was waiting on her, and who had been doing so for years, had left her to go after another hat for her to try on, when a woman stepped up to the customer, and expressed a desire to look at some specimens of headwear. The Walnut street woman promptly took the newcomer in tow, and gave her the benefit of her knowledge about a number of hats which she had examined in her own search. When the salesgirl appeared, she turned the woman over to her and excused herself, while the girl, sizing up the situation, went ahead and made a good sale of a hat that her customer had praised. Then, the other customer, who had patiently waited, congratulated herself on having made a sale for the girl, made her choice of a hat, and departed smiling.

MR. HARDIE'S APPOINTMENT.

Messrs. Stevenson, Blackader & Co., selling agents for The Montreal Cotton Mills Co., have opened a branch office in Toronto for the convenience of the trade. The office will be in charge of Mr. Geo. Hardie. On the occasion of Mr. Hardie's leaving Montreal, to represent his principals, Stevenson, Blackader & Co., in

Toronto, he was made the recipient of a handsome presentation, in the form of a cheque, by the various wholesale dry goods firms with which had been in the habit of coming in contact. The career of Mr. Hardie in Montreal has been a long and honorable one, extending over a period of about 40 years, and the wholesale trade of that city bespeak for him a hearty welcome in Toronto.

NEW FEATURES IN WOMEN'S GOODS.

When the fashion for dress improvers was at its height, about ten years ago, the braided wire was introduced, and has been continued ever since, as it has taken the place of the pads both for dress forms and bustles. The introduction of the pompadour style of dressing the hair admits of the introduction of the popular braided wire rolls, doing away with the hot, musty pads so long in vogue. The manufacturers of these in Canada, Messrs. Brush & Co., report that the orders for their bustles this season have been far ahead of their expectations, and, from present indications, the Summer and Fall season will largely increase this branch of their business.

Among the many specialties which Brush & Co. put on the market this season, none is so important as their line of comfort waists. It is acknowledged by the trade that a large proportion of mothers have adopted dress reform, both for themselves and for their children, and insist on having waists that will in no way bind or retard the development of the child. By the introduction of featherbone, Brush & Co. can secure this desirable feature in their waists and are introducing to the trade for next season a range of ladies', misses' and children's waists, in which the only stiffening material will be featherbone. Another prominent specialty will be a nursing corset boned with featherbone. A few of their other specialties will be found in this firm's advertisement in this issue.

The English Lady

has found out that her wardrobe is not complete without a

"Pirle" Finished Costume

which does not mark or cockle with rain.

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

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

From the leading importers, or full particulars from

E. RIPLEY & SON

Bowling Dye Works, BRADFORD, ENGLAND.

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

CAPITAL CITY BUSINESS COLLEGE.

A. M. Grimes, M.A., Principal.

Shorthand, Bookkeeping, Penmanship, Telegraphy, Business Correspondence and Proof-reading. Pitman's or Munson's Shorthand, per month, \$3.00; White's Phonography, per month, \$4.00; Telegraphy, per month, \$5.00; Bookkeeping and Business Practice, per course, \$15.00; Bookkeeping and Business Practice, per month, \$5.00; Penmanship, per month, \$3.00; Night School, per month, \$3.00; Private Lessons, each, \$1.00. Address, A. M. GRIMES, Principal, Cor. Bank and Sparks Sts., Ottawa.

Nouveautés

In Dress Trimmings,
In Silk, Chenille and Mohair.

FRINGES
GIMPS
FANCY BRAIDS

Barrel Buttons, Cords, Tassels,
Tubular and Soutache Braids.

All Manufactured by

MOULTON & CO. 12 St. Peter Street. MONTREAL

HOTELS FOR COMMERCIAL MEN.

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

J. H. G. 22/11/11

W. J. CHAPMAN

asks you to try his

GLOVES

Made at

WINGHAM, ONT.



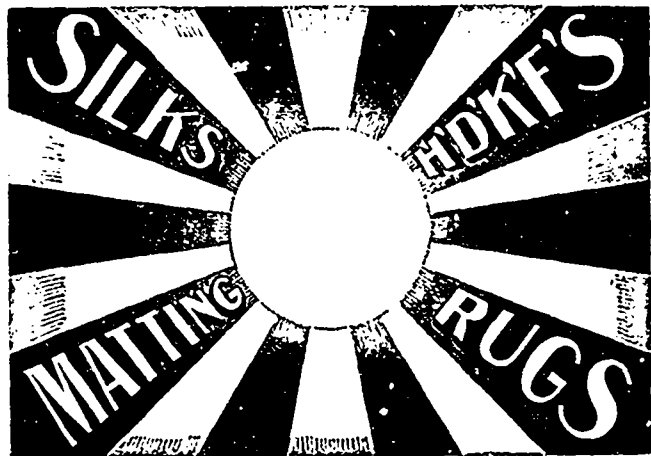
CROMPTON CORSETS

by reason of their exquisite fit perfect make, superior material, and an equalled reputation

Sell on Sight.

The Contour, Victoria, Queen Moo, and Yatisi Corsets and the Crompton Hygeian Waists are the most popular styles on the market.

The Crompton Corset Co. Limited
TORONTO.



K. Ishikawa & Co.

Main Office:
Yokohama,
Japan.

Canadian Office:
24 Wellington St. W.,
TORONTO.

STOREY Spring Trade.

Gloves. New and desirable lines.

Travelling Bags. The latest designs.

Women's and Men's Belts.

New patterns and styles of excellent value.

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

W. H. Storey & Son

THE GLOVERS OF CANADA

ACTON, ONT.

PATCHWORK PAPERS.

MANY little stories are told by travelers in the smoker. The following were told by two or three commercial men the other evening on their way home at the end of the week :

Some time ago a good looking young widow kept a drapery and smallware shop not far from Aberdeen. To one of the school board inspectors, who frequently got after her little boy, Sandy, to see he attended school, she said : "Mister Patterson, a'um beginin' tae think, sir, it's no the laddie sae muckle ye're comin' efter, it's mysel." This was true, for the firm is now Patterson & Co.

A dry goods traveler on the way to the Coast when passing through Manitoba was woke up by the loud snoring of a chap in a lower berth. The other passengers found it impossible to sleep also. The traveler woke up the sleeper.

"What's the matter now?"

"You're snoring and keeping everybody awake."

"How do you know I'm snoring?"

"Why, we can't help hearing it."

"Young man, you're a tenderfoot, or you wouldn't believe all you hear in this country," and he rolled off to sleep again.

A farmer possessing quite a vein of humor left Grey county for Manitoba about a month ago. Previous to leaving, he put up the following notice in the local country store : "To Sell—the lease

and good-will of a sitting on the most desirable empty nail keg in the shop ; seat covered with empty sack ; soft snap ; near stove ; cracker and biscuit boxes within reach ; only debating club in the neighborhood ; easy terms ; speak quick, as I am leaving for the West."

Last Summer, while in Muskoka, a couple of Toronto ladies visited the hayfield near the hotel where they were staying. One of the haymakers, when he returned from work, said : "When the mosquitoes and black flies got at us under our bare overalls the ladies laughed at us trying to shake them off. But soon the ladies got bit the same way. They screamed and skeddaddled. We laughed then."

"I tell you," said the lady, "it's too much—seven dollars for a cloak like that !

"Well madam," said the floor-walker in the departmental, "Suppose we say \$6.98 as it is bargain day. How will that suit you?"

"Now you are talking something like—but \$7—yes, I'll take it."

The story most of us have heard about the Chicago clothing store putting a well-padded pocketbook in the inside pocket of a Spring overcoat, with the remark that it had just been returned from one of the wealthiest men in town, being a size too large. The customer, when he feels the pocketbook, quickly buys the coat and rushes off to catch—a train. This story was told to a Toronto clothing man the other day. He replied : "That sort of thing may go in Chicago, but we are selling coats so low that there would be no margin for giving away an empty pocketbook, to say nothing of the padding."

TOM SWALWELL.

The Hamilton Cash Register

Is the National Cash Register with all the latest improvements up to date.

Registers of all kinds and makes, Autograph Registers, Cash Carriers, etc., bought, sold, exchanged and repaired.

THE

Hamilton is the Anti-Monopoly Register

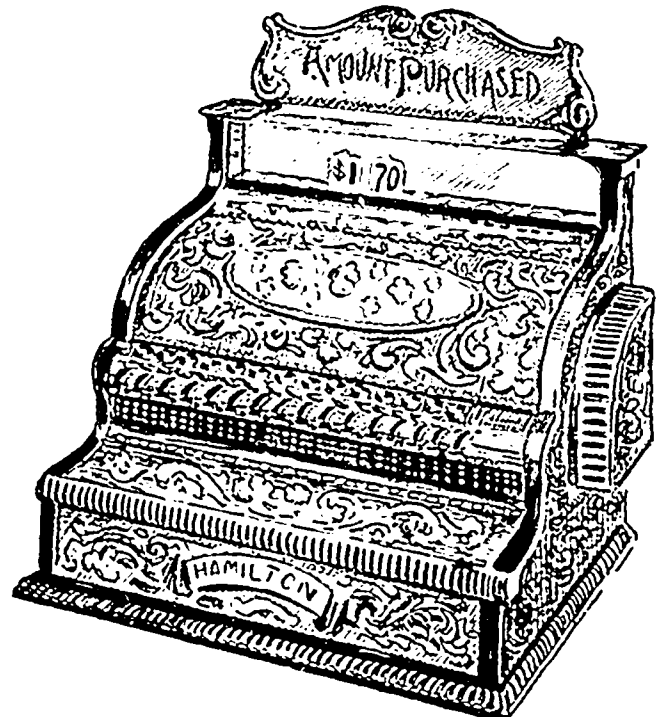
UP-TO-DATE.

BUILT ON HONOR. SOLD ON PRINCIPLE.

And backed by a guarantee that means something Thousands of references by best known merchants in Canada.

Let us give you an exhibition of the Hamilton before you place your order.

All the latest novelties in store fixtures.



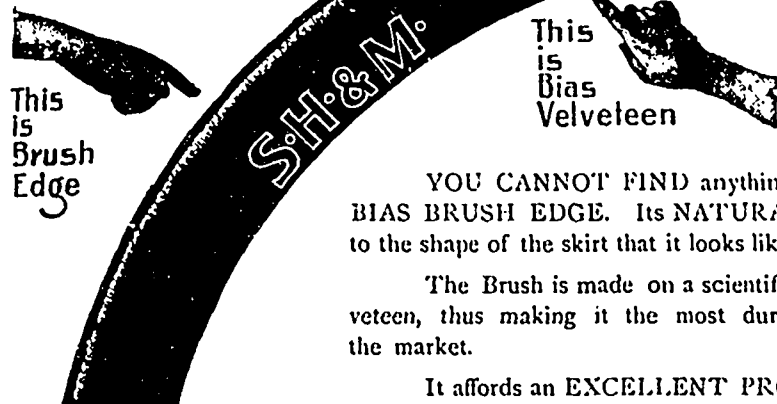
HAMILTON BRASS MFG. CO.

HAMILTON, ONT.

Limited

TORONTO OFFICE - 82 King Street West
 MONTREAL OFFICE - 1782 Notre Dame Street
 VANCOUVER OFFICE - 219 Cambie Street
 LONDON OFFICE - 281 Dundas Street

SEE THAT CURVE ?
IT FITS.



S·H·&M·

**Bias Brush Edge
Skirt Binding.**

*U.S. Patent No. 621080 March 14, 1899
Canadian Patent No. 62044 Dec. 13, 1898*

YOU CANNOT FIND anything in the Skirt Binding line so perfect as our S. H. & M. BIAS BRUSH EDGE. Its NATURAL CURVE causes the Binding to conform so perfectly to the shape of the skirt that it looks like part of the fabric itself.

The Brush is made on a scientific principle and is joined with the S. H. & M. Bias Velveleen, thus making it the most durable as well as the handsomest article of its kind on the market.

It affords an EXCELLENT PROFIT to the merchant and the GREATEST SATISFACTION to the customer.

YOU CANNOT AFFORD TO BE WITHOUT THIS ARTICLE IN YOUR STOCK.

Sample Cards and prices mailed upon application.

THE STEWART, HOWE & MAY CO.

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

24 Front Street West, TORONTO, ONT.

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

NOW IS THE TIME TO PLACE YOUR ORDERS FOR NEXT FALL'S DELIVERY.

SHIRTS
and
DRAWERS
IN ALL
Durable
Qualities.

FOR THE FAMILY
WRIGHT'S
GENUINE HEALTH
UNDERWEAR

The Attention of the Trade
is called to the new and improved styles we have placed on the market
FOR 1899.

These garments are constructed for durability and sightliness, and if you are striving for an enduring business no underwear stock is complete without these goods. They are for sale by all the leading jobbers in the country and are extensively advertised.

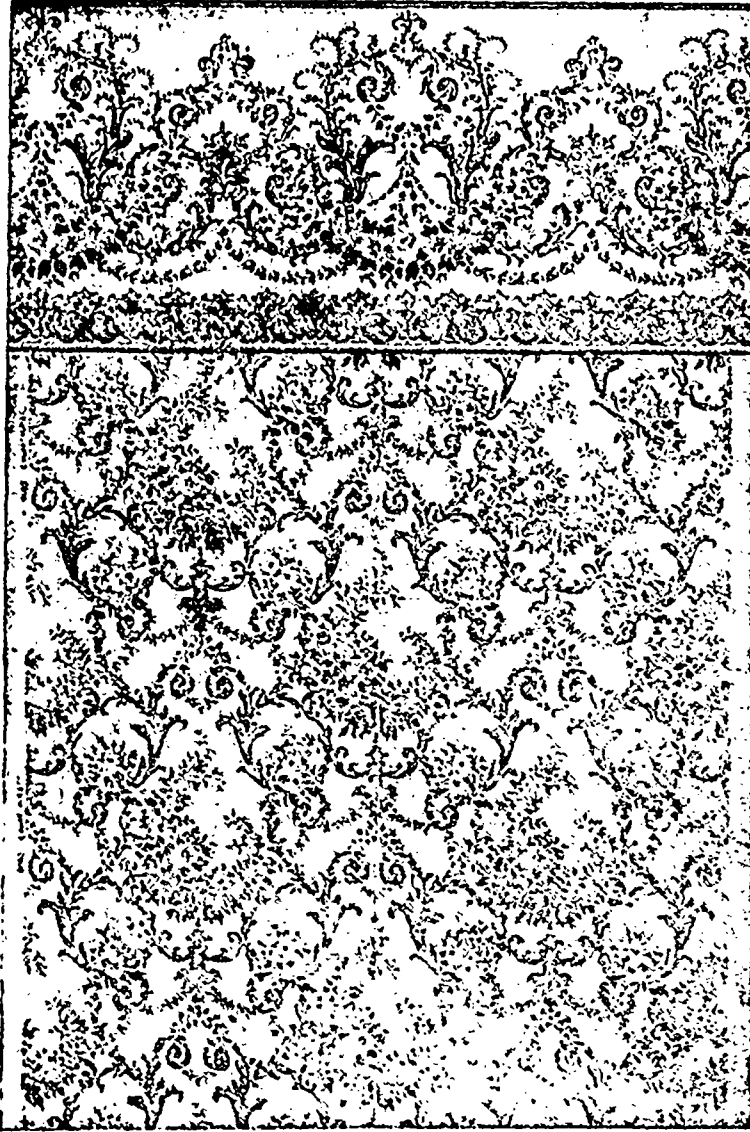
Qualities and sizes are always uniform and never vary in the slightest degree.

COMBINATION
SUITS
FOR
Men, Women
and Children.

WRIGHT'S HEALTH UNDERWEAR CO., NEW YORK CITY

Our Goods are Sellers

NOV 1903



Pattern No. 706.

We will send a line of Sample Books, express prepaid, to any dealer who desires to replenish his stock.

WRITE
QUICKLY.

COLIN McARTHUR & CO.

1030 Notre Dame Street,

— Montreal.

THE REVIEW'S DIRECTORY OF AGENTS.

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

BAKER & BROWN 43 St. Sacrament Street
 Manufacturers' Agents, **MONTREAL**

Representing—STANFELD BROWN & Co., Bradford, Eng., manufacturers of meltons, carriage cloths, ruggings, etc. HENSAL, COLLADAY & Co., Philadelphia, U.S.A., manufacturers of dress trimmings, fringes and upholstery goods. ARSOLD H. HENSE & Co., St. Gall, Switzerland, manufacturers Swiss embroidered handkerchiefs, Swiss embroideries and curtains.

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

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

FRED. R. WILLIAMS & CO.
 Manufacturers' Agents
 Representing 246 St. James St.
Farnham Corset Co., Farnham, P.Q. MONTREAL, QUE.

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

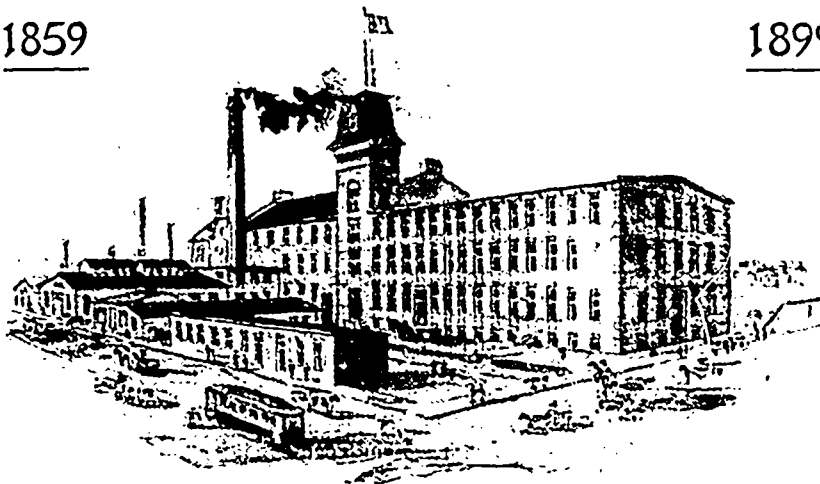
Representing: Wm. SIMPSON, Sons & Co., Philadelphia, Pa., Prints, Linings and Draperies. CARTWRIGHT & WARNERS, Limited, Loughborough, England, Hosiery and Underwear. D. SANDERMAN & Co., Leicester, England, Yarns and Warps.

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

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

A. ROLAND WILLIAMS Manufacturers' Agent, Room 509 McMillan Bg 19 Melinda St., Toronto
 J. T. & J. Taylor, Limited, Batley, England. Hope St. Factory, Limited, Belfast. Shaw, Wallace & Co., Belfast. Strauss & Uhlich, Annaberg. Baker & Brown, Montreal.

1859



1899

This is Our Growing Time.

"TURNBULL'S" has Grown to be a household word and stands for the best and cheapest Underwear made in Canada.

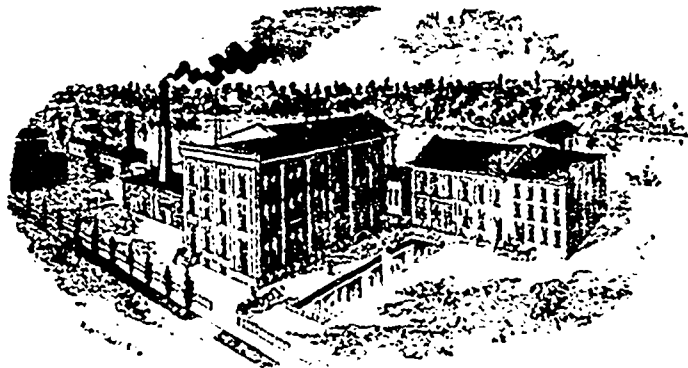
THE C. TURNBULL CO., of GALT, Limited.

GOULDING & CO., 27 Wellington St. West, Toronto.

JOSEPH W. WEY, 7 Bastion Square, Victoria, B.C.

MANUFACTURERS OF

Wool and Union Flannels.



Woods, Sarges & Co.

A. H. BAIRD, LCCY TREAT

H. STROUD, HANS

*The Paris Hosiery Mills' Co.
 Paris, Ontario.*

SHOPS AND MEN'S DRESS IN EUROPE.

N ENGLISH CORRESPONDENT DESCRIBE WHAT
HE SAW ABROAD.

IN Genoa my first stopping place, the men were, generally speaking, well dressed, similarly to those of English cities, they copying their styles from Paris and London. I might make one exception, however, their shoes, which were remarkably ill-shaped, having no instep to speak of, and with pointed, turned-up toes. The leather was also of very inferior quality, as is the case all through Italy. In the subsequent Italian cities I visited, Rome, Naples, Florence, Venice, and Milan, there was literally no style—the hats, shoes, and clothing being of a very cheap quality, without style or finish.

It was not uncommon to see cloth displays with show-cards reading in Italian: "Suits to order, 30 francs," and "Trousers to order, 10 francs"; but, notwithstanding these prices, I did not buy any clothes in Italy.

The neckwear silks, considering Milan as a manufacturing centre, made an extraordinarily poor display. Outfitting establishments were all small, and always attended by women, as, in fact, is nearly all business in Italy. I saw women carrying hods of stone and mortar to the tops of houses that were being built, also cleaning streets and turning switches for trams.

While in Germany I visited Chemnitz, an uninteresting town (a cross between Bolton and Nottingham), where I became convinced that a retailer could buy hosiery cheaper in London than at the place of manufacture, and with about one-half the trouble.

In Berlin I rather expected to see some bright shops, but was disappointed. They displayed in their windows a conglomeration of goods such as is never seen at home. For instance, one shop on Unter den Linden (the principal street) displayed about a dozen four-in-hand scarves, all different patterns and effects, a few puffs and tecks, five or six bottles of perfumery, a couple of boxes of sweets, a card displaying moustache curlers, and a few articles of jewelry.

Neither in Germany nor in Italy have I seen an exclusive gentleman's outfitting shop. They always keep ladies' goods or articles entirely foreign to the business. In Berlin, even in the largest shops, there was no rush and bustle such as we see in London. The assistants are allowed two hours for dinner, and all over Germany banks close between 12 and 2 every day, as do also many of the shops.

Plate-glass windows in the Berlin shops were pieced, generally at the top, and no single pane of glass was more than six feet in height. I sought an explanation of this in vain, but have every reason to suppose it is from economical motives.

For a large city it is remarkably devoid of style as regards the dressing of both men and women. Many "dickeys" are worn in lieu of white shirts, principally embroidered.

The straight-cut "clerical" collar seems to be preferred, and the turn-down "Shakespeare," with points about four inches deep, is a good second. A scarf and no white shirt usually accompany this outfit.

No light felt hats are shown: many straw hats, bowler-shaped,

others flat, wide brim, and about a six-inch crown, with a cheap, five-inch ribbon.

Silk hats of all styles, shapes, and ages seem to be the thing for "dress-up" wear. Chimney-sweeps, who are numerous, also wear them, and I saw several orchestras in outdoor beer gardens whose musicians also appeared in high silk hats.

While in Berlin I visited the large shirt and collar factory of Wolff & Glasserfeld, who employ about 2,000 women. The employes have an excellent sick fund connected with this establishment, the fund paying the sick member one-half, and the firm the other half of the salary usually earned.

I visited Vienna, noisy, dashing, gay, with its thousands of cabs driven along at breakneck speed, regardless of life or limb, making such a confusion to my eyes and ears that London seemed a quiet town in comparison. People are better dressed, use a finer quality of wearing apparel, and copy their styles from Paris.

The outfitting displays are as much mixed up as those in Germany or Italy, but of a finer grade of goods. The prices are just about the same for the same goods in London.

This standard of price holds good for lodgings and restaurants; but your Viennese is a good cook, and the "Zahlkellner," or head waiter, to whom you pay your bill, a splendid "worker" for tips, as he receives no salary, and in many cases pays the proprietor for his position. He has a happy faculty of overcharging, generally reckoning in the date to swell the amount. The waiters, even including helpers, usually boys from 12 to 16 years old, whether in first-class hotels, cafes, restaurants, or beer gardens, appear in full dress attire from six o'clock in the morning until bedtime.

I saw numerous men carrying banners, popularly known with us as "Sandwich men," in full dress suits, high hats, and white cotton gloves. In Rome I saw a school of young boys out for their afternoon walk in full dress suits, high hats, and white kid gloves. It was a ridiculous sight.

In Frankfort the display of hats, shoes, and outfitting was of a superior grade to anything I saw in Berlin or Vienna. At the opera, which was well attended, many of the ladies were in evening attire, but not a man in the house wore full dress, and but few even a black coat and vest. I had good opportunity to observe this, as the theatres and operas here have, between the acts, a 15 minutes' intermission for refreshments, which are served at a buffet in the foyer. The waiters, of course, appear in full dress.—S.B. in London Outfitter.

A process for making fine wool from the limestone rock found in such inexhaustible quantities in the neighborhood of Alexandria, Ind., is a recent discovery by C. C. Hall, chemist of the steel works at that place, the claim being that, from a combination of 94 per cent. of the limestone, chemicals and one of the commonest of minerals, pure wool is obtainable as white as snow. It seems that, while making experiments with limestone for his factory, it was found that a certain kind of the material, instead of turning to quicklime when subjected to fire, would, when combined with chemicals, turn into lava, and, when subjected to another process, this lava could be rendered pliable and handled like molten glass. From this beginning the process was pursued and a downy wool resulted with promise of considerable industrial possibilities; that is, such rock wool is represented to be as soft and white as that produced by sheep, and can be manufactured cheaper than sheep can be raised and clipped, is not affected by fire or water, and the supply seems to be almost unlimited.

THE

**CANADIAN COLORED
COTTON
MILLS COMPANY**

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

Only Wholesale Trade supplied.

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

**THE PRESS
CLIPPING
BUREAU . . .**

Reads every newspaper in Canada and clips therefrom all articles of a business or personal nature of interest to subscribers in this department.

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

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

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

THE PRESS CLIPPING BUREAU

Board of Trade, MONTREAL

NOTHING DECEPTIVE

— ABOUT —

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

The "North Star" and "Crescent" for 1899 will show very decided improvements in whiteness and quality. No other cotton bat will retail as satisfactorily nor call for as many repeat orders.

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

**SYSTEMATIC
SAVING**

Can be accomplished by taking out an

**Unconditional Accumulative
Endowment Policy**

IN THE

**Confederation Life
Association**

HEAD OFFICE - - TORONTO

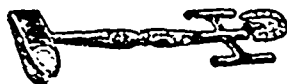
Under this form of Policy a man can obtain complete protection for his family, while capital is built up from year to year, to be used by himself in his old age. The Policies are absolutely free from conditions, and contain liberal privileges as to Extended Insurance, Cash Surrender and Paid-up Insurance.

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

Use the "Derby Link," No. 2



Patented Nov. 23, 1898.
FOR ALL CUFFS.

Use the New "Star" Cuff Holder



Patented.
For Link and Plain Cuffs

For Sale by Principal Jobbers Everywhere.

Keep your trousers up with the
"Automatic" Bachelor Button



WRITE
TO YOUR
JOBBER.

NO
NEEDLE
REQUIRED.

The New Automatic



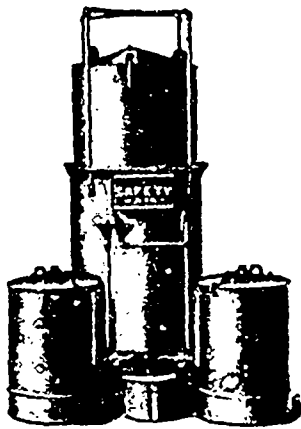
U.S. Patent June 5, 1891. Eng. Patent No. 11633.

"Au Fall" Scarf Retainer



Patented.
Opens Wide at Mouth.

J. V. PILCHER & CO., Sole Manufacturers,
LOUISVILLE, KY.



Acetylene Gas

Simple and Safe.

WATER JOINTS
SELF SUSTAINING.

The ONLY Machine that Automatically removes the ash from the Carbide, leaving both dry. No Danger of Explosion with this Machine

Manufactured by

The Safety Light and Heat Co.

The only firm permitted to use the celebrated
CLIFF-WARDLAW SAFETY GENERATORS.

Dundas, Ont.

Send for Booklet and Price List.

The 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 the same machine)

Acetylene Gas Stoves and Ranges.

(for use with the above machines)

Special Photographic Apparatus.

(best for photography)

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

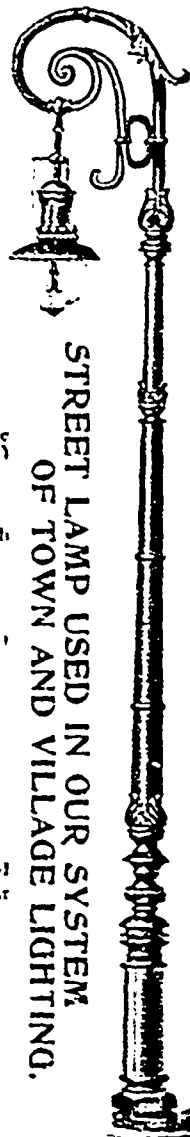
We also make special lighting towers and
villages for which we design special apparatus. Our
goods are all guaranteed.

THE ACETYLENE MANUFACTURING CO.

LIMITED

Head Office, LONDON, ONT.

Capital, \$1,000,000.



STREET LAMP USED IN OUR SYSTEM
OF TOWN AND VILLAGE LIGHTING.

BEAVER LINE

ELDER, DEMPSTER & CO.'S

Regular Weekly Sailings Between
MONTREAL AND LIVERPOOL

From Liverpool.	Steamer.	From Montreal.
Sat., May 20	LAKE ONTARIO	Sat., June 3
.....	LAKE HURON	Sat., June 10
Sat., June 3	LAKE SUPERIOR	Wed., June 21
Sat., June 17	LAKE ONTARIO	Wed., July 5

RATES OF PASSAGE :

FIRST CABIN Single, \$12.50 to \$20.00. Return, \$20.00 to \$30.00. SECOND CABIN Single, \$11.50. Return, \$17.75. STEERAGE Outward, \$22.50. Prepaid, \$21.00.

For further particulars as to passage or freight, apply to any Agent of the Company or to

ELDER, DEMPSTER & CO., MONTREAL.

WESTERN

Incorporated 1851

ASSURANCE COMPANY.

FIRE
AND
MARINE

Head Office	Capital Subscribed	\$2,000,000.00
Toronto,	Capital Paid Up	1,000,000.00
Ont.	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.

DYEING DRY GOODS and MILLINERY

Dress Goods, Cloths, Tweeds, Drills, Ducks,
Cottons, and Velveteens,
Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP.

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

And Garment Work of all kinds.

BRITISH AMERICAN DYEING CO.

Technical, Chemical Dyers and Finishers.

JOSEPH ALLEN, Managing Partner

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

123 Bank St., Ottawa.
47 John St., Quebec.

The Toronto Patent Agency

Limited

CAPITAL, - - \$25,000.

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Jos. DOUST, Esq., Vice-President.

J. ARTHUR McMcKRY, Sec.-Treas.

70, 80, 81, 82 Confederation

Life Building

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General Patent Agents in procuring Home and Foreign Patents and all matters pertaining to Patents and Patent Causes, also the buying and selling of Patents, and the organizing and promoting of Joint Stock Companies. Last 1000 inventions wanted and list of Canadian Patented inventions for sale, mailed to any address free, address

Toronto Patent Agency, Limited, - Toronto, Ont.

The Celluloid Company

30, 32, 34, 36
Washington Place

NEW YORK

ORIGINAL and ONLY
Manufacturers of

"CELLULOID" Interlined Waterproof
Collars and Cuffs . . .

All goods made by us are stamped as follows :

Absolutely No

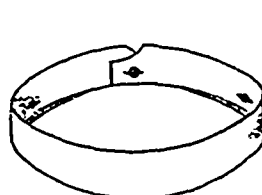


TRADE

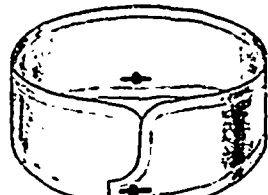
CELLULOID
MARK.

Others Genuine

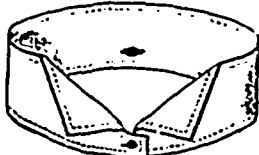
Positively waterproof. When soiled simply wipe off with a damp cloth or sponge.



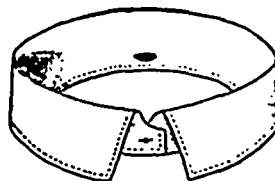
ROMAN



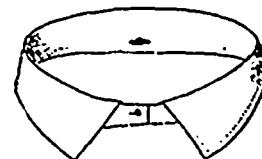
BERKELEY.



TITAN.

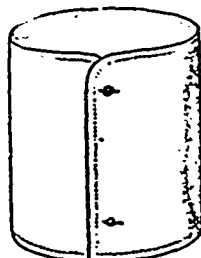


BICYCLE.

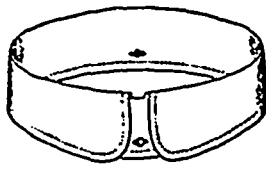


ROYAL

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



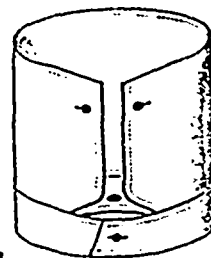
EXCELSIOR.



SAVOY

CAUTION

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



 The Celluloid Company

FIFTH AVE.

LUXFER PRISMS

Placed in windows echo the outside brightness to the very rear of your warehouse.

"Investment, not speculation," say
our thousand odd patrons.



EATON'S—WITH PRISMS



EATON'S—WITHOUT PRISMS

Your next door neighbor knows what
it will cost to light his store; why
don't you also ?

Write for Descriptive Book.

The Luxfer Prism Company

Limited

58 Yonge St., Toronto.

To the Trade. ❀

May 20th.

MIDSUMMER REQUISITES

Our assortment of suitable goods for the Midsummer Trade is complete in

White Piques, White Bedford Cords, White Swiss Spot Muslins, White India Linons, White Organdies, White Victoria Lawns, White Embroidered Pique All-Overs, White Tucked All-Overs, White Embroidered Flouncings.

READY-MADE SKIRTS IN

White Pique, Linen Crash, Black Alpaca, Black Serge and Navy Serge.

BLOUSES IN

White Piques, Fancy Piques, Zephyrs and Fancy Muslins.

OUR CELEBRATED

Fast Black "Imperial" Dye Cotton Hosiery, Fast Black "Imperial" Dye Lisle Hosiery, Tan Hosiery, in Ladies', Misses' and Children's.

WE CONTROL THE "SEABELLE" SERGES

Black Costume and Blue Costume Serges, Black Figured Alpacas, Plain Black Alpacas.

LACES MUCH IN DEMAND

Valenciennes in narrow and medium widths, Black Silk, White Silk and Cream Silk, Torchon and Fancy Cotton.

DO NOT FAIL TO SEE OUR

Summer Silks, Silk Gloves, Taffeta Gloves, Lace Ties, Colored Piques, American Prints, Crum's Prints in Light Checks and Stripes.

Filling Letter Orders
a Specialty.

John Macdonald & Co.

Wellington and Front Sts. East

❀ ❀ ❀ TORONTO.

