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VOL. X

MONTREAL AND TORONTO, OCTOBER, 1900

No. 10

FOR LACE NOVELTIES
OF EVERY KIND
A GO-AHEAD FIRM
IS THAT OF
TIDSWELLS, 3 and 2 Wood St., LONDON,
ENGLAND.

WHO SUPPLY THE FOLLOWING GOODS

SHIRTS,
LACES,
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.

Mantles,

COSTUMES,
SKIRTS, ETC.

Canadian Buyers will always find the very latest
Novelties in Ladies' and Children's

SKIRTS, BLOUSES, JACKETS,
MACKINTOSHES, CAPES, ETC., ETC.

in our showrooms. Special attention is being given to the require-
ments of the Canadian Trade, and we will be glad to show our
samples, and learn your needs.

CORBY, PALMER & STEWART

39, 40, 41a St. Paul's Churchyard, LONDON, ENG.

IN A CLASS BY THEMSELVES.

THE EXCELLENT WEARING QUALITIES,
THE APPEARANCE AND STYLE OF

PRIESTLEY'S DRESS GOODS

HAVE PROVIDED THEM TO BE DISTINCT FROM
ALL OTHER MAKES OF DRESS GOODS.

THIS FACT

SHOULD INFLUENCE YOU

TO KEEP THEM REGULARLY IN STOCK.

S. GREENSHIELDS, SON & CO.,

Montreal and Vancouver, B.C.

Sole Selling Agents for Canada.

Lister's

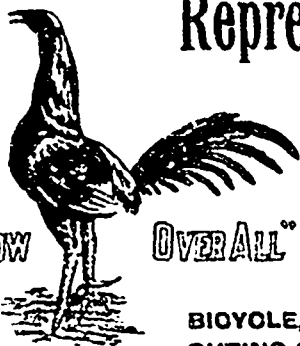
Silks
Velvets
Sealettes

To be had from . . .

WHOLESALE DRY GOODS
and MILLINERY HOUSES.

"Rooster Brand"

Representatives



Will leave about
October 10th
for Spring, with posi-
tively the

**Latest and
Best**

of everything in

**BICYCLE, GOLF, YACHTING,
OUTING AND TENNIS SUITS.**

PANTS of all kinds and every price.

**OVERALLS and JACKETS, COPPER RIVETS, DOUBLE
SEAMS,** for every class of mechanic.

SHIRTS, Negligee and Workingmen's, Full Sizes, Proper Cut.

**LADIES' TAILOR-MADE SKIRTS, PERFECT-FITTING,
NEWEST DESIGNS.**

We have made special efforts for the largest Cash Buyers
and feel confident we can suit them in every particular.

Robert C. Wilkins

Manufacturer

MONTREAL

WYLD-DARLING

COMPANY, Limited.

OUR TRAVELLERS

are now carrying samples of

English and German Wrapperettes,
Domestic Wrapperettes,
Salisburys and Printed Suitings.

ALSO

OUR SPECIAL BRANDS OF

Low Union and All-Wool Flannels,
White and Grey Blankets,
FOR FALL SORTING SEASON.

Spring Range of Prints and Printed
Piece Goods

will be in their hands in a few days.

WYLD-DARLING CO., Limited
TORONTO.

S. GREENSHIELDS, SON & CO.

MONTREAL AND VANCOUVER.

ADVANCING!

COTTON GOODS

AT OUR PRESENT PRICES

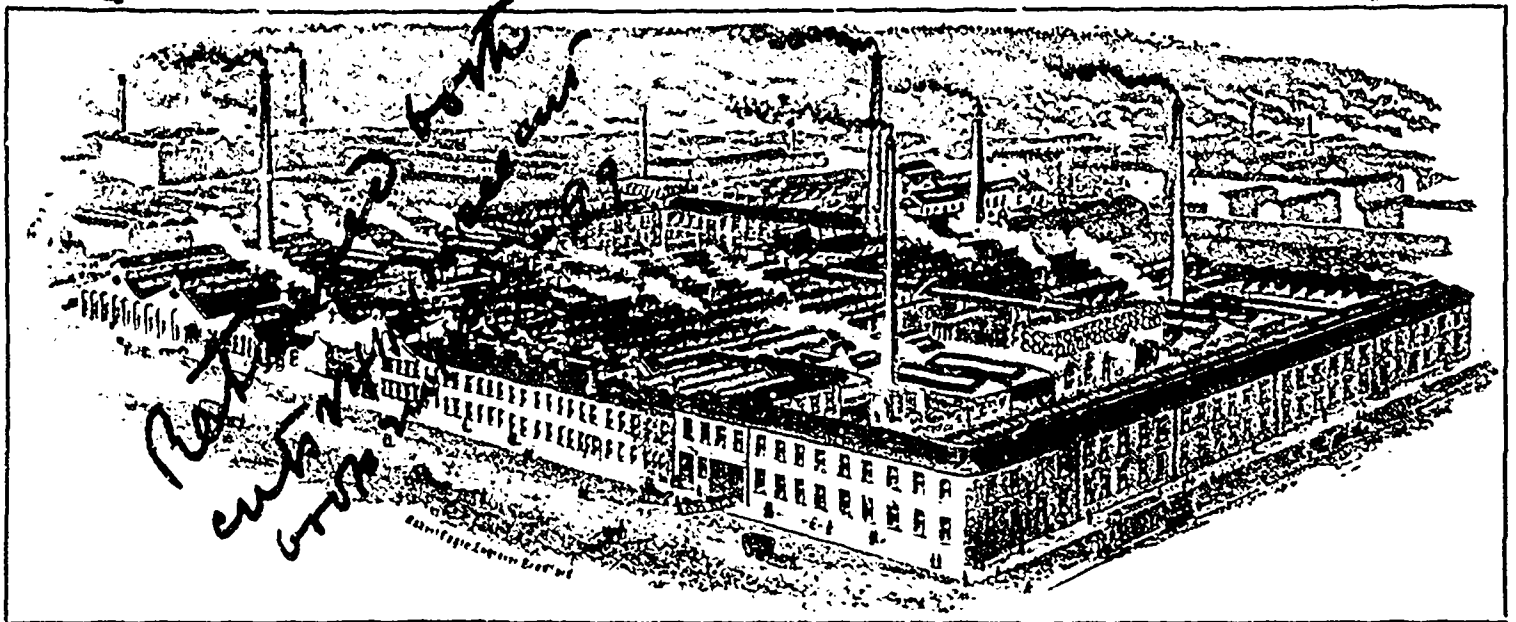
ARE EXTRA VALUE.

RAW COTTON at this date last year was 6 3/8c. per lb.
This year at same date it is 11c. “
And in England 14c. “

You will see that cotton goods cannot be cheaper for twelve months---but that there is every likelihood of an advance.

Secure what you require now.

W. GRANDAGE & CO., LIMITED



LOW ROYD & BROWN ROYD DYEWORKS

BRADFORD, ENGLAND.

DYERS, BLEACHERS, AND FINISHERS OF ALL CLASSES OF PIECE GOODS AND COTTON YARNS

THE ABOVE FIRM MAKE A SPECIALTY OF

Mercerised Cotton Sateens, Brocades, etc.

AND OF MERCERISED YARNS.

To ensure having the most perfect imitation of Silk, Importers and Retailers should insist on seeing the following Stamp on all such goods:

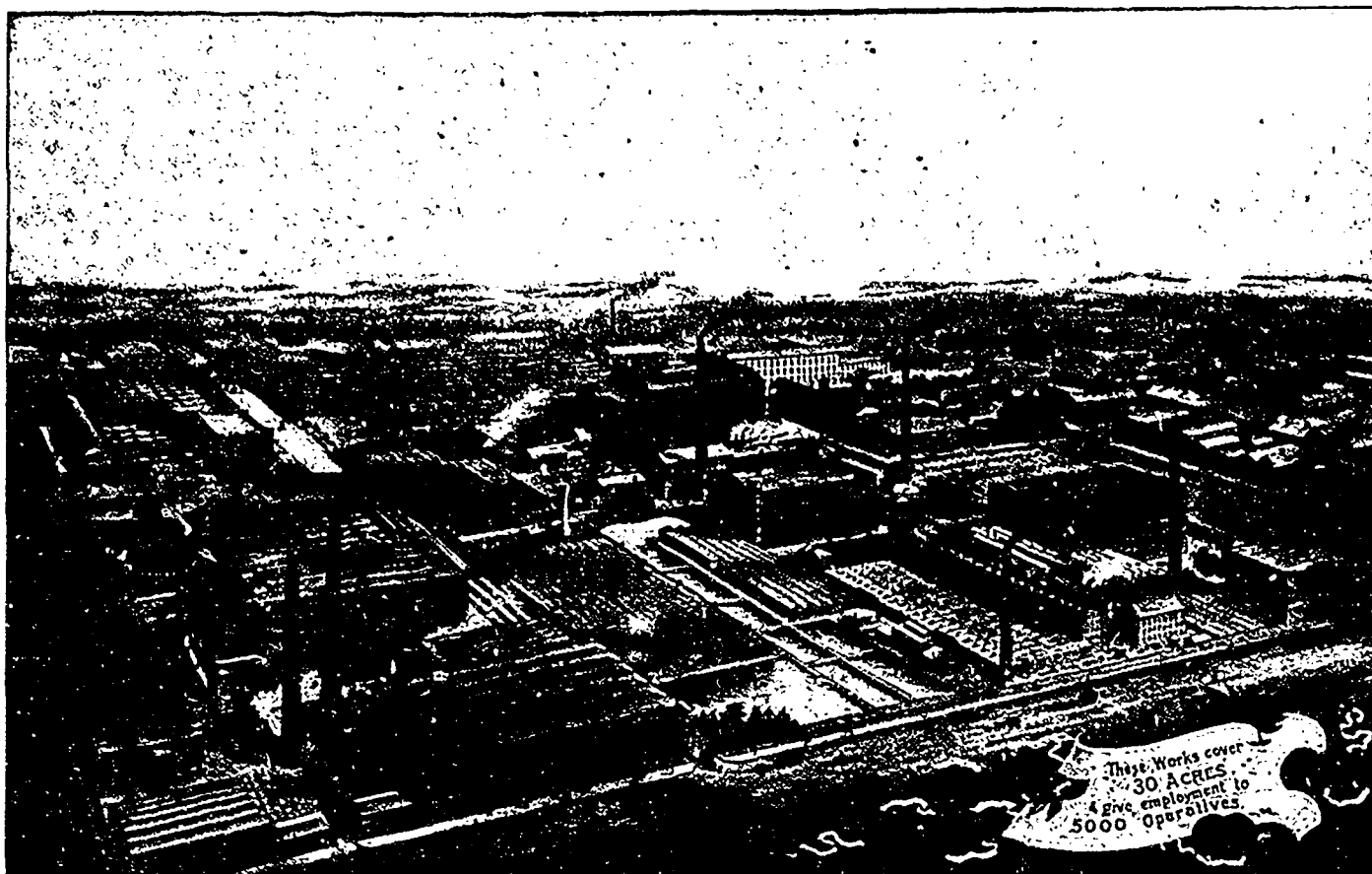


Ask for New Shade Card for 1900. All shades on this card are

GUARANTEED NOT TO CROCK.

HORROCKSES, CREWDSON & CO.

LIMITED
COTTON SPINNERS AND MANUFACTURERS.



WORKS, PRESTON AND FARNWORTH, LANCASHIRE.

WAREHOUSES, PICCADILLY, MANCHESTER.

5 LOVE LANE, LONDON, E.C.

7 MITCHELL LANE, GLASGOW.

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

Specially Finished for the Sewing Machine

And Suitable for all Parts of the World.

HIGHEST AWARDS AT ALL EXHIBITIONS.

PRIZE MEDALS, LONDON	1851, 1862
GOLD MEDALS, PARIS	1867, 1878
DIPLOMA OF HONOUR, VIENNA	1873
GOLD MEDAL, CAPE TOWN	1877
DIPLOMA OF HONOUR, LONDON	1884

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

RYLANDS & SONS

LIMITED.

MANCHESTER, ENG.

Cotton
Spinners

Merchants

Manufacturers



Bleachers

Dyers

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS

Heapey,
Longford works,

Gorton,
Swinton,

Wigan,
Crewe,

Chorley,
Bolton.

Capital, \$14,500,000. Employees, 12,000

LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign	Bleached Calicoes, Sheetings
Fancy Dress Goods, British and Foreign	Oxfords, Harvards, Galateas
Silks and Velvets	Dyed Linings
Veiveteens	Floor Oilcloths
Irish and Scotch Linens	Laces
Table Damasks,	Prints and Crêtonnes
Towels and Tray Linens	Shirts, Underclothing
Muslins, Curtains and Handkerchiefs	Ladies' Blouses
Flannelettes, Hosiery	Boys' Blouses and Sailor Suits
Flannels and Blankets, Quilts	Umbrellas, Gloves
Smallwares, Haberdashery and Trimmings.	

..THE WORLD RENOWNED..

"Oxford"

FLANNELETTE UNDERCLOTHING.

(Write for Samples and Price List.)



TRADE MARK



MANUFACTURERS

W. F. LUCAS & CO.

129a LONDON WALL,

LONDON, ENGLAND

"PLANTAGENET" FRILLINGS

Highest Award, Paris, 1889.

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments, Blouses, Children's Hoods, Robes, Full Dress and Bassinette Trimmings.



This special make of Frillings far exceeds all others in beauty of Design, fine quality of Cambric, exquisite finish and general utility. THE "PLANTAGENET" GOODS are sold ready for sewing on, avoiding vexatious and tedious labor. They are also much cheaper than any other make, and once bought are sure to be repeated.

A very large range of Designs and Prices. To be obtained from all leading firms.

BOOT LACES

of all kinds and in all lengths
can be bought to best advantage from

JOHN GORDON & SON

Wholesale
Only.

— Montreal.

WRITE US. All lines in stock in Montreal.



How to Avoid Losses.

This is a practical subject with every merchant. It is not so hard to make money if we can only avoid losing what is made. If all the goods bought would show a ready turnover there would be good profit in merchandizing.

The remedy for this trouble, whether a mistake in buying, shelf-worn or faded goods, is sending them to these works and having them redyed some staple or fashionable color.

This is the case with plumes and feathers and ribbons, as well as with dress goods.

We are helping hundreds of merchants all over Canada to escape losses that kill the profits of the year.

- PRICE LISTS AND ALL PARTICULARS
- FOR THE ASKING.

R. Parker & Co.

Dyers and Finishers

Head Office and Works - 787-791 Yonge St.
Montreal Branch - 1958 Notre Dame St.

... Toronto.

The Bagley & Wright Mfg. Co.

318 St. James St., MONTREAL

IMPORTERS OF

DRY GOODS SPECIALTIES,

AND **TAILORS' TRIMMINGS.**

We are now offering a few **CLEARING** lines in Linen Towels at the following remarkably low prices—which are below manufacturers' present prices :

No.	95, Hemmed,	16 x 33	- -	88c. per doz.
"	95, "	18 x 39	-	\$1.10 "
"	5046, "	17 x 33	- -	75c. "
"	118, "	17 x 36	-	1.15 "
"	D5, "	22 x 40	-	1.60 "
"	D7, "	24 x 42	-	1.80 "
"	L108, Fringed,	22 x 42	-	1.55 "

WE ARE THE LEADING HOUSE IN

Handkerchiefs,

Art Muslins, Cretonnes,

Hosiery (We have a specially good line in Women's ribbed, sizes 9 and 9½, at \$1.65 per doz.)

Tailors' Trimmings,

Sleeve Linings,

Italians, Canvas, etc.

WRITE US FOR SAMPLES AND PRICES.

The Lace Warehouse of Canada

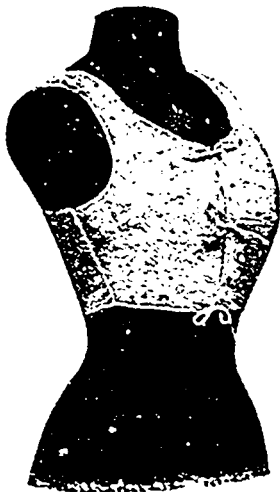
Early Orders secure prompt and *early deliveries*. This applies more especially to import *Laces* and *Embroideries*, which our men are now showing for Spring, 1901. In these lines we are admittedly the *leaders* in the Canadian trade.

Dress Goods continue to arrive weekly, and among our collection we show the latest designs and best values attainable.

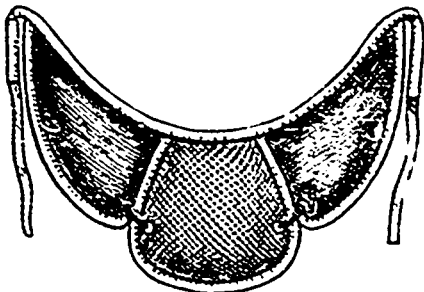
Hosiery. If you desire to have your Hosiery Department a strong and profitable branch of your trade, see what we are doing in this line. We are sole agents in Canada for the Queen's Gate Indelible Black Cashmere Hose--equalled by few, surpassed by none.

Cloakings, Mantle Cloths and Golf Cape Reversible Cloths in latest designs.

In Our Collection are shown samples from the following departments, which are kept fully assorted throughout the season :



The Model K. C. Vest.



No. 13 Form.

Silks, Velvets and Velveteens, Opera and Blouse Flannels, Costumes, Robes, Shirt Waists, Chiffons, Laces, Nets, Veilings, Trimmings, Ribbons, Belts, Neckwear, Hairpins, Slides and Ornaments, Hosiery, Gloves and Underwear, Corsets, Waists and Bustles.

The Model K. C. Corset Vest is a seller at sight. It is a moulded form of exquisite design and finish. The proper article for tailor-made suits and waists, worn over the corset, or without the corset when golfing, cycling, etc. We carry a full range of sizes in cotton and satin coverings.

Letter Orders Carefully Executed.

Kyle, Cheesbrough & Co.

16 St. Helen Street

MONTREAL.

1840—ESTABLISHED—1840



WHOLESALE

DRY GOODS.

*
General
Staple
and
Fancy

*
Canadian
American
and
European

DRY GOODS

WHOLESALE



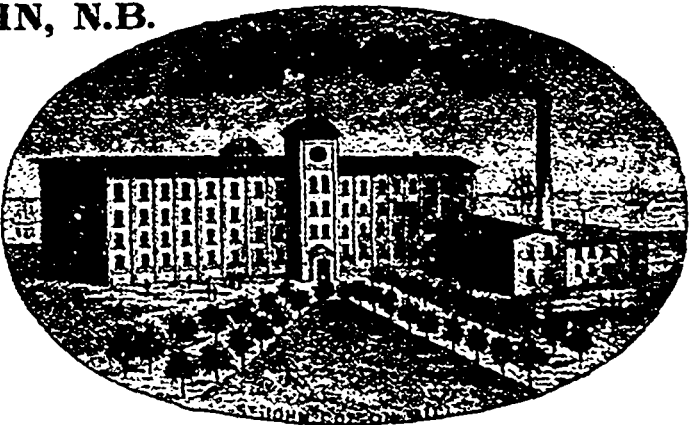
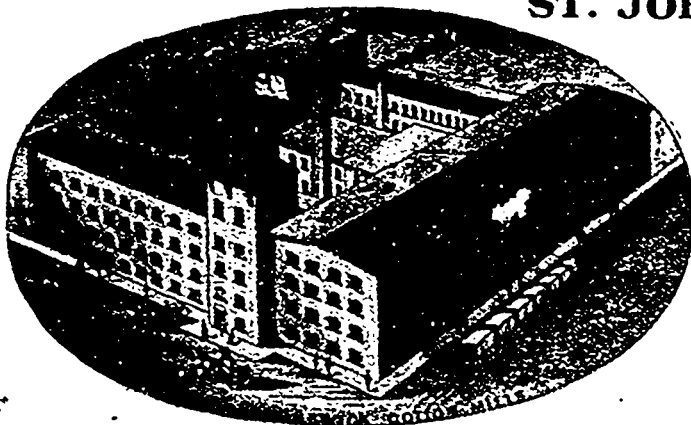
Sample Rooms :
Temple Building,
MONTREAL.

P. GARNEAU, FILS & CIE.
QUEBEC.

Sample Rooms :
Sandford Block,
WINNIPEG.

WM. PARKS & SON, Limited

ST. JOHN, N.B.



**Cotton Spinners,
Bleachers, Dyers
Manufacturers**

**Flannelettes,
Saxonys, Yarns,
Beam Warps.**

Agents . . .

J. SPROUL SMITH, 71 Front Street West, Toronto.
DAVID KAY, Fraser Building, Montreal.
JOHN HALLAM, 83 Front Street East, Toronto, Agent for Beam
Warps for Ontario.



The Only "WATER TWIST" Yarn Made in Canada.



The W.R. Brock Company,
(Limited)

CORNER BAY AND WELLINGTON
STREETS

TORONTO.

CARPETS. Spring 1901.

Before giving your placing order for the coming season we would ask you to examine the

SPLENDID RANGE

now in the hands of our travellers. These comprehend the newest and most artistic designs, many of which are confined to ourselves, in

**Velvet, Axminster,
Brussels, Ingrain,
Wool (2 and 3-ply) Hemp, etc.**

CARPETS. In Stock.

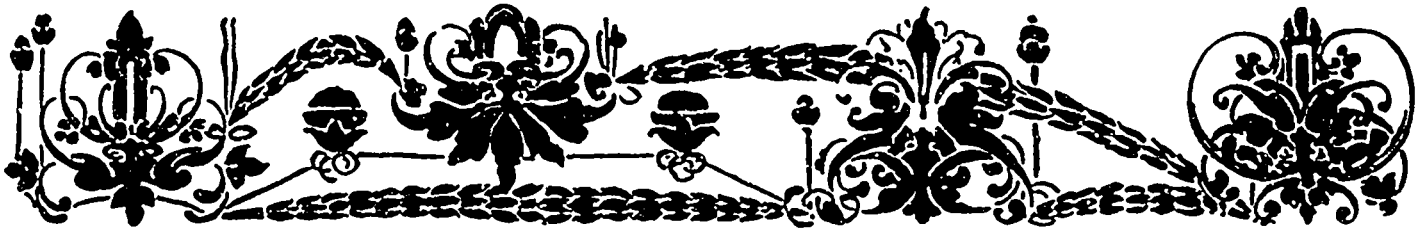
To make room for Spring goods, and in order to reduce stock before stock-taking, we are offering

SPECIAL VALUES

in the choicest and newest designs in the above-mentioned lines, samples of which are also carried by our travellers.

Letter orders for immediate wants receive special and prompt attention.

The Dry Goods Review.



Vol. X.

MONTREAL AND TORONTO, OCTOBER, 1900.

No. 10.

THE DRY GOODS TRADE IN THE WEST.

The Outlook in Winnipeg—Millinery Openings Well Attended—The Styles in Vogue—
What Retailers' Say—Notes of Provincial Trade.

From THE DRY GOODS REVIEW'S Special Correspondent.

Winnipeg, September 21, 1900.

THE state of trade in the West is a little difficult to define at present, owing to the unsettled state of the weather and the consequent doubt as to the quality of the crop, and until threshing is done it will be quite impossible to definitely determine this.

MILLINERY OPENINGS.

In spite of disagreeable weather, Winnipeg has been given over to millinery openings this month.

THE D. McCALL CO.

On September 4 and following days, The D. McCall Co. held their usual opening, they being the only wholesale millinery house to do so. The attendance of milliners from outside points was larger than it has ever been before, all parts of Manitoba, the Territories and many points in British Columbia being represented. Although everyone is talking bad crops and hard times, the sales were large and satisfactory in character.

In trimmed goods the display was excellent. Among the more noticeable hats was a helmet toque of tucked crimson velvet with black birds in front and black buckle drawing it down to the hair at the back. Another was a large picture hat flaring from the face, the underbrim entirely covered with tiny black ostrich feathers. The crown, in the shape of a circular fan, was of alternate folds of panne velvet and black taffeta; the outer trimming, a 12-inch steel buckle and three black plumes. Still another effective hat was a French toque with crown of embroidered black taffeta and brim of tucked panne velvet. A drape of Battenburg lace and a quill mount completed the trimming.

The range of trimmings was very large and well-assorted. Here was seen, for the first time in Winnipeg, the panne velvet so much in vogue, which, while resembling the crown of a beaver hat in pile, has the texture of surah silk. Mirror velvet, a heavier make of the same pile, was also shown in all

shades. In felt shapes for trimming, the favorites are those composed of folds of felt stitched. In "ready-to-wears," the new patent collapsible turban was shown. The sales of ready-to-wear goods proved exceptionally large.

RETAIL OPENINGS.

That long-established house, Furners' Arcade, was the first to announce a retail opening.

Miss Baldwin, who had just returned from New York, showed your correspondent through and chatted pleasantly of shapes, shades, styles and effects. The colors this house are finding the most popular are castor, old rose, and emerald green, while all pastel shades are in favor with their customers. Cluny lace drapes and mink bandeaux are much called for. The almost endless array of dainty headgear reminded one of the old couplet,

How happy could I be with either
Were t'other dear charmer away.

Among the few hats tipped over the face was a large one of castor coq feathers, with facing of panne velvet in same shade, large bow of velvet and 12 inch gold buckle under tipped-up brim at back, crown of velvet in shoe effect. Another pretty conceit was a colonial cocked hat of white felt, lined with black velvet, the edge bound with gold galloon—two 1900 rosettes, a demi-plume and scarf of mechlin completed the trimming.

JERRY ROBINSON & CO

Miss Dingwall, and her chief of staff, Miss Hagan, gave your correspondent a cordial welcome, and, amid a multitude of conflicting calls on time and patience, managed to give a few hints as to what they found leading favorites. Castor is the leading color with us, said Miss Dingwall, though black, French grey and old rose are all popular. One unique effect noted was a toque with leather crown. Mink bandeaux, chenille turbans and stitched turbans were all shown in bewildering variety.

A lovely picture hat in black was noted—somewhat of a Gainsborough shape with double brim filled between with

TRADE IN THE WEST—Continued.

tucked chiffon, crown of chenille, three plumes caught with a 1900 rosette, and long ties to loop over front of dress bodice. Another hat was of corded silk with tucked chiffon facings and 12-inch buckle catching the plumes. This house also showed a line of white and black hats made of a braid covered with silk, held in place by irregular hand stitchings. The effect was both odd and pretty.

THE HUDSON'S BAY COMPANY.

The showrooms have been almost doubled since last season, giving ample accommodation for the large and well-selected stock. Miss Rogers just returned from New York in time for the opening.

A pretty way of showing the panne velvet was noted here—apricot, blue, reseda green, grey and pink in pastel shades were arranged in billows on the bottom of a long flat showcase, interspersed with gull wings and gull mounts.

Among the specially pretty hats here, was a French toque of three shades of old rose and gracefully drooping gull wings, and a charming black picture hat, a la Gainsborough, double brim of black velvet with interpleating of white chiffon; crown of embroidered taffeta and drooping wings of black caught with a large rosette.

GEORGE CRAIG & CO.

This opening is still in progress. The stock is well selected and all the newest trimmings and shapes are displayed.

THE COUSE OPENING.

The opening of a new millinery house is almost as attractive an event to the mind feminine as a fashionable wedding. Mr. Frederick Couse, who has been a traveler and buyer for millinery houses for the past 20 years, and, until recently, of the firm of Strachan & Couse, manufacturers' agents in this territory, a few weeks ago secured spacious premises in the McIntyre Block, and proceeded to convert them into up-to-date showrooms and parlors for the sale of the latest Parisian, London and New York millinery. The new house opened for business about September 1, with a choice line of "ready-to-wear" goods, and the public then had an opportunity of viewing the result of Mr. Couse's efforts in regard to fittings. The effect is charming in the extreme. Walls, showcase frames and counter bases are all painted a soft creamy tint, while, on the elaborately designed metallic ceiling, cream, turquoise and gold are used with exquisite effect. The front portion of the store is devoted to showroom purposes. The floor is covered with an English linoleum of tile design, the wall showcases and glass counters all being arranged to the best advantage for showing goods. In the rear of the showrooms, up a short flight of steps, is the millinery parlor, and off this again, two little French rooms, the effect of the cream walls and splendid mirrors being here heightened by the tones of the crimson velvet carpet.

The regular opening for trimmed goods began on Wednesday, September 19, and is still in progress. Miss Yoder, late of the well-known house of Johnston's, of New York, who is taking charge for Mr. Couse, kindly devoted an hour of a busy morning to your correspondent's enlightenment. "There is no color that can be called absolutely new this season," said Miss Yoder, "but the shades most sought after are castor, automobile red, seagull grey, green and black, and black and white. Crowns are all low, and in shapes the pompadour, tryphone and toque may be said to lead. In trimmings, breasts, wings, whole birds and pompoms are all used, while ostrich and paradise feathers hold their own places. Fur is extensively used in both toque and bonnet effects, cabochons,

buckles and sequins have a prominent place, as have also Battenburg lace drapes. Silk, kid and embroidered and sequined taffeta are also among the favorite materials for crowns and brims."

Among such a bewildering array of hats and bonnets, each a work of art in itself, it was difficult to choose one or two the description of which might give an idea of the whole. However, one can only try and fail. One French design, in the form of a picture hat, showed a foundation entirely composed of alternate rows of black chenille and tiny sequins, the bandeaux trimming, soft folds of automobile red velvet, gracefully draped crown, caught down at the back with an oxidized buckle, and the beauty of the design further carried out by black and white ostrich pompoms, which is one of the much-admired trims of the day.

The pastel shades, although used extensively, are perhaps not quite so much sought as they were during the past Summer season, but one pompadour design carried out in pastel shades, is certainly worthy of more than passing mention. The velvet face trimming, of one of the many shades of Nile green, presented a massive effect of graceful folds. Close against the hair a very artistic rosette bow of pastel solid ribbon in helio and green—castor breasts caught on the edge of the brim by a handsome bow of the same shades, the ends being carried down over the crown of folded felt in paler shade of Nile green, and clasped through with a long buckle of cut steel. Perhaps the most unique hat was a design by Madame Pentony. The facing of the wide flat brim—nothing short of a work of art—showed folds of black and white velvet—alternating—the whole a strikingly handsome effect; the crown draped and caught to the brim in graceful folds, while falling from the centre of the crown-piece towards the back were three beautiful black ostrich plumes, each plume caught with an elaborate cut-steel clasp.

It is always delightful to talk to a master craftsman or an artist in any line, and it was with regret that your correspondent left this region of graceful forms and softly blended colors for the more strictly utilitarian fields of general dry goods. Looking over my notes it seems as though the palm was given to black hats. This was not intentional, but merely the result of describing what most frequently caught the eye.

R. J. WHITLA.

Your correspondent was fortunate enough to catch Mr. A. S. Binns with a few minutes to spare to talk dress goods, and was shown the lines of rough chevots now so popular, and for which this firm have had an enormous sale, especially in helios, wedgewood blues and greys. In silk and wool goods, some of the designs surpass anything previously seen, ribbed and shot backgrounds in salmon and black, crimson and black, green and black, helio and black, are covered with rich silk broche effects, closely resembling hand-wrought applique. In black silk and wool goods the number and beauty of the designs are almost incredible. The firm are finding an increased demand for black silk, their sales of which have been almost double that of last year. In colored silks, for evening wear, there is a greater demand for darker colors and richer effects—combinations of green and black, black and red, and the like, being popular. The beautiful brocaded silks in French grey have also sold well.

In blouse flannels, the 40 designs carried have all sold well. There has been a special demand for scarlet for the popular military blouse.

GAULT'S.

Mr. Belcher reports business better than anticipated. Their trade in men's neckwear has been very large, and, judging by

Three very handsome ranges of new goods :

A, R, 424 light weight Colored Vicuna Cloth, 24 shades.

D, 177 Unique Broad Cloth, 23 shades.

A, R, 400 Roman Satin Cloth, 8 shades.

These goods are all 44 inches wide, specially adapted for Blouses. They can be made up plain, or with lace, or with velvet. They are much nicer than the French Opera Flannels, and are the goods now being worn by the leaders of fashion in England and the States. For afternoon and evening wear they make elegant gowns. Our travellers have samples of the goods with them.

Tweeds for Skirts, Tweeds for Costumes, Tweeds for Golf Capes. Our range of Tweeds is large and all new goods. We will be pleased to have your order.

Our No. 350 Black and Colored Twilled Back, Fast Pile, "Royal" Velveteen is without doubt the best Velveteen at the price in the market to-day. If you have not already placed an order with us, please do so.

Fancy Black Dress Goods, **new lines**, just put into stock.

Our Dress Goods trade this season has been larger than ever, the secret is **we have the right goods**, every mail brings repeat orders.

We must ask your attention once more to our stock of **Imported Wrapperettes and Flannelettes**. They are exceptionally good this season, new patterns, strong cloth, popular prices.

We carry a large stock of all kinds of Silks. We have sold 50 per cent. more Silks to the millinery trade this season than ever before—your order will have prompt attention.

A few hundred Rugs, 3 lbs., 54 x 60/62 inch, all good patterns, **at less than mill prices.**

See the sample of Grey Flannelette Blanket which our travellers have with them, it is special.

BROPHY, CAINS & CO.

23 St. Helen Street,

MONTREAL

TRADE IN THE WEST—Continued.

the hundreds of samples of silk carried for this purpose, it would be difficult to imagine any reasonable beings not finding something to suit them.

The travelers have just started out with the Spring samples of shirts. This house have found it a good season for ladies' tweeds and golf cloths and blouse velveteens, of which they carry 28 different shades of the "Dream" brand. Mr. Rogers, the managing director from Montreal, paid a visit to Winnipeg during the month, and expressed his pleasure at the volume of trade done. Blankets and heavy underwear and men's Oxford wraps are other lines that have proved good sellers.

STOBART, SONS & CO.

Report trade quiet just now but anticipate a good sorting trade. Have had a specially good year in staples. There has been an unusual demand for velvet ribbon, and the supply is exhausted. This firm have found a large sale for ladies' cloth for tailor-made suits.

NOTES.

Mr. Wilson, buyer for Messrs. Stobart, Sons & Co., has left for his semi-annual purchasing trip to European markets.

Mr. Godfrey Parker, chief buyer for The Hudson's Bay Company, left this week for London and Paris.

The Imperial Dry Goods Company expect to occupy their splendid new premises about October 1.

W. H. Campbell, who for the past few years has been with N. S. B. Burley, of Portage la Prairie, recently bought out the business of H. M. Douglas, of Innisfail, N.W.T., and will carry on the business in an up-to-date style.

The N. R. Preston Company have sold out their business to E. B. Nash & Co. It is understood that Mr. N. R. Preston, head of the late company, is about to reenter business in Neepawa, Manitoba, being a member of The Neepawa Trading Company.

Myron McBride & Co., men's furnishings, are going into liquidation. Owing to the outlook for the next few months being unfavorable, the members of the firm consider it unadvisable to attempt to continue the business. The stock will be sold on the premises in the regular way of business. There will be no auction sale. Mr. Myron McBride will likely have charge of the winding up of the business.

Mr. A. D. Rankin, of the firm of Wilson & Rankin, Brandon, has been visiting the wholesale houses of the city this week.

The Fairley's, of Carberry, Man., have further increased the efficiency of their large departmental store by installing a multiple-drawer National cash register.

E. C. H.

Ladies' patent leather belts have proved to be the best sellers for the Fall trade. One of the most successful of these is the hip shape belt, which is cut from the leather to fit the body. The patent buckle which is being used with these belts is exceedingly neat and is quite a novelty—one that will prove a help in selling. The same belts are being made with the regular nickel and covered buckles. The popular widths are in the 1 inch buckles tapered to $1\frac{1}{4}$ to $1\frac{1}{2}$ inches at the back, thus giving support to the skirt. The Julian Sale Leather Goods Co., Toronto, Limited, are making these belts, and they will be pleased to send quotations or sample orders to the trade on request.

CATALOGUE OF FANCY GOODS.

The Fall and holiday trade catalogue just issued by Nerlich & Co. contains many new things in fancy goods, dolls, toys, fancy chinaware, etc. Their soldier dolls, dressed in khaki, should be particularly interesting this season.

A fine assortment of celluloid, plush and leather albums are worthy of attention. One kind is made with spaces for either cabinet or the new 5 x 7 size photographs. Their palms for decorating stores, houses, etc., are a feature of the stock.



The cut shows one kind, besides which different sizes and shapes of potted and preserved palms and grasses are shown. The catalogue, a large and fully illustrated one, is designed to make it easy for customers to order goods, each article being numbered, described and priced. It is gotten up subject to trade discounts, so that retailers may use it in making sales of goods they do not carry in stock.

AMERICAN WAISTS.

Floersheimer, Roman & Hahn, of 73 Wooster street, New York, produce a line of silk and satin waists that find a very extensive sale in the United States. The cut, fit, and style of an American waist are distinctive, and are recognized even in Paris and Berlin. The firm have a well equipped factory, turn the garments out in large quantities, and are in a position to give exceptional values in these lines. The firm are seeking to extend their business in Canada, and will send samples to any merchants who are interested.

THE MANUFACTURERS' SECRETARY.

T. A. Russell, B.A., has been reengaged as Secretary of The Canadian Manufacturers' Association at a largely increased salary. The great progress the association has made in the past few months has been largely due to his intelligent and energetic efforts, and the increase in salary is well deserved. The work he has done and is doing for the manufacturers of Canada has paid and will pay many times over the expenditure on his salary and other expenses.

A SIGN OF PROSPERITY.

The American Silk Waist Manufacturing Co., Limited, Montreal, is a growing concern. Their Fall trade has exceeded even the fondest expectations, and now they are compelled to refuse any more orders, reckoning that the filling of those already booked will leave them little enough time to get ready for next Spring's trade. This condition of affairs has necessitated an enlargement of the manufactory. Although new machines are being added every week, and the staff is being worked overtime, yet shipments have been behind.

An increased capacity is now to be secured. The stock and showroom and offices have been removed to the Glenora Building, 1886 Notre Dame street, where their patrons will always be welcomed, and the St. James street offices are being turned into an extensive factory. It is expected that about 75 machines will have to be added to give the factory the desired capacity, and then the firm hope to be able to comply with the least wish of their customers.

COMPETING WITH DEPARTMENTAL STORES.

MR. ALEX. SWEET, senior member of the firm of Sweet & Co., general merchants, Winchester, Ont., was in Toronto last week. Mr. Sweet is a man with ideas, and time spent with him in conversation is not lost. He is also a man with a sense of humor, for after we had been conversing a few minutes I asked him how long he had been in business.

"Well, I'll tell you," he said, with a twinkle in his eye. "I yesterday sold a pair of gloves to a young lady whose grandmother bought her wedding gloves from me in the same store."

I looked at Mr. Sweet, perhaps somewhat incredulously, for he is far from being an old man.

"Well, let me explain," he said, "I was clerk in the store of which I am now proprietor when I sold the grandmother her wedding gloves, while the young lady who bought gloves from me yesterday is only six years of age."

His explanation being satisfactory, I began to question him regarding crops and trade conditions generally in his neighborhood.

"We have good crops," he declared, "and harvesting is now pretty well over. But our chief industry is dairying, which has grown a great deal of late years."

Then we fell to discussing departmental stores and methods of competing with them.

"To my mind," said Mr. Sweet, "the best way to compete with them is to fight them with their own thunder. That means you must be able to offer bargains to the people and to advertise. We did not at one time keep ladies' underwear and dress goods in stock. But we realized that those were

the articles for which a great many people chiefly went to the departmental stores in Toronto. And where they bought dress goods and underwear they usually went for other lines. We then decided to carry ladies' underwear and dress goods, and the results have been most gratifying. I do not believe there is now one order goes to the departmental stores in Toronto where there were formerly ten."

"Do you do a cash trade?"

"No, not exactly. Two-thirds of our trade is cash. At one time the proportion was the other way. A few years ago we undertook to do a strictly cash trade, but we found it would not work well. We were gradually losing good customers, and so decided to quietly and gradually go back to a system of cash and credit. On accounts over three months old we charge interest, and we seldom have trouble. Our customers have got to know our terms."

Sweet & Co. are liberal advertisers, varying the space they occupy in the local paper, but always having it of goodly proportions. "In advertising," said Mr. Sweet, "I believe in giving people some information about the goods we want to sell them, and the more interesting we can make the information the better. That is the principle the large departmental stores go upon."

A showcase that is attracting a good deal of attention among drygoodsmen and other merchants is the "Illuminated Silent Salesman," manufactured by John Phillips & Co., Limited, Detroit, Mich. The manufacturers are sending out a descriptive circular of this case which should be interesting to prospective buyers. A handsome colored photograph of the "Silent Salesman" is printed on the circular, with reading matter, describing its workmanship and advantages. The circular is sent to anyone who asks for it.

Repeats of Leading Lines have come forward and stock in all Departments is in A1 shape to meet sorting demands.

ASK TRAVELLERS TO SHOW YOU THE FOLLOWING POPULAR-PRICED SEASONABLE GOODS:

Fleece-lined and all-wool Shirts and Pants.

Our ranges to retail at 50c., 75c. and \$1.00 are unexcelled.

White Woollen Blankets,

"Victor" Brand, all weights. **Best value** in the market to-day.

Ladies' and Children's Underwear.

Nos. P205, P219, H208, H217, H218, H238, H239.

Men's Half-Hose, Nos. 325, 285, 320, 310, 312.

Ladies' Hose, Ranges 531, D92, D93, 201.

Make a note of above numbers for use when buying.

Dress Goods. Stock well assorted. Send for clippings of our Tweeds, Cheviots and Homespun.

New lot of Black Figured Dress Goods just received.

LETTER ORDERS RECEIVE PROMPT AND CAREFUL ATTENTION.

Knox, Morgan & Co.

Wholesale Dry Goods,

HAMILTON, ONT.

WINDOW AND STORE DECORATING.

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

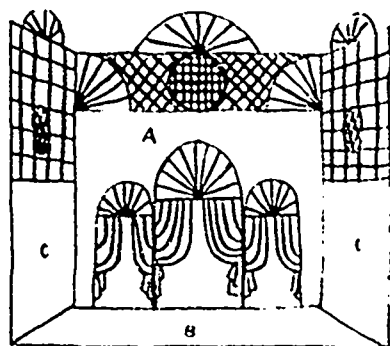
TO DRY GOODS REVIEW READERS—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered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

SPECIAL DISPLAYS.

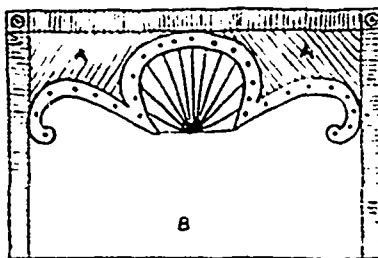
THE ability to accomplish, in a satisfactory way, a certain amount of routine work is the characteristic of mediocrity—the mission of the plodder. To break the bonds of conventionality, to get out of the ruts, to rise to the occasion and be able to take the fullest advantage of opportunity is the attribute of genius.

To be a successful window-dresser, something besides a talent for reproduction is necessary. The creative genius must be in evidence. The best field for the exercise of this quality about a store is the show window, and the reputation of its artist must largely rest upon the manner in which the arrangement of his materials keeps pace with the march of current events, and, as a consequence, enlists and arrests public attention.

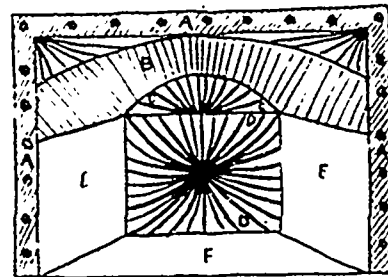
In this respect the window trimmer is, or should be, like the advertiser. Every event of great public interest should be



NO. 1
A-Pleating. B-Goods. C-Mirrors
or Pleating.



No. 2
A-Pleating or Puffing. B-Goods.



NO. 3. Front 2 ft. from glass.
A-Lights. B-Pleating. C-Tape. D-Piercing. E-Puffing. F-Goods.

PLANS AND APPLIANCES FOR DRESSING WINDOWS.

(See article on page 15.)

utilized to attract the attention of the public to the wares which are to be sold and to give a freshness and interest to the exhibition which will be appreciated by the public.

Not only should the anniversaries of the great national holidays be fittingly celebrated by appropriate displays, but local events should not be neglected. A cute turn given to a window display to illustrate a matter of passing interest will often times give the store a reputation which could not be acquired otherwise.

The window should be regarded as a stage for the exercise of the highest qualities of intelligence, imagination and ingenuity possessed by its trimmers, for the purpose of interesting the populace, to the end that the business of the establishment should be bettered thereby.

Originality should be the keynote in displays of this kind, and close attention should be given, as on the stage, to every detail necessary to "preserve the unities." It should never be

forgotten that whatever is worth doing is worth doing well, and unless the display is given thought and time enough to make it creditable it should never be attempted.

The length of time a special display should be allowed to remain in the window depends entirely upon the attention which it arouses.

If it "draws well" it should remain in until attention begins to wane—not until it dies out.

If it fails to enthrall, remove at once and try something else.

Special displays should be brought out during the following periods: Christmas, New Year's, Easter, Queen's Birthday, Dominion Day, Labor Day, Civic Holiday, Thanksgiving, Day, and during the Spring and Fall seasons, when new goods are arriving and opening trims are on the list.

BACKGROUNDS.

Every window-trimmer fully appreciates the importance of artistic backgrounds, which help so much in showing off the goods to the best advantage.

Many a good window is spoiled by a poor backing. So many trimmers construct their backgrounds in the windows, which takes considerable time, and, when completed, they hurry in the goods to be shown, not taking the time to show them properly, feeling they have spent too much time on the background.

Consequently, the window is not what it should be. To

obviate this, the best plan is to make up portable backgrounds. Make them up during leisure moments so as to save much time.

Frames can be made of light lumber and decorated on both sides so that they can be changed hurriedly. Measure your windows and have these frames made same size when put together.

Every establishment where window-trimming is recognized as a big paying part of the business should always keep on hand for the trimmer's use a number of wooden frames like those in the accompanying illustrations. These should be made of boards 1 x 4 or 6 in. Cheap lumber will do, as they are to be covered over. These will save the trimmer many an hour's reflection, and through them countless numbers of pretty window trims can be conceived and carried out by twisting and turning them around.

These do not cost much. They can be turned out of the

ONE OF THE REASONS

why the **S.H. & M. Skirt Bindings** are so vastly superior to all others, is that they are made in a factory built *especially for the manufacture of this article*, and no pains or expense have been spared in equipping it with the most modern and improved machinery, and making it in every respect *the greatest plant of its kind in the world*.

And not only that, but the **S.H. & M. Bindings** are made from a velveteen, manufactured expressly for skirt bindings, which withstands the wear and tear and at the same time gives that elegant and graceful finish to the edge of the skirt which so pleases and gratifies the customer.

Mr. Merchant, if you want to be up-to-date, do the leading skirt binding business in your town, and get away ahead of all your competitors, you should handle the **S.H. & M.** lines, for they are the best skirt bindings it is possible to produce, pay you a handsome profit and are one of the best drawing cards you can put into your stock.

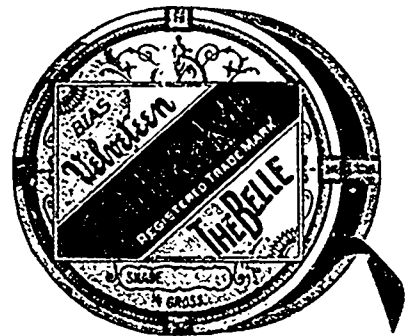
Write for sample and shade cards and price list.

WE CARRY THE FOLLOWING LINES IN STOCK IN OUR
TORONTO WAREHOUSE:



**S.H. & M. REDFERN Bias Corded
Velvet, 1 $\frac{3}{4}$ -in. wide.**

**S.H. & M. BELLE Plain Velveteen
1 $\frac{3}{4}$ -in. wide.**



The STEWART, HOWE & MAY CO.

Originators and Manufacturers of Bias Velveteen Skirt Bindings.

24 Front St. West, Toronto, Ont.

Manchester, England.

WINDOW DECORATING—Continued.

factory in a very short time, and if the trimmer takes care of them a set will last for years.

THE REVIEW will illustrate in this and future editions some exceedingly handsome window-trims, gotten up in a very short time through having these frames to trim with. In putting these together, one thing is important.

Nails larger than are necessary to hold the structure together should not be used. Many novices spike their pieces together as if they were to endure to the end of time, and the consequence is that many pieces are broken and destroyed in taking the framework apart. Temporary security is all that is required, and by the exercise of a little care the frames can be kept in good order for years.

The illustrations will serve the amateur window dresser to some advantage and show how, by arranging and placing certain fixtures in different positions, a great variety of designs may be obtained.

By puffing and pleating in different colors and by displaying different lines of goods on these fixtures, the effects will always be entirely new and your windows will never lack attractiveness and novel ideas.

Form your ideas first before emptying the windows. Work ahead to save time and labor. Do as much as possible out of the windows during your spare moments so that the trims can be arranged to save as much time as possible in changing the trim.

Before explaining the different drawings I might say that they are very roughly sketched, but I think the ideas they are intended to convey can be gleaned from them.

EXPLANATIONS OF ILLUSTRATIONS AND DRAWINGS.

No. 1 can be made to suit any sized window that has two ends with walls. The framework is made with 1 x 4-inch lumber (cheap stuff), cleated together with wooden cleats and screws at the back.

The background is set out about a foot from the wall. A few bendable strips and some white or colored tape for lattice work are all that is required to complete a very artistic effect for a backing for almost any line of goods.

No. 2 runs from the floor to ceiling, set about half way between the window front and the back wall. The 3 piece design can be made cheaply at a factory. It is nailed to the framework, and the ends are either shirred or pleated over, and white cotton stretched tightly over it. The dots indicate

electric lights. Rows of colored puffing in a contrast or blend with the filling in on sides will give the backing a pretty effect. The wall behind it could be pleated or filled in some suitable way.

No. 3 does not require explanation, as the reader can readily see the idea, and can get several ideas from it that will help him in arranging a very effective background.

No. 4 is a millinery background made of cheap strips. The entire framework if covered in with flowers will make an artistic background.

No. 5 These are the kind of frames I had reference to before. A good supply of these should always be kept, the number of each to be determined by the number of windows you have to trim.

Nos. 6, 7, 8 are drawings showing how good fixtures can be made from ordinary barrel hoops. Dozens of different lines of goods can be arranged on these after they have been covered over with fancy crepe, paper or cloth.

No. 9 shows a method of arch construction which is simple and effective.

H. H.

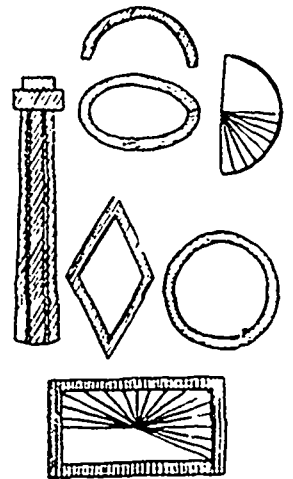
JACKET DISPLAY.

We reproduce a mechanical display of the Northway coats, designed and decorated by Arthur W. Humber for S. W. Mason & Son, Bowmanville, Ont.

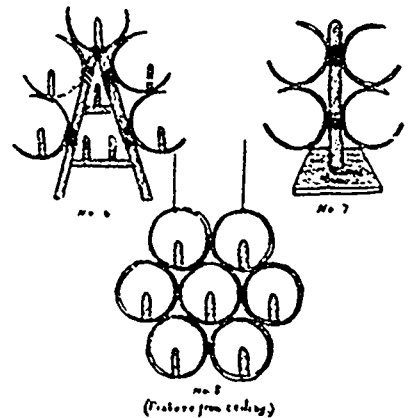
The window was not only small, but of a triangular shape, which proves that a very striking display can be placed in small windows.

The color scheme was light blue and white. Mr. Humber did all his own carpenter work, pleating, puffing, lettering, etc., in his workroom before placing the display in the window, thus saving a great deal of work in the window and also doing away with the need of keeping the blind down which is very often overlooked. The less the blind is down the better, as it gives the store a dead appearance.

One feature of this display was that there was not a great amount of goods shown but that each piece stood out prominently. The two side pillars



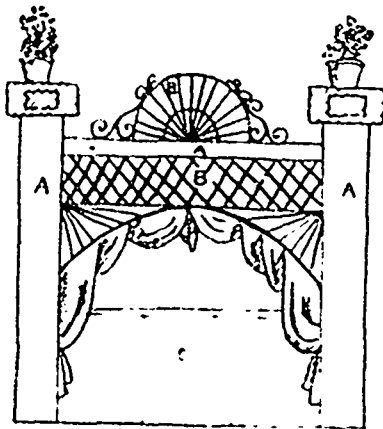
No. 5



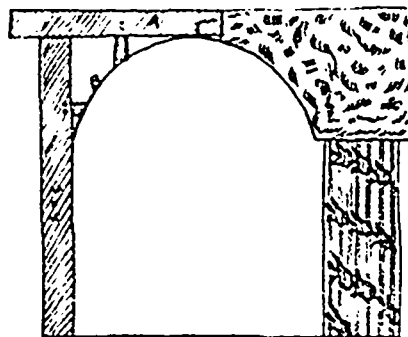
No. 6

No. 7

No. 8 (Picture from ceiling)



No. 1 (for Millinery)
A-Covered with flowers B-Millinery
C-Mirror



No. 9.
A-Board top. B-Lath.



FIELDING & JOHNSON'S

Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

KNITTING

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

In Spindles, or Banded
and Boxed.

FINGERING

in Six Well-Known
Qualities.

STOCK IN MONTREAL.

Careful attention to Letter Orders.

Sole Agents for Canada

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

WINDOW DECORATING—Continued.

were covered with pleated cheesecloth. The light blue ruching was put on afterwards. The upper framework was made of 6 in. strips and hoops of nail kegs.

The framework was covered with light cambric, then puffed with white and light blue cheesecloth. The photo illustrates the back framework. The two side jackets and



Photo by G. P. Freedland, Bowmanville.

DISPLAY OF NORTHWAY JACKETS.

Trimmed by A. W. Humber for S. W. Masco & Son, Bowmanville, Ont.

centre one were supported on revolving stands, which were made to revolve from a motor in the basement of the store. The belt was attached from the motor to one stand and then connected to the other stands. Around the two outside stands were cheeseboxes covered with pleated cheesecloth spread open.

Some clerks say "we are not given time for this work." Make time. Work at it in every spare moment, put in a striking display, and, if your employer is an enterprising man, he will see the advantage of having this kind of displays and you will be given more time for this work. Mr. Humber started as a clerk. His displays proved attractive and he is now giving just double the time he was two years ago to look after this department.

Some say, "it does not pay in small towns." Try it. Your object is not only to draw trade, but you want to make the store attractive and the store will establish a name for itself. Mr. Humber used the same framework in connection with a display of Crompton's corsets which looked equally well.

NEGLECT OF SMALL LINES.

In planning to show the different lines, the smaller lines are apt to be crowded out. Notions, for instance. It is not just the easiest thing in the world to obtain a large enough quantity of notions to make a respectable window display, and, even if it is, the amount of work necessary to produce an

effective display of these small wares is such that the window must be kept dark for a considerable period. It is perhaps more because of this time-consuming effort that notions do not as a rule receive the attention the stock is entitled to. If there is one line that really sells by exhibition it is notions. There are other small lines figured in your stock that will be slighted for the same reason during the rush of the Fall season.

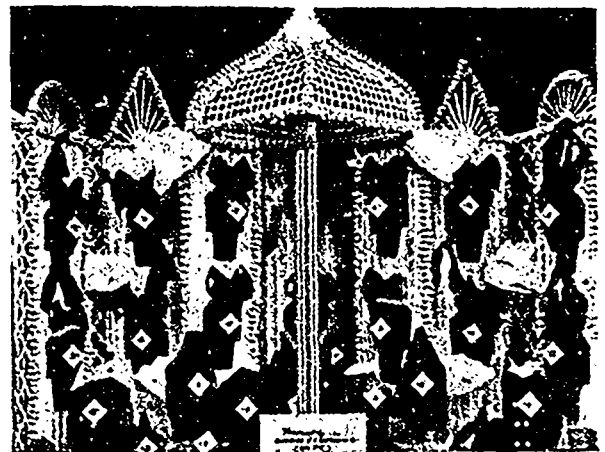
Outside display cases have proven very beneficial to those departments which handle the smaller and more ornamental kinds of goods, and to the notion stock they are proving a veritable boon. Those firms that have invested in substantial outside cases have found that they have reaped their cost several times over within a year. The little lines of knick knacks which are really not numerous enough to make a respectable showing in a large window are much benefited by the outside showcase.

A store having but two windows will find two or more neat outside cases a very profitable addition to the store equipment. Even those stores with an abundance of window space have been quick to realize the value of outside showcases, not only as an introducer but an actual seller of merchandise. If these large stores, with every foot of frontage converted into window space, find these cases profitable, it is hard to see how those stores with limited window space can afford to get along without them. If these cases are properly constructed the displays may be changed frequently without much work, and with a little pains in preparing price and explanatory tickets beforehand it very often takes but a few minutes to effect an entire change.—Chicago Dry Goods Reporter.

CANADIAN WINDOW-DRESSERS.

At a convention in Buffalo of the National Association of Window Trimmers the following were elected vice-presidents for Canada: British Columbia, Edward A. Barker, Vancouver, Quebec, Charles E. Bernard, Montreal; Ontario, Arthur W. Humber, Bowmanville.

Mr. Humber would be pleased to hear from any Ontario trimmer wishing to join the association. On application he will mail to any trimmer a pamphlet explaining the objects and benefits of the association.



A WINDOW OF LADIES' CLOTHING.

In parasols for Spring, 1901, Brophy, Cains & Co. are showing a very complete range in carved and inlaid horn and ivory handles, also in sterling silver mounted pearls and the rarer natural woods; they show these samples put up in a manner that at once arrests the attention of buyers. Special attention is paid to the finish and minor details, and the goods will repay careful consideration.

FAIRE BROS. & CO., Limited
LEICESTER, ENG.

Manufacturers of

SMALLWARES

- SKIRT BELTINGS
- WOOL MENDINGS
- SHOE LACES
- CORSET LACES
- BINDINGS
- BELT WEBS
- BLIND CORDS
- TAPES

Order Through
 Wholesale Houses

Representative for
 Canada

**Mr. Stapleton
 Caldecott,**
 45 YONGE ST.,
 TORONTO.



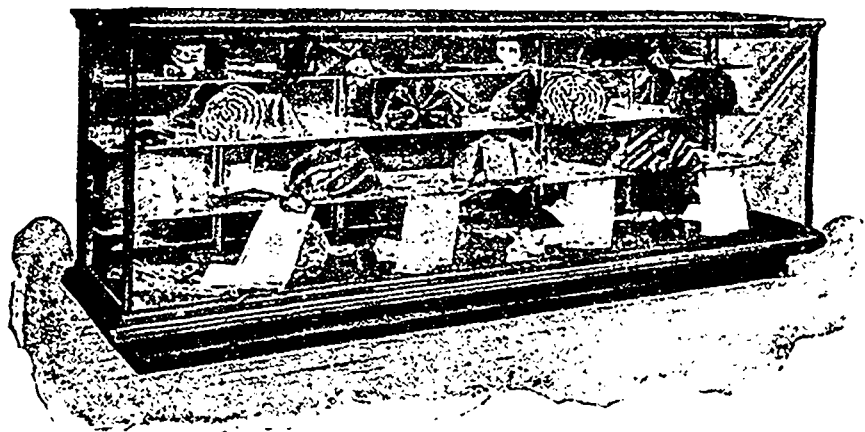
PHILLIPS' ILLUMINATED

Silent Salesman

This case represents our Illuminated Silent Salesman which is fitted with concealed lamps and wired ready for connecting on to your electric lighting system.

Cases of the same style are made without the lights if desired.

Canadian orders filled from our branch in Windsor free of duty.



PATENTED IN THE UNITED STATES AND CANADA.
 JOHN PETZ PATENTEE.

We have a descriptive circular in 7 colors. If interested, write for one.

John Phillips & Co., Limited
 Canadian Branch, Windsor, Ont. = = DETROIT, MICH.

How Canadian Prints are Made.

Visit to an Extensive Bleaching and Printing Establishment.

Written by THE DRY GOODS REVIEW'S Representative.

IT is only a little over a year since the first sod was turned at St. Henri, Montreal, toward the erection of a huge converting works for the Colonial Bleaching and Printing Company, Limited. And now the building is completed, the machinery installed, everything is running smoothly and the management have just issued their first price list of new Spring prints. Manufactured products have been going out of the mill since May, and the leading wholesalers have been selling "Colonial" fabrics for the Fall trade, but the catering for the Spring print trade is considered by the management to be the real beginning of business. That the samples of Spring patterns have met with the approval of all the houses is a fair portent that augurs well for the future of this important venture in Canadian industry.

It is a venture. Not that its establishment was a risk, but it is the only industry of its kind in Canada. Of course, it is not the only place where calico is turned out in Canada, but all other mills work from the raw cotton, whereas in the Colonial mills the raw product is the unbleached cotton fabric, bought either from English, Canadian, or American mills. Being concerned only with dyeing and printing, and having naught to do with carding and weaving, the Colonial Bleaching and Printing Company hope to give paramount attention to the quality of the dyeing, to the selection of patterns, and to the execution of the printing. They hope to gain from specialization, and so far their aspirations have been crowned with success. So successful, indeed, have they been in securing orders for their Spring goods that the mills are now busy turning out 40,000 yards of fabric per day, and the need of more additional space and machinery is already felt. The goods put upon the market this Summer have won a way.

EQUIPMENT IS FIRST CLASS.

THE DRY GOODS REVIEW spent an enjoyable afternoon at the mills not long since, at the invitation of Mr. A. W. Cochrane, the energetic sales manager. The visitor was surprised to see the smoothness with which everything was being run in the new factory. Each and all engaged in the enterprise seemed to have learned their duties, and if one feature is more outstanding than another, it is the zeal and energy with which the different employes are helping to make the business a success.

It is claimed that there is no better equipped print works in America to day. This statement is undeniable, for experienced and capable men are at the helm, they have plenty of capital at their back, and they have ordered everything to suit themselves. Most of the machinery and appliances has been built to order. No pains or expense was spared to make the works first-class in all respects.

The buildings form three sides of a hollow square, from the centre of which rises the massive smokestack. The engine-house, with its four powerful boilers, is thus separate from the mill itself. There is a main building and two wings—all of brick, and two storeys. The main building is 412x62 ft., the right wing 180x62 ft. and the left wing 150x64 ft. The

area covered is five acres, with room to spread. At the ground door, at the end of the right wing, the raw product, unbleached cotton, is admitted. From the upper door, at the end of the left wing, the finished article is shipped. The calico goes through the whole building before it reaches its finished state. Let us follow it and make notes by the way.

Immediately upon its receipt, the cotton is unwound and the webs sewn together to make one continuous whole. Then the fabric is led through a hole in the wall into the singer, which takes anything fluffy or foreign off the goods, just as the cook's singeing of the fowl before cooking takes off the down. The singeing is done by gas, and the machine is run by a gas engine especially installed for the purpose.

THE BLEACHING PROCESS.

Then the cotton passes into the bleachery, the next room on the ground floor. This is supposed to be the most complete bleachery either in the United States or Canada, in that it is continuous, the material coming in at one end and going out at the other. There is no crossing and recrossing of the bleached and half-bleached cottons. In the bleachery are three charging kiers and six boiling kiers, each of which holds 48,000 yards. Five washing machines and eight squeezers complete the machinery. They are divided into three sections, run by electric dynamos, two of 50-horse power, one 50, one 30 and one of two-horse power. There are four brick, cement-lined tanks, of a very large size, to hold the cotton when piled away between the different treatments. Altogether, the bleachery is up-to-date.

Upstairs, the cotton is taken to the white room, where it is brushed, sheared and wound for the white stock-room. Great care is taken to clean it thoroughly, and there are two shearers and three brushers for the purposes. The goods are also thoroughly dried in a 30 cylinder double dryer, heated and driven by steam. The cloth is wound in rolls of about 3,000 yards and sent into the white stock-room. And now we are in the main building.

Down below is the color-room and chemical laboratory, where Mr. Thomas examines drugs and colorings, dictates as to what colors shall come into the establishment and as to how they shall go out. His laboratory is well equipped. In the color room are six copper kettles, heated by steam, and containing huge mixers, a strainer and a gas engine. Everything is modern.

THE PRINTING MACHINES.

Next comes the printing-room, containing the marvels of the establishment—three huge printing machines. Mr. B. W. Lockwood is the veteran printer of the place. Each machine has attached a double engine, and also has four huge copper cylinder rollers to dry the fabric after printing to permit its being handled. The room is well lighted by windows that run two storeys high and admit a well diffused northern light. This prevents any shadows from falling upon the machines to interfere with the printers. More machines will soon be added.

From thence the cloth is taken upstairs to the steam-room, where the colors are developed as a hot iron does the stamp on linen. It is left for a half-hour in the cottage steamer, where it is subjected to a ten-pound pressure of live steam. Another steamer has been set up to develop colors that do not need so much pressure.

The engraving-room comes next. The importance of having high-class engraving has been recognized by the management, and, while experienced and capable engravers and

FOR  

SPRING 1901

20-inch, 23-inch, 27-inch
and 36-inch

Lyons Dye Habutai
Japan Habutai Silks
Corded Kaiki
Lace Effect Fancy Silks
Ladies' Silk Ties
Japan Matting

K. ISHIKAWA & CO.

Travellers are on their usual
routes with complete line of
samples.

24 Wellington St. West

 Toronto.

NOT BEST BECAUSE WORN
 BUT WORN BECAUSE
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Cravenette

THE
 BEST CLOTH
 FOR
 RAINY WEATHER GARMENTS.

THE ...
 Colonial Bleaching and Printing Co.
LIMITED
 MONTREAL.

Spring Samples
 NOW READY.

PRINTS,
 FOULARDS,
 DUCKS,
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 SATEENS,
 SILESIAS,
 DRILLS,

Our Proposition

which includes the giving of the exclusive sale of the Dr. Deimel Underwear to one merchant in a city (excepting only a few of the largest) deserves the closest investigation by every merchant who has the trade which will appreciate a high-class article of exceptional merit. There is not only a most substantial profit on every garment sold, but the satisfaction of hearing purchasers praise the article and sending their friends for it is a feature which also appeals to the merchant who appreciates this commendation for the good it does the store.

We are ready to submit samples and terms, or send a representative where possible, in order that you may be made familiar with the Dr. Deimel Underwear. This puts you under no obligation to buy. Are you interested? If so, write at once and forestall your neighbor.

THE DEIMEL LINEN-MESH SYSTEM CO.

2202 St. Catherine Street,

10-12 Broad St., London, E.C., England.

 MONTREAL, CANADA.

CANADIAN PRINTS—Continued.

die cutters have been engaged, they have been provided with the best machinery procurable. There are both milling and pentagraph machines, together with complementary lathes. Already many nobby and neat patterns have been produced on the premises.

On the ground floor, on the other side of the main building, is the dye-house, in the charge of jovial Mr. Mullins. His chief pride is an open soaper, made by H. W. Butterworth Sons Co., of Philadelphia, the only one of its kind in Canada. An aniline black plant, made by The Rusden Machine Co., of Warren, R. I., is also an A1 plant and is giving every satisfaction. Then there are four sets of jigs, eight dye machines, and four rope soap machines. A beater washer and a naphthol machine for all kinds of ice colors, together with other machines make up a complete dye-house. There are necessary drying machines built in conjunction with the soaping and black plants, which make the operation continuous and increase the facility of the work. This completes the main building.

THE FINISHING ROOMS.

Now we go to the left wing. On the ground floor is the finishing department; upstairs are the folding, stock and shipping rooms. The finishing department is replete with up-to-date starching and finishing machines, making a finish that will soon be celebrated among drygoodsmen. The drying machine consists mainly of 24 steam-heated copper cylinders. There are several calendars and tentering frames, one of which is the largest in Canada. Everything is modern and on a huge scale. Add to these stretching and pasting machines. The room is driven by steam and electricity, and each of the calendars has an independent engine of its own. This independent motive power is a feature throughout the building.

Upstairs in the folding-room are six folding machines that measure out the yards with precision. Here the goods are made ready for the stock-room. In one corner, samples of the goods are prepared for the wholesale firms. Before the goods are sent into the stock-room they are placed in a monster hydraulic press that exercises a 75-ton to the square inch pressure.

Already the stock-room is filled, and additional temporary quarters have had to be found in other parts of the building to accommodate the goods. But other buildings will be added.

And thus we have come to the door of exit. Taking it all and all, there is not much wanting and there is enough to admire. The entire plant is valued at \$375,000, and the incorporated capital is \$500,000. There are about 150 to 175 hands engaged continuously. The importance of the industry to the town of St. Henri is evidenced by the large number of dwelling houses being erected in the vicinity.

It should have been mentioned that the mill is situated between the Lachine canal and the River St. Pierre, and thus no difficulty is found in procuring the large amount of water that is necessary, and in securing ample drainage. A 16 inch main brings the water from above the Cote St. Paul locks.

The officers of the company are: President, H. S. Holt; Vice President, A. Racine; General Manager, W. T. Whitehead; Sales Manager, A. W. Cochrane; Mill Manager, Wm. Herrick. Board of Directors.—H. S. Holt, A. Racine, F. Paul, C. R. Hosmer, E. N. Heney, G. F. Hart, and W. T. Whitehead. The downtown offices of the company are in the Victoria Chambers, 232 McGill street. E. H. C.

Montreal Wholesale Trade.

THE wholesale houses report trade to be increasing in volume, particularly in cottons. A month ago there was a prevailing fear, almost amounting to expectancy, that the coming of the new crop of cotton upon the market would force down the high prices now set upon the manufactured article. Consequently, even the reduction in a few lines to meet American competition did not stimulate the trade. But now the public is better informed and buying freely. The Galveston storm, the publication of reliable reports confirming a shortage in the crop, and the closing down of several Manchester mills, on account of a scarcity of the new material, has forced the conclusion upon the minds of nearly all in the trade that prices must at least be maintained. The tendency of cotton prices now appears to be upward, even if all the crop grown is safely gathered, which is by no means assured. This year the crop is coming in three weeks late, and many fear that the frost may catch the third picking. If it does the damage will be serious. With all these facts the public are acquainted and are acting accordingly. The orders now being given the travelers are larger than sorting orders, and would indicate that stocks will soon be well filled. Wholesale houses are giving orders larger than the mills wish to accept. This all contributes to make a diminutive boom. The advance in the prices of bleached and unbleached cottons did not a little to convert more "bulls."

THE GAULT BROTHERS COMPANY, LIMITED

The Gault Brothers Company, Limited, are busy in all departments, and report business to be considerably improved. The cotton department is particularly busy, and large shipments of both staples and colored cottons are being made daily. In the woollen departments, both domestic and imported, grey seems to be the popular color. Worsteds are selling well, but there is a noticeable tendency towards the Scotch finished goods. Travelers are now on the road with Spring samples of carpets, and, notwithstanding increased prices, have succeeded in securing good orders. The tendency of the market is upwards, and this firm consider themselves fortunate in having bought at the right time. They still have the leading numbers of last year's carpets in stock at old prices. A full stock of linoleums is to hand, and these also bear old values. The tendency in coloring is towards blue and crimson, but, of course, green is the staple. The assortment of dress goods is complete, as usual, and, now that Mr. Gault has returned from Europe, some new and attractive samples are being shown.

S. GREENSHIELDS, SON & CO.

S. Greenshields, Son & Co., have had to work their staff at night to keep up with orders. All grades of cottons and flannelettes, specialties with this house, are being disposed of in enormous quantities. The travelers will soon be showing new Spring prints and they will carry some lines that will "make a noise." These goods are being opened now. For the Fall demand they have a large range of staple and fancy lines.

The fancy goods department is spreading, pipes and mouth organs having been put into stock this month. Shetland floss is proving to be the popular wool, but any order in

DEBENHAM & FREEBODY

Telegrams "Debenham, London." Telephone 2157, Toronto.

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MILL HILL PLACE & WELBECK STREET W.
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AGENCIES & DEPOTS AT:

LYONS, ROUBAIX, ST. ETIENNE, MANCHESTER,
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BRUSSELS—16 Rue Des Boiteux.
NEW YORK 111 Fifth Avenue
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SYDNEY—122 George Street.
TORONTO—45 Yonge Street.

Silks, Ribbons, Velvets, Laces, Chiffons, Etc., and High-Class Novelties in Dress Goods

Samples of the latest designs in above lines as they are produced, for direct importation orders.

STOCK KEPT IN

Black and Colored Taffetas
Black and Colored Satins
Black and Colored English Silks
Peau De Soies, Mervieuilleux, etc.
Black and Colored Taffeta Ribbons

Black and Colored Satin Ribbons
Black and Colored Faille Ribbons
Black and Colored Malines Tullies
Black and Colored Chiffons
Choice Designs in French, Belgian and German Laces

Which are offered to the trade at quotations about equal to direct importation. Our extensive trade in all parts of the world enables us to offer exceptional advantages to our customers. Samples sent upon request. Buyers visiting the market cordially invited to call.

Stapleton Caldecott, Resident Manager, 45 Yonge Street, Toronto.

THE **B. & C.**

Wright Bust Form



IS SUPERIOR TO THE CORSET

For the following reasons

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

IT IS THE FIGURE THAT MAKES THE DRESS, NOT THE DRESS THE FIGURE.

Sample Orders Solicited.

BRUSH & CO.
TORONTO, ONT.

WREYFORD & CO.

Wholesale Men's Furnishers

ROMAIN BUILDING, **TORONTO**

Dominion Agents for

Young & Rochester

LONDON and LONDONDERRY.

Manufacturers of Shirts, Collars, Neckwear, Dressing Gowns, Pyjamas, Etc.

Full ranges for Spring, 1901, now ready.

Special ranges Flannel Outing Suits.

If you will not be in Toronto, arrange for our travellers to call on you.

TRESS & CO., London, Eng.

—High-Class—

HATS and CAPS.

Spring samples received. Latest English and New York shapes. Silks, Felts and Straws.

DR. JAEGER'S SANITARY

WOOLEN UNDERWEAR.

For Gentlemen, Ladies and Children.

For 15 years the STANDARD OF THE WORLD.

For 5 years steadily growing in favor in Canada.

UNITED GARMENTS.

For all Climates. For all Seasons.

FAVORABLE TERMS CAN NOW BE OFFERED TO THE TRADE. If no agent in your town write us.



BATTING...

Guaranteed free of Threads and other weak and lifeless stock

*NORTH STAR,
CRESCENT
AND PEARL*

..COTTON BATTING..

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

**North Star, Crescent
and Pearl Batting.**

You are Thinking of Your Fall Glove Sales

ARE YOU NOT?

IF YOU WANT THE BEST TRADE

Pewny's Gloves

SHOULD BE YOUR LEADERS.

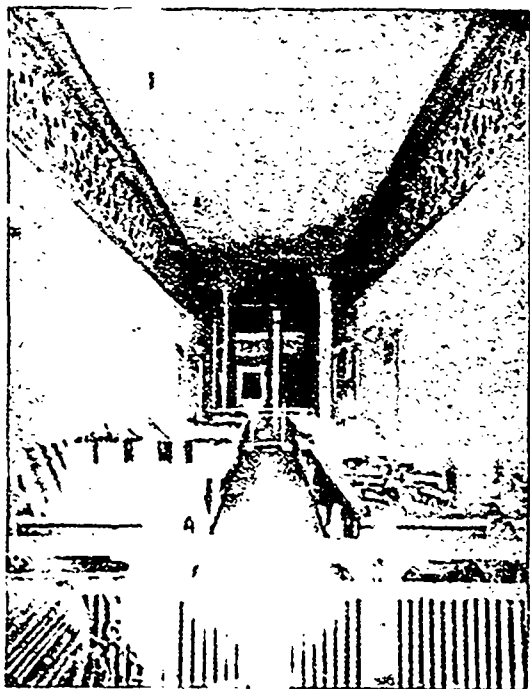
STOCK FULLY ASSORTED
WITH LATEST SHADES AND STYLES.

Your sample order is wanted if you do not already keep these lines.

S. Greenshields, Son & Co.

Solo Agents

MONTREAL and VANCOUVER.



Luxfer Prisms successfully lighting store 100 feet long



Ordinary glass made the store unrentable without artificial light.

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

Form
Your
Own
Opinion.

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

THE LUXFER PRISM CO., Limited

98-100 KING ST. WEST,

TORONTO.

THE GOLD MEDAL PARIS EXPOSITION

Corticelli

SPOOL SILKS

Brainerd AND Armstrong's WASH SILKS

IN PATENT HOLDERS

These silks have always taken GOLD MEDALS or FIRST PRIZES wherever exhibited.

ASK YOUR STOREKEEPER FOR

Do you remember the scarcity there was last Autumn of

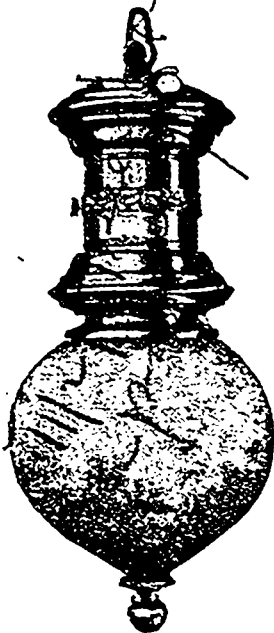
LACE BRAIDS AND FOOTINGS?

Are you going to be caught in the same way this season? We do those goods better than elsewhere, and you will find particulars in our new season's catalogue which you may have for the asking.

F. ROBERTSON & CO.

20 Front St. West, - TORONTO

ENCLOSED ARC LAMPS FOR STORES AND WAREHOUSES.



Double Globe Type of Enclosed Arc Lamp.

Good Light is as essential to the majority of stores as good salesmen, and for evening sales of some classes of goods it is an absolute requisite. While good effects have been obtained in the past by the use of oil and gas lamps, such methods of illumination are no more adequate to the present demands than the stage coach or horse car to the requirements of modern transportation.

A perfect lamp for store lighting must furnish an abundance of clear white light at a small expense. It must also be safe, healthful and convenient to light and extinguish even at a distance. The Enclosed Arc Lamp fulfills all these conditions. It is economical to operate; it requires no matches, produces no sparks or dangerous gases; it furnishes a light so like daylight that delicate shades of color are given their true values, and it can be controlled perfectly from any part of the store. The Canadian General Electric Co.'s Enclosed Arc Lamps for continuous current circuits of various voltages, alternating current of various voltages and frequencies, are unsurpassed in points of design, material and workmanship.

Write to us for Illustrated Bulletin, giving interesting letters and illustrations of some large and successful installations in large departmental stores in the United States. Mailed free on application.

CANADIAN GENERAL ELECTRIC CO.

Branch Offices:

Montreal, P. Q.
Halifax, N. S.
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Vancouver, B. C.
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Limited.

Head Office, TORONTO, ONT.

Factories, PETERBORO', ONT.



Design A.

DORCAS THIMBLES

(Horner's Patent)



Design D.

STERLING SILVER

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

The Most Popular Thimbles of the Day.



Design G.

Canadian Agent

H. PEARCE

14 Place D'Armes Square,

MONTREAL.



Design K.

MONTREAL WHOLESALE TRADE- Continued.

Berlin wools, Andalusian, Baldwin or Canadian fingerings and imported Saxony can be immediately filled. The new thing in trimmings is gold braid. Patent leather belts are in good demand. A nice line of art silks has been put into stock for the holiday trade. A line of purses with silver corners is selling well. A nice range of ebonoid silver-mounted goods for ladies' toilet tables is to hand to retail at 25 cents. The agency for "Crown" perfumery goods, including soaps, has been secured lately, and some good values are being shown.

In the linen department Christmas goods are being given special attention. These include doilies, five o'clock tea covers and sideboard covers, hemstitched, open-worked, and trimmed with knotted fringes. Staple goods are in full stock.

The most popular lines of dress goods are those with a camel hair effect. A good demand has been experienced for grey debeiges, which are being used considerably for skirtings and suitings. For blouses, the latest things are printed French opera flannels and German flannels, in special Madras patterns. New lines of silk-finished velveteens and velvets, in all shades, are being shown.

— — —
R. C. WILKINS.

Mr. Wilkins informs THE REVIEW that he has waited for all the newest designs in fabrics and styles from England and America before completing his range for Spring, consequently his travelers will be a little late in starting out. Mr. Wilkins is making a special bid for the large cash buyers who use outing suits and negligee shirts and overalls in good qualities. He promises the latest designs of ladies' tailor-made skirts and the best assortment ever shown in Canada. About a year ago Mr. Wilkins made up his mind to pay special attention to cash buyers, and by so doing has not only increased his business, but has done fully 70 per cent. of his output this year on a 30-days' basis.

— — —
KYLE, CHEESBROUGH & CO.

Messrs. Kyle, Cheesbrough & Company are showing some entirely new designs in pulley belts of black and jet that are exceedingly handsome goods. These are of Austrian production, and this firm are the first to introduce this novelty in this market. They are offering them as a holiday attraction to be delivered in December for the Christmas trade. A novelty in Japanese glace silk, 27 in. wide, in all colors, at 45c. is another special offering. This line is procured first hand from the makers in Japan, and is of unusually fine finish, being glossy and soft. It is specially adapted for evening dresses, blouses or waists, as well as for art and drapery purposes. This firm report unusually large sales of brocaded matalassie cloak and jacket cloths. These are used in both light and heavy weights. They are brocaded in raised patterns of exquisite designs, the face of the goods being of silk finish, very rich and "distingue" in appearance.

— — —
M. SAXE & SONS.

In regard to styles for next Spring, M. Saxe & Sons say that in the general make-up of clothing for next season there will be but little change. The shoulders on the coats will be made up more square, and, in order to produce the desired effect, this firm have adopted the patent pad introduced by a large New York house. This will be the only material change in so far as the make up is concerned, but there will be great changes in patterns and styles of material. This will be a marked improvement, to judge by the samples of this firm.

They claim that their travelers are now showing the most nobby line of samples of ready-made clothing ever set before the eyes of a Canadian customer. The Raglan coat, which came into Canada only a season ago, will be very popular next Spring. It will be made up in materials of light weight and shades.

— — —
BEAVER RUBBER CLOTHING COMPANY.

The Beaver Rubber Clothing Company have given the special coat we mentioned in our last issue the name, "Driver's Friend." It is made of duck, in khaki and black colors. The very best of rubber is used in its manufacture, so it should enable any man to stand in a heavy rainstorm for 36 hours and yet keep dry. It is strongly recommended for carters and others exposed to heavy weather.

The Beaver Rubber Clothing Co's. travelers are now out on the road, both in the Maritime Provinces and Ontario and Quebec. They are doing a good business, being helped, no doubt, by the rising prices of cotton and gutta percha.

— — —
A CHANGE.

In consequence of the very rapid strides which their business has made during the past two years, Boulter & Stewart have decided to make a change in their traveling staff for the future. Mr. Boulter has always gone to the Pacific Coast twice a year, giving the balance of his time to the buying and manufacturing, but, in view of the increase in trade of late, has decided to give his undivided time and energies to the manufacture of their extensive line of ladies' ready-to-wear goods.

They have secured the services of Mr. Geo. Strachan, who is well and favorably known in that territory, and bespeak for him a very successful business in their well-known lines.

— — —
GOLD MEDAL FOR SILK THREADS.

The Corticelli Silk Co., Limited, have received notice that "Corticelli" spool silks and "Brainerd & Armstrong" wash silks in patent holders were awarded the gold medal at the Paris Exposition, 1900. These famous Canadian silks have always won gold medals and first prizes wherever exhibited, which is a strong commendation of their superiority.

— — —
A JOB IN WRAPPERETTES.

S. Greenshields, Son & Co., Montreal, have just purchased over 4,000 pieces job wrapperettes. They are offering these to the trade at less than manufacturers' prices.

— — —
The Montreal Cotton Co., for whom Stevenson, Blackader & Co. are selling agents, have received the Grand Prix at the Paris Exposition.

Mr. B. L. Monkhouse, manufacturers' agent, who lately removed his office to the McKinnon building, Melinda street, Toronto, is at present in England visiting the principal markets of the various lines he carries, and promises to return in time for the Fall trade provided with a range of samples prepared under his personal instructions, which will insure a further accession to his already satisfactory business.

Canadian buyers who go to Great Britain are familiar with the Hope retail stores in London, the leading provincial towns of England and Glasgow. This concern, which was founded in 1876 by the late Thomas Peacock, of London, is being formed into a company with a share capital of \$3,000,000. According to recent profits the company can pay a dividend of eight per cent. on ordinary stock. The new head of the business is Mr. T. H. Lowthian.

The St. Thomas Import Company

ST. THOMAS,
ONT.

*A New Concern
with New Ideas.*

Dry Goods Specialties and Notions.

See Our Travellers' Samples.

Umbrellas

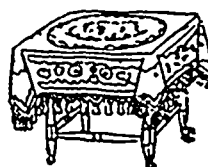
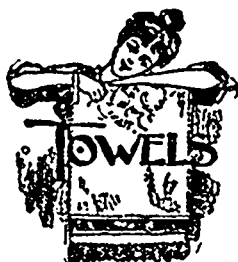
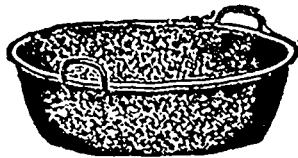
FOR . . .

Christmas

Place your order early and
thus secure good delivery.
Our representatives will
call on you shortly.

The Irving Umbrella Company, Limited.

20 Front St. West, TORONTO.



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ILLUSTRATE YOUR PRICE LISTS.
EMBELLISH YOUR ADVERTISING
MATTER WITH ILLUSTRATIONS
OF YOUR PRODUCTS.**

Illustrations are silent salesmen. They show prospective buyers at a glance just what you are selling. No verbal or printed description can equal in clearness a cut of a particular article. Do you want a cut, from photograph, of yourself, of the interior or exterior view of your store or building, or of any article of merchandise? If so, write for estimate. Send photo, if possible, and state size you want cut to be made.

If you see the print of any cut anywhere that you would like to use in your advertising, clip it out, send it to us, and ask for price of electrotype of it. Write to-day. Don't wait.

Electrotypes size of those shown in this ad. will be sent with postage and duty prepaid at the following prices:

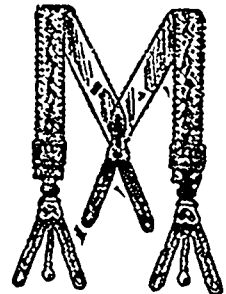
Less than 10, 25c. each.	From 25 to 49, 23c. each.
From 10 to 24, 24c. each.	From 50 to 99, 22c. each.
	100 or over, 21c. each.

Send for proof-sheets. Hundreds of cuts to select from.
Half-tones, Zinc Etchings, Electrotying, and Stereotyping.

THE STANDARD ELECTROTYPE CO., WILMINGTON, DEL., U.S.A.

Electrotypers and Photo-Engravers.

THE PUGH CO. 67 Yonge St. Toronto, Ont.
Distributing Agents for the Dominion of Canada.



Latest in Costumes

50 Styles

Dress Skirts

Wash Skirts

100 Styles

Blouse Waists

MADE IN

White and Fancy
Lawns

Cambrics,
Organdies

Silks and Sateens

125 Newest
Designs

Ladies' Muslin
Dresses

Ladies' Cambric
Dresses

Misses' Suits
Made in Cambric,
Crash and Pique

Boys' Wash Suits

Boys' Wash
Waists

Spring 1901

Our Assortment

Larger
Than
Ever.



THEY'RE OFF

ALSO, FOR IMMEDIATE TRADE

French Flannel Waists, Plain and Fancy
Silk and Satin Waists, Plain and Fancy
Eiderdown Cloaks and Coats.

BOULTER & STEWART

Manufacturers, **TORONTO.**



The MacLean Publishing Company, Limited.

President, JOHN BAYNE MACLEAN, Montreal.

Publishers of Trade Newspapers that circulate in the Provinces of British Columbia, Northwest Territories, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

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CANADIAN BUYERS IN GREAT BRITAIN.

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

MONTREAL AND TORONTO, OCTOBER, 1900.

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

INSOLVENCY LEGISLATION AGAIN.

THE Montreal Chambre de Commerce is taking opportune steps to secure insolvency legislation from Parliament when it next meets. At the meeting held on September 19, Mr. Morin, in discussion upon the motion passed by the Canadian Manufacturers' Association, suggested that pressure should be brought to bear upon the candidates for Parliament, pledging them to do their utmost to have an insolvency Act adopted. We learn from the President, Mr. Geoffrion, that the Chambre de Commerce is acting upon the suggestion, and that Mr. Parisseau, the member for Chambly-Vercheres, has adopted this as part of his platform.

Opinion generally seems to favor the enactment of the bill introduced in 1898 by Mr. Thos. Fortin, M.P. Mr. Fortin, himself, has spent a great deal of time upon the preparation of the measure, and has had the assistance of several men of experience and ability to aid him. Consequently, the business men of Canada will be satisfied if Mr. Fortin's good judgment is approved and if his measure becomes law.

This measure ought also to appeal to the non-trading classes, for they do not come under the Act and cannot be forced into liquidation. With this provision contained in the bill, the country members have no right to prevent the business community from obtaining that which it needs—and needs badly.

One of the chief features of Mr. Fortin's bill is that it does away with official assignees. All bills introduced previously to that of Mr. Fortin provided for the appointment of officials of one kind or another. Sir Mackenzie Bowell's bill would have introduced official receivers, who would really have been assignees. Assignees are not wanted, for they proved themselves, under the old Act, to be plagues and scourges. Mr. Fortin's bill provided for no official, but, in order to place some person in charge of the assets, he advises that the sheriff, who exists as an officer in all Provinces, could be authorized by the court to take possession, unless the majority of the creditors designated another person, who could be appointed immediately. In the majority of cases this would result in the appointment of a person chosen by the creditors.

Another important feature of the bill is that the majority of the creditors—not in number, but in point of amount of debts—should be in absolute control of the estate. Mr. Fortin is acting on the principle that a man can dispose of his property as he pleases and when a man becomes insolvent his property is transferred to his creditors; therefore, they should have absolute control of it.

The bill provides for the granting of a discharge, but it contains elaborate provisions to prevent the granting of a discharge without giving the creditors ample opportunity to oppose the claim made by the insolvent. Only the honest shall get the discharge.

Perhaps the newest feature of the bill is that the discharge shall apply only *quo ad traders*. Non-traders are to be allowed to rank as ordinary creditors and to receive their dividend, but will not be affected by any discharge. They will thus be able to recover the balance of the debt if the insolvent comes into a position to pay. This applies only to non-commercial debts, such as the claims of farmers and professional men. Traders are the only persons to be allowed to go into insolvency and clear themselves of their debts by part payment.

Like other insolvency bills, Mr. Fortin aims to do away completely with the obnoxious custom of allowing secret preferences.

Two years ago when Mr. Fortin introduced his bill in the House at Ottawa it was set aside till the working of the new laws in the Maritime Provinces could be judged. These seem to have operated satisfactorily in some particulars. For instance, when a preference or security is given it is immediately registered in the Maritime courts. But a general law for the Dominion is sorely needed, and, if elected, Mr. Fortin purposes to introduce his bill next session.

The Chambre de Commerce is to be congratulated on the energy it is displaying.

DEPARTMENTAL STORE COMPETITION.

OWING to the agitation in Toronto to raise the assessment on the Eaton Co's. stock the whole question of big departmental stores has come up again for discussion. The Retail Merchants' Association, members of which conducted the inquiry and gave evidence, is now asking to be recompensed for the expenses. It was a purely municipal work they did and there seems no reason why the account should not be paid. The point is raised that the civic officials have no legal power to pay it. The municipal authorities all over Canada appear to have a good deal of power to do foolish things, but seldom assert their right to do wise things.

But the general discussion on big departmental stores is once more raising questions which we have often referred to in these columns. One is that the local merchants can often copy their best methods to his own advantage. The Oshawa Vindicator, for example, directs attention to one strange case of local apathy when it says: "There are 30 business men within the four blocks of the town who never say a word to the public from one year's end to the other, either through a newspaper or by hand bills. Can those men expect to keep trade in town?" This is one of the particulars in which the local merchant can afford to copy the policy of the big stores with their fresh, up-to-date advertising.

Another point of equal importance is that of giving credits. A correspondent of a Toronto paper says: "Make the store debts as the hotel liquor debts—uncollectable in the Division Court under \$100. You cannot get any Government to do that, but the departmental stores are doing it without consulting any Government. How many good, honest merchants have "gone to the wall" through being not only too generous with other persons' goods, but with their own hard-earned money, only to keep up and encourage a class of persons who should not exist in any country that wants to be progressive and prosperous?" No doubt the cash system is a considerable factor in drawing trade away from stores that give credit.

We believe that the local merchant is entitled to his local trade, and that he is, as a Manitoba contemporary says, "the man who cannot be dispensed with. He is a man who takes great risks in the pursuit of his business. He comes unbonused, invests his capital, and puts in a stock of goods entirely at his own risk. He is obliged to stock his store before the goods are needed, and in doing so he has to anticipate the wants of the community. Hundreds of people never think of this, and have no idea of the amount of caution and fine judgment that are required in doing it."

MORE SMALL PORTS OF ENTRY.

The Dominion Government still continues a policy which has been in vogue in this country for many years of creating outports of Customs at various points throughout the Dominion. As we have already pointed out on more than one occasion, this is not the right policy. It encourages different classification of values all over the country, so that no importer is sure of what rate his competitor is paying for the same goods.

It may be said that the local merchant is inconvenienced by

these outports, but, as a matter of fact, the equalization of Customs rates is of more importance than anything else. This is especially true where the tariff, as ours does, consists largely of ad valorem duties rendering necessary a very accurate knowledge of the qualities of goods before the correct sum can be collected.

Unless some very strong opinions are brought to bear upon it, it looks as if our succeeding Government would go on creating small ports of entry until the number of such small Customs houses exceeds all reasonable necessity.

AMERICAN METHODS IN LONDON.

THERE have been rumors for some time that a big departmental store would be opened in London, England, on the American plan, and the name of the capitalists who were engaged in the enterprise were said to be The Siegel Copper Co. It seems that there is some truth in the statement.

In the opinion of that firm, whose large stores in Chicago and New York are conducted on the most up-to-date methods, the biggest city in the world needs just such an institution as one of these. The Americans consider that the big stores of London are inadequate to the immense area served, and they assert that the English store has never yet grappled with the mercantile policy of large volume and small profits.

We would be inclined to think the very reverse, but this charge is actually made by one of the managers for The Siegel-Cooper Co., and he ought to know what he is talking about. He says further that the largest London store only does an annual business of about \$15,000,000, which, if so, is not a very large sum considering the immense field that London presents to such enterprise.

One of the chief requisites to the success of a new departmental store in London would be a proper situation, one which would be central enough to draw the trade from the principal avenues of traffic, and at the same time be not too far from the West End. It is said that the cash system is not worked out as perfectly as it should be in the existing London stores, and that the American institution would strictly enforce cash as they do in America.

THE KID GLOVE TRADE.

The country dealer should be careful not to lose the profits to be made in keeping his stock of kid gloves well assorted.

There is often trade lost in this way by the local merchant not caring to carry anything like a complete stock, either in colors or sizes of ladies' kid gloves. In this way the big city stores do a large trade by mail.

The wearers of kid gloves complain with considerable truth that the local store cannot furnish them with the kind they want. By this means the local buyer gets into the habit of ordering things by mail, besides kid gloves, and thus the local merchant loses his trade.

It would be well for town and country dealers to consider this matter very carefully, and decide whether it would not be worth while to announce his intention of being thoroughly up-to-date in kid glove stocks.

FLAW IN AN INSOLVENCY LAW.

IT seems that Canada is not the only portion of the British Empire where the insolvency laws give the English creditor annoyance and cause him loss. It is rather surprising to find that one phase of the insolvency law of the colony of Victoria, Australia, is being construed to the disadvantage of the English creditor.

A case recently came before the High Court of Victoria, in which a firm had recently failed, and the trustee wanted to remit the sum of \$3 000 to London to pay the creditors there a dividend equal in amount to what was being paid to the Australian creditors. It was decided, after some litigation, that there was no power in the Insolvency Act to make such an order, and the consequence is the English creditors will have to send out to Victoria the proofs of their claims and also to appoint an agent to receive the money.

It is very clear that such a law should be amended, for it is a plain omission. It cannot have been intended to deprive the English exporter of his undoubted rights. As mentioned elsewhere in this issue, we are not without hope that something may be done in the new Parliament of Canada to remedy the insolvency system.

At the present moment the issues of the general election are pushing aside all purely commercial questions.

COMMERCIAL BRIBERY.

The bill which has been before the British Parliament for some time, dealing with the question of commercial bribery, still hangs fire. The author of the bill, Lord Russell of Killowen, died not long ago. As he was the chief promoter of the measure it remains to be seen whether any other public man of the same eminence will take the matter up vigorously.

During the late session of Parliament the bill passed the House of Lords, but has yet to be dealt with by the House of Commons. It is often said that you cannot make men honest by act of Parliament. Yet, it appears as if the measure was along that line, because it defined as corrupt so many secret payments that it became necessary to exempt by a special clause the tips which travelers give to railway porters or to the servants in a house where he happens to be staying. The necessity of making these exceptions shows how hard the bill strikes at all gratuitous payments, and it would really look as if such legislation, when drawn stringently, would defeat its own purpose.

PAYING SMALL DEBTS.

An Ontario newspaper, The Orillia Packet, has started a very useful discussion on a point which nearly concerns the retail merchant.

The journal in question proposes that the best way for the average individual to celebrate the opening of the twentieth century would be to pay his or her small debts. "If," says our contemporary, "every individual would make it a point to pay as many as possible of his debts, and especially his small debts, between now and December 31, he could enter the

twentieth century 'owing no man anything,' if that happy end be at all attainable." Apart altogether from the moral or sentimental side of this proposal, it is one that the merchant will endorse.

There is no greater grievance in commerce to-day than the difficulty of getting people who can well afford to pay their debts to hand over the money. There are so many persons who like to delay as long as possible for no other reason, as far as one can see, than the pure love of money and the hatred of parting with it.

If merchants who think well of The Orillia Packet's plan will draw it to the attention of editors in other towns, some practical headway may be made in the matter.

THE PARIS FIRE.

The fire which swept through the town of Paris, Ontario, last month was one of those calamities against which it is very hard to make provision. Had it not been for the tremendous and unusual gale which prevailed when the fire broke out, there is no reason to suppose that the fire could not have been extinguished. But the consequence was that a large number of merchants lost all their stocks, and have been put to the greatest inconvenience. Several of them, with characteristic courage, at once began to make plans for rebuilding before the fire was actually out.

We offer our sincere sympathy to those of our readers who have suffered by this severe fire. It is a matter for the greatest congratulation that the fine mills of The Penman Manufacturing Company escaped the flames. The buildings are situated in more than one section of the town, and it seems little short of marvelous that at least one building did not fall a victim.

The curtailing of such a magnificent industry as this at the busy season would have been not far short of a commercial calamity. Readers will join with us in congratulating the company upon its good fortune. There is no reason to doubt that the courage and resource of the people of Paris will prove equal to the emergency of recreating their town.

THE EXPORT TRADE.

The assistance which Governments are giving to the export of every kind of foodstuffs is a reasonable enough policy in the interest of the farmer. We have no fault to find with the assistance to the farmer, but it is questionable whether enough is being done to push our export trade generally with other markets.

True, we have subsidies to certain steamship lines, and the manufacturer is allowed rebates on the duties paid upon material used in making an export article, but, if all reports are true, these rebates take a long time to get, and the subsidies are not large enough to bring down the freight rates.

Is there any economic reason why Government depots should be established for the sale of Canadian butter in China or Japan, and not for the sale of Canadian cottons in those countries?

Hat, Cap and



Fur Trade.

The General Outlook in Hats. Retail trade in the cities is pretty fair, and September sales were quite up to the average. Some dealers, however, find trade a

little slow, but look forward to a good October. That present conditions are not unsatisfactory may be inferred from the fact that wholesale importers report that retail orders for Spring hats are large, showing that the trade count upon a good season for Spring, 1901. Samples of both straw and felt hats are now being shown. In straws, rustics sell freely, as well as the turban shape of boater. The out-of-town dealer is also buying the "Century" style—the fedora shape in straws—which made its appearance in the cities last Summer. Linen hats, tourist shape, with fancy puggaree bands, shown both with soft and stiff bodies, are being bought for next season's trade.

Notes of Trade Interest. There are no hat merchants in Mexico. Hats there are simply a line carried by the

general dealer, who sells, usually, various styles and colors of the soft Alpine hat of medium quality, that is \$3 to \$3.50 a dozen. Some American hard felts are sold, and some straws in Summer. The duty on each hat brought into Mexico is 47 cents, regardless of the value of the hat.

E. D. Ross, of Hamilton, took advantage of the millinery openings in that city to have a "men's hat opening." In his two stores he carried a good range of the latest novelties, and called attention to new features in his stock through the local press. The experiment is a good idea, and may commend itself to other dealers.

L. N. E. Lafontaine, Guelph, has moved his stock of furs into new and improved premises. One of his novelties is slippers of Greenland seal, for house wear. These are sold at moderate prices.

James Coristine & Co., Limited, Montreal, say that they are carrying the largest range of hat and cap samples for Spring, 1901, ever shown by a Canadian house. They have secured the exclusive control of many prominent makers' hats, and with 15 energetic men on the road should make the hat trade hum.

The Fur Seal Question.

It is admitted at Washington, says The New York Fur Trade Review, that branding seals, as conducted on the Pribyloff Islands, as yet shows no satisfactory results, the plain inference from the statement being that the experiment has not yet run a satisfactory length of time to demonstrate its good qualities, if it has any. The practice of branding began in 1896 and has been continued to date, which we are to regard as too short a period to be effective one way or the other. How anyone should have supposed that branding seals would be productive of satisfactory results is more than we can understand, or have been able to even indefinitely apprehend from the very beginning of the practice. Canadian sealers, who business it was

believed, not by business men, but at the Capitol, would be very nearly ruined by the cruel operation, looking at the matter from their point of view, note no satisfactory results, though we believe out of a catch of 27,000 seals, six skins presented very clear evidences of having been branded, and presumably only of partial market value. We may suppose that the branding will continue in the hope that in some mysterious way good results will follow, for, in this respect, as in all others, while there is life there is hope.

The English Hat Trade.

The felt hat manufacturers in the Manchester district report trade as being rather quieter than usual by comparison with other years. The disturbed condition of affairs in South Africa and China is beginning to have bad effects upon the shipping trade, while at home the increase in the price of coals and other commodities essential to hat manufacturing has hampered trade considerably. Notwithstanding the condition of trade, the day-wage men at Denton have given notice that from October they will require an advance from 32s. to 35s. Returns show the total exports of hats manufactured at home during 1899 to have been 1,071,315 dozen; value, £1,106,647; compared with 1,072,119 dozen; value, £1,059,739, in 1898. For the seven months ended July this year the exports of skins were valued at £882,879, against £861,473 during a like period last year.

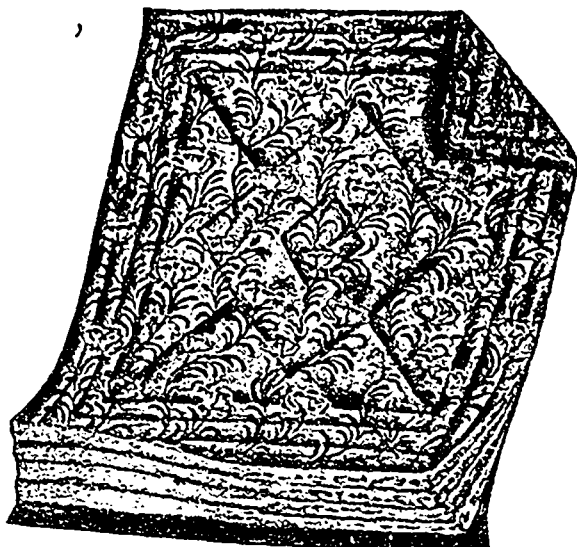
The shellac market has been dull lately, but deliveries keep good. Present prices: Fine orange, £3 15s. to £4; second orange, £2 17s. to £3 10s.; garnet, £2 16s. to £3 2s.; button, £2 to £4.

The trade has received official intimation of the amalgamation as a limited company of the business of John Turner & Sons, hatters and electrical engineers, Denton and the United States, and that of Alderman Giles Atherton, hatting expert and engineer, Stockport. This firm of Turner, Atherton & Co. will, it is stated, shortly introduce new machinery, which will have an important bearing on the hatting industry.

The Story of the Panama Hat.

The United States Consul at Guayaquil, Ecuador, has sent to Washington an interesting report on the Panama hat. "Ecuador," he says, "can, with justice, claim preeminence in the production of cacao and the manufacture of straw hats and hammocks. Her cacao crop represents about one third of the world's supply; her hammocks, made in the coast provinces, notably those of Manavi, cannot be excelled by any made elsewhere; while her straw hats are the finest in the world. The Manavi (Panama) hat was first made in the province of Manavi, Ecuador, about 275 years ago, by a native named Francisco Delgado. The present centres of the industry are Monte Cristi and Jipijapa, in the province of Manavi, and Santa Elena and Cuenca, in the provinces of Guayas and Azuay, respectively. They came to be known as Panama

Returned to sender 23/1/07

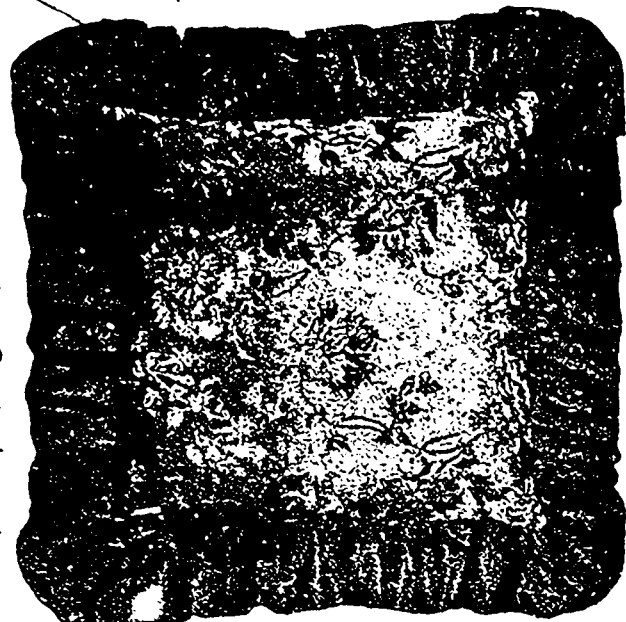


REGISTERED TRADE MARK.

This is a "Puritas" Comforter. It shows the filling before the stitching is completed. It shows the reason why "Puritas" means "pure," clean filling. Costs no more than the ordinary brand. Ask your jobber for it.

P_{rodestined}
U_{nder}
R_{ight}
I_{mpetus}
T.
A_{chieve}
S_{uccess.}

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Down Cushion, 18 x 18, from \$2.00 per doz. upward.
Retail for 25c., 40c., 60c.

Down Cushion, 20 x 20, from \$4.50 per doz. upward.
Retail for 75c., \$1.00, \$1.25.

Good lines for Christmas trade if ordered in time.
Write us for complete price list of covered and white cushions.

THE ALASKA FEATHER & DOWN CO., Limited
305 St. James Street, Corner Victoria Square, MONTREAL.

SOME HAT POINTERS.

Fifteen travellers with fifteen sets of samples are now on the road with our Spring samples of Hats and Caps.

We have the exclusive control of a large range of High-Grade Hats in such popular makes as

"Stanley," "Thornton," "Beresford,"
"Richmond" and "Milner,"

also the celebrated **"Carrington"** and **"Cooksey"** hats which we are now offering to the general trade. We show Rough Rider and Cow Boy hats in a large variety of makes, including **"Stetson," "Rutan," "Roelofs"** and others. Styles and values are exceptionally fine.

James Coristine & Co., Montreal
LIMITED

HATS AND CAPS—Continued.

hats years ago, when that city was a distributing centre. In Ecuador, Colombia, and Central America, the hat is known by the natives as the "Jipijapa" (pronounced Hipy-hapa), but, as they are made elsewhere in Ecuador, principally in the province of Manavi (Mahn-ah-vee), and as the name is easy to pronounce, it seems to me it might take the place of the present misleading appellation."

The plant from which these hats are made is a native grass or species of cane. It is fanlike in shape, something like palmetto. When the plant is five feet high it is cut, boiled in water and then sun-dried.

In making the hats the straw is first carefully selected, dampened to make it pliable, and then very finely divided into requisite widths, the little finger or thumb nail being used for the purpose. The plaiting commences at the apex of the crown and is continued in circular form until the hat is finished. The work is carried on while the atmosphere is humid, from about midnight to 7 a.m. If the strand breaks, it can be replaced and so plaited as not to affect the work nor be visible to the naked eye. It requires from three to five months daily labor of three hours per day to make one of the finest hats. The business in its highest development is really an art, requiring patience, fine sight, and special skill—qualifications few of the natives possess. The plaiting completed, the hat is washed in clean, cold water, coated with a thin solution of gum, and polished with dry powdered sulphur. They are so pliable that they can be rolled up without injury and put in one's pocket; they will last for years and can be repeatedly cleaned. Natives of both sexes and all ages are engaged in this work at odd times, the business being a side issue. Children make from raw, undressed straw, about two of the common hats per day.

The Consul says: "The Cuenca hat wholesales at from 18 to 60 sucres (\$7 92 to \$26 40) per dozen; finest, at 12 to 15 sucres (\$5 28 to \$6 60) each; the Manavi hat brings 3 to 50 sucres (\$1.32 to \$22) per dozen; finer hats, 10 to 40 sucres (\$4 40 to \$17.60) each, fancy hats, 50 to 100 sucres (\$22 to \$44) and more each. The principal exporters in the city of Guayaquil are Messrs. Norverto Osa & Co. and Manuel Orrantia & Son, both houses of excellent repute. Considering durability, they are the cheapest straw hats in the world; their beauty and comfort should bring them into general use."

It appears that Peru has been taking a large quantity of the straw from which she manufactures hats, competing sharply with Ecuador and causing a decline in the industry; but the export duty imposed by the last Congress is reviving the business, exports in 1899 being 70,000 sucres more than in 1898. Since the Germans, with characteristic enterprise, have been running a line of steamers from Hamburg to San Francisco, some shipments are going to that city.

The finest hats ever made were by a native named Palma, and were exhibited at the Paris Exposition when Napoleon III was emperor. The two best were bought by a French gentleman for 1,000 francs (\$193) and presented to the Emperor and Marshal McMahon. Palma is now dead, but there are two or three others who possess equal skill.

Monotony in shape has been, perhaps, one of the chief causes why the hats have not been more popular, but, if dealers would take up the matter, the natives could easily make any style desired. Ladies' hats may be worn a number of successive seasons. Cleaned and retrimmed, they appear perfectly new.

Toronto Wholesale Trade.

THE W. R. BROCK CO., LIMITED, TORONTO.

SEPTEMBER has been a good month for the carpet and housefurnishing trade. This firm are in a particularly advantageous position to do a good business in carpets, as they have on hand a wide assortment of imported carpets, bought before the recent advance in prices. Their travelers are taking orders, not only for immediate delivery, but also for next Spring.

Grey chevots are the leading sellers in overcoatings, with meltons next, principally in black. They are finding a large demand for grey, black and blue chevots and llamas, and meltons, beavers, kerseys, montenacs, curls, etc., in blacks and blues. Some special numbers of black and blue twill worsteds at extra low prices should be noticed, and two specials in black venetian worsteds. Worsteds are selling better than tweeds at present, but, as there is a great deal of cheap worsted being made, it is likely that tweeds will lead later in the season.

The Toronto house of the Brock firm are offering a variety of specialties in the staple department. No. 40, a 32-inch colored sateen, purchased about 12 months ago, in 40 different shades is a very fine cloth. It has a bright finish, and can be retailed at 15c. Another, No. 051, is a 28 inch reversible salisbury, in black and red and black and white checks, stripes and figures. This is a Manchester cloth, good heavy weight, bright printing, and is for retailing at 12½c. A full range of patterns is shown in 34 and 35-inch heavy, striped flannelettes, No. 180, to be retailed at 10c., which is about the regular wholesale price. A good bargain will be found in No. M38, a 68 inch cream damask table linen, in five different designs, with a fine mellow finish, that can be retailed at 40c., 25 per cent. below the regular price. In towelings, two specialties should be noticed, a honeycomb cotton towel, 14x26 inches, which is a stock line, secured at a cut price from Manchester, and can be retailed at 5c. per pair, or about mill price, and an 18 inch hickory crash, a dark huck toweling, to be retailed at the regular wholesale price of 10c.

A large quantity of odd lines of men's neckwear is being cleared out at very low prices. Flannelette, white and working shirts and overalls are offered at prices lower than they can be manufactured for to day, and these lines cannot be sold at another time except at an advance of 20 to 33½ per cent. A good business is being done in men's and boys' fleecelined underwear, "Kitchener," "White," "Buller," "D" and "Kimberley" being especially popular. Ringwood gloves for ladies' and men's wear are offered at prices to retail at 25c. per pair.

In hosiery, they are offering some stock at 1898 value, which is being rapidly sold. Special value in ribbed and plain hose may be found, to retail at 25 and 50c. per pair.

They have two specials in ladies' vests, "Brownie" and "Kraze," which can be retailed at 25c.

The travelers of Brophy, Cains & Co., are on the road with Spring vests. They have their usual full assortment of staple lines in no, half and long sleeves, as well as an extra fine range of high-class white goods in listes and silks with novelties in trimmings.

Our Illustrated Catalogue of FUR GARMENTS, CAPES, NECKWEAR, etc., for season 1900 will be issued shortly. Send for one. You will find the styles are up-to-date and it will pay you to write us for prices.

Our travelers are now on the road with our full range of Hats, Caps and Straw Goods for Spring 1901.

EDGAR, CORISTINE & CO.

HATS and FURS.

517-519 St. Paul St., MONTREAL.

Successors to GREENE & SONS COMPANY.

Plate Glass Mirrors

THE advertiser has three Bevelled Plate Glass Mirrors which will be sold at a bargain. They are of the very best quality, suitable for dry goods stores or windows.

* Size—Two are 43 $\frac{3}{8}$ inches by 32 $\frac{3}{4}$ inches, and one 33 inches by 31 inches. Bevel, 1 $\frac{1}{2}$ inches.

Address **PLATE GLASS**

Care DRY GOODS REVIEW, TORONTO

BEAVER LINE ROYAL MAIL STEAMERS.

Sailing weekly between Montreal and Liverpool, calling at Quebec and St. John's, P.E.I., and Queenstown, Ireland, each way, to embark and land Passengers and Mails.

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

From Liverpool.		From Montreal.
Tuesday, Sept. 18	LAKE ONTARIO	Friday, Oct. 5
" " 21	MONFORT	" " 12
" " Oct. 2	LAKE CHAMPLAIN, New, 9,000 tons	" " 19
" " " 9	LAKE MEGANTIC	" " 26
" " " 16	LAKE SUPERIOR	" " Nov. 2
" " " 23	LAKE ONTARIO	" " 9
" " " 30	MONFORT	" " 16
" " Nov. 6	LAKE CHAMPLAIN, New, 9,000 tons	" " 23

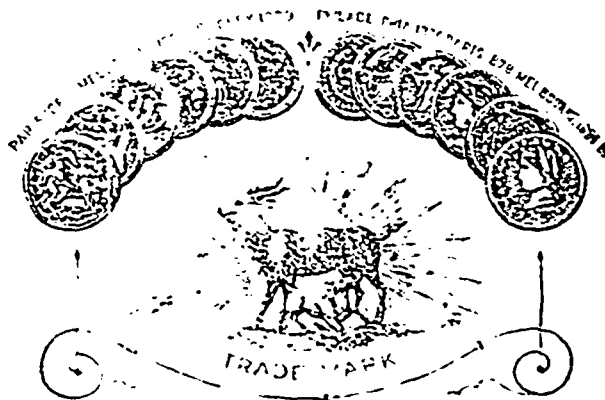
These sailings are subject to change, and passengers booked will be promptly advised should any change be made.

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

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

PERRIN'S GLOVES

Are the Best



PERRIN'S GLOVES

Are the Best

QUALITY GUARANTEED.

What we have always said, that Perrin's Gloves are the best, has been recognized by the judges of the Paris Exhibition of 1900. They have awarded us the Grand Prix for the quality of our Gloves, and a Gold Medal for the colorings.

A WELL-ASSORTED STOCK ALWAYS ON HAND.
MAIL ORDERS ARE ATTENDED TO WITH PUNCTUALITY.

5 Victoria Square

Perrin Freres & Cie.

MONTREAL

A DRY GOODS LETTER FROM NEW YORK.

Our Special Correspondent on the Latest Phases of that Market—What Styles are Popular and What Goods Sell—The Outlook in Jackets, Suits, Skirts, Waists, Etc., and a General View of Trade Tendencies.

FROM THE DRY GOODS REVIEW'S SPECIAL CORRESPONDENT

New York, September 28, 1900.

THE dry goods market in general has not been as active as it might have been, had there been no disturbing influences to affect the course of events.

There are three causes principally responsible for the backwardness of the Fall season, namely: (1) a reaction from the last season when everything was on the boom, and overpurchasing was general owing to the fear of higher prices; (2) an uncertainty as to styles which has made buyers timid, and made it practically impossible to place large orders with the assurance that the goods would not be passe before they could be delivered, and, lastly, (3) a speculative element which has forced prices to abnormal levels by means of manipulation, irrespective of the actual demands of the market, particularly in cotton. The coming election is also a disturbing element which makes everyone cautious and unwilling to take chances against a possible period of depression.

BUYING RATHER LIGHT.

On the whole, however, the greatest confidence is expressed in regard to the season's business and the outlook for fair volumes of sales. During the past six weeks the wholesale markets have been visited by buyers from all sections of the country as well as a few from Canada on their way to or returning from Europe. Their purchases have been varied, but not as extensive as in previous seasons. The tendency to curtail has been evident in every line, without exception, so that the cause is more the result of general conditions than special considerations in the particular lines. Rapid changes in styles were so prevalent last season that they have induced a policy of hand-to-mouth buying that will change the complexion of the manufacturing business and incidentally force other lines that are closely allied with it.

Prices on woollens have receded, and for Spring are about 20 per cent. lower than the opening prices for Fall goods, which brings them back very near to the prices of last Spring. Present prices on Fall goods are very firm, but uncertainties in the cloak market will affect some classes of cloths one way or the other, depending upon factors that are not yet settled.

The cotton market is very unstable, with a tendency toward higher prices. The Galveston disaster was the occasion for a speculative rise in the raw material which has since been felt in all classes of cotton goods. The commission houses and mills are quoting only on the new crop, and long contracts are out of the question.

Silks are on a lower level, but the recovery was sharp, and the outlook is for firm prices, especially on the staples.

THE LENGTH OF JACKETS.

In the ready-to-wear field, the purchases of buyers in the market and on the road have been so much of the sampling order that they do not indicate the style tendencies of the season sufficiently well to admit of drawing general conclusions. The great question of the season is one of jacket lengths. For the past three years there has been a determined effort to bring in long garments. The attempt was unsuccessful, but quite a few long cloaks were sold last year. So far as th

early purchases have gone, long jackets have been bought for the fine trade, and short jackets for the medium and popular classes. But it is still undecided whether the long jacket will supplant the short one entirely, or remain as it is, restricted to the better end of the line. The automobile, in the three-quarter length appears to be the most favored at the present time, but predictions as to what will eventually dominate the market are not in order. Buyers from the Northwest have been uniformly in favor of the long jackets.

SUITS.

The demand for tailor-made suits has been good, and indicates a continued popularity for these garments. There has been little choice between double-breasted, tight-fitting, and Eton jackets. The preferred length is about nineteen inches. There is a distinct inclination to favor revers, faced and stitched. The skirts are mainly of the seven-gore flare model, with the single inverted plait back, with a general preference for one or more flounces. The most popular materials are venetians, homespuns, broadcloths, cheviots, and pebble cheviots, of which cheviot is the most prominent. High-colored linings, so much in vogue last season, are not favored, but colors to match as closely as possible the color of the outside material. Blouse fronts are at present well in the foreground, but there is a good deal of uncertainty as to how long they will be in the race.

THE WALKING SKIRTS.

The rainy-day skirt, under its new name, the walking skirt, has dominated the market in the separate skirt business. The regular dress lengths are used, though shorter lengths are also called for. Plaid backs are the favored material, though homespuns and cheviots are also well represented. Rows of stitching, plain and in scalloped lines around the bottom, are used on the most popular models. Adjustable belts with various kinds of buckles are shown. Rainy day suits have also participated in the general popularity of this class of garments.

In the regular skirts, business has been backward, and Fall models have been held back by the unusual demand for walking skirts. Bell flare models are favored with wide sweeps at the bottom. The single inverted plait-back is most favored on everything except high-class novelties, on which the habit-back still holds its own. Plaited gores are shown on some of the finer garments. Bonnet embroideries on the flounces are favored to the exclusion of appliques.

THE DEMAND FOR CAPES.

The demand for capes has been fair, but not up to previous seasons in volume. The general preference is for longer lengths in all materials. Golf capes have not sold as extensively as last year, but the volume of sales has been considerable. The grades above \$7.50 (wholesale price) are the most favored. Velour capes have grown in favor, and are the single exception where larger sales have been recorded. In the cheaper garments, boucle capes have had a fair sale.

FLANNEL WAISTS.

In waists there is a very marked leaning towards flannels, particularly French flannels. Flannel waists have so much

Those Who Don't Sell Kumforts.

There may be here and there a dealer with a mitt trade who has not handled the "Kumfort."

But there cannot be many.

We want to say to those few who don't that they miss something good in the mitt way.

The "Kumfort" is a corking good 50 cents' worth of mitt.

The knitting will not ravel till it is worn out.

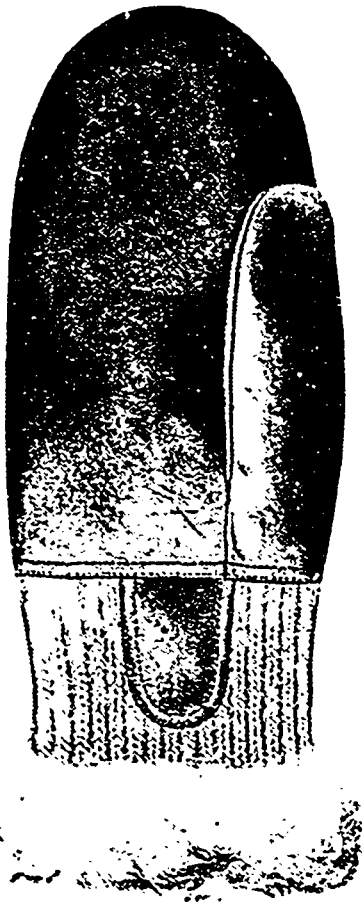
The stout muleskin palm will stand any amount of hard wear.

And the oil-dressed sheepskin back keeps out wind and wet.

It's the kind of mitt that gives good satisfaction to the wearer.

And it yields a good profit to the dealer.

Costs \$4.50 per doz., net 60 days.



Hudson Bay Knitting Co.,

30 St. George St.,

— MONTREAL, P.Q.

NEW YORK LETTER—Continued.

overshadowed the market as to interfere with the sale of silk waists to some extent, and almost shut out the other materials in the medium and popular grades. The solid colors have the call. Striped effects are shown, but have not been taken up to any extent. The most popular models are blouse fronts with dress sleeve and ripple frills, vertical tuckings—single and in clusters—alone, and in combination with plaits, box plaits, hemstitching, pinking and velvet ribbon are favored. The pastel shades are the most popular. Fancy embroidered effects have been discarded. Embroidered polka dots and neat small figures are selling well. In cheap flannels and sackings the range of prices is from \$7.50 to \$18 per dozen; cheap French flannels, \$16.50 to \$22 per dozen; finer French flannels and novelty flannels, \$24 per dozen up to \$10 each.

Silk dress waists are as popular as ever, as are also the popular grade of black taffeta waists, but the medium grades are less popular owing to the interference of the flannels. Mercerized effects are in fair demand for the cheaper end of the line. Henriettas, broadcloths and cashmeres are in limited demand.

LADIES' NECKWEAR.

There has been a large enough demand for ladies' neckwear to constitute this a neckwear season. Tinsel effects are coming in. One of the most popular styles is the automobile tie, made of corded taffeta silk, with or without tassels, in all shades, plain or with polka dots. Jabot effects with stock collars, with Jube trimming for edgings, are also favored. Pompadour collars (boas as they are sometimes called), made of liberty silk, mulls, Japanese silks and similar fabrics with plisse ends, are prominent. For evening wear, Fichus in black and cream, variously trimmed with lace and side plaited ends have the call.

MILLINERY.

In millinery, it is essentially a feather season. There is a good demand for velvet hats, principally in black, exclusive of which the favored colors are beaver, castor and grey. Buckles are largely used, made of rhinestone, jet and steel. In the earlier orders, ostrich feathers are favored, though there is a more or less decided leaning toward fancy feathers at present. Single Amazon plumes are popular. In fancy feathers, the favored colors are baize, castor, turquoise blue, and silver grey. Tinsel edgings are well thought of. If there is any exception in flowers it is in favor of large roses, about 10 inches in diameter.

MEN'S WEAR.

In men's suits, there is a preference for worsted in stripes and checks, and grey and blue striped flannels. The four-button, round cut sack coat is favored. The high cut single-breasted vest without collar is selling better than the double-breasted vest. In overcoats, grey meltons and friezes are prominent, with self cuffs, piped with velvet. The popular length is 40 inches. In children's clothing, vestee suits with a new shaped small collar and round cut sack are the most popular.

In men's neckwear, the batwing tie is the most popular, with the butterfly model a close second, in barathea, peau de soie, and fancy figured silks. The whole range of colors is in demand. Narrow, pointed, reversible four-in-hand ties are also in the race, while in the finer grades imperials are not neglected. The popularity of high band collars has induced the movement in favor of the batwing ties.

There is a great deal of discussion in regard to men's shirt waists for the coming Spring. Many of the prominent shirt houses are preparing lines which include them. The favored materials are madras, silk madras, pique and percale. Stripes prevail, and plaits are very general. Yoke backs, plain and curved, are used. If the shirt waist does not go, it will not be the fault of the shirt makers.

WM J. BRANDT

A NEW STORE OPENED.

The opening of the new place of business of J. B. Hill & Co., St. Thomas, Ont., took place on September 26. An immense crowd thronged the store from morning till night, and all were well pleased with the appearance of the new store and its contents. The building has three business floors, each lighted with prism glass, and many new departments have been added. The entrance, large quarter-cut oak doors, is very handsome. The millinery department, in charge of Miss Sutton, was inspected by hundreds of ladies, who expressed themselves as delighted with the stock in this line. Mr. Frank Blood and Miss Muskgrove have charge of the basement, used for china, glass and graniteware, crockery, stationery, etc. The east side of the building, in charge of Messrs. D. Coyne and E. Howey, is devoted to staples, the stock being one in which J. B. Hill & Co. are noted. Mr. Eckert presides over the men's furnishings, and Mr. Cavanah, an expert in dress goods, has charge of that department. A counter, with Miss Stockton in charge, is given over to the latest hat trimmings. The smallware department is situated in the centre of the store. Miss Logg, who has charge of this, has five assistants, and shows a large assortment of hosiery, gloves and other articles. Miss Sutherland superintends the mantle department, which is an exceedingly complete one. "The New Ideal Store," as it is called, certainly deserves its name, and, if kept up to its present standard of excellence in all departments, will earn a still greater one.

H. F. Blatchley has gone to represent the Irving Umbrella Company in the Australian markets.

Perrin Freres & Cie., Montreal, have an exhibit at the Paris Exposition that is attracting a great deal of attention. They have just received word that the judges have awarded them the Grand Prix for the quality of their gloves, and a gold medal for the colorings.

A New Jersey tailor hit upon a novel device to attract attention to his business. He sends out a very well dressed young lady, arm-in-arm with a seedy looking tramp. On the latter's back is a card reading: "She looks better dressed than I, but wait till I come back from Jones' store."

Some English creditors of the estate of the Army & Navy Clothing Store, Toronto, are complaining of having received no dividend or communication from the trustee. Owing to the absconding of E. J. Henderson, the liquidator, the affairs of the estate have been left in a somewhat tangled condition. The Provincial Trusts Company have now the matter before the court, and a decision is being waited.

Mr. Geo. Reedy, managing director of the Crompton Corset Company, Toronto, has been in Ottawa. Mr. Reedy announces a rapid increase in the sale of the firm's different popular lines of corsets, which have secured a strong hold in Ottawa and vicinity. Mr. Reedy formerly conducted an extensive dry goods business in Barrie, Ont., which he disposed of to enter the larger field of operations.



No 782.

AMERICAN WAISTS

Direct from the largest producers in America.

An unequalled line of Silk and Satin Waists in attractive styles and at popular prices. ❀ ❀ ❀ ❀ ❀ ❀

One of our Great Sellers, No. 782.

Made of very good quality black tulle, plaits and tucks in front and back stitching between plaits, pointed front with crocheted buttons, also on collar, lined throughout, dress sleeve, flaring cuffs.

\$2.37½

Our only terms: 3 per cent. 10 days. No dating.

Electros Furnished Free.

Prompt Deliveries.

SPECIAL ATTENTION GIVEN TO CANADIAN BUSINESS.

Floersheimer, Roman & Hahn

Export Department.

73 & 75 Wooster St., NEW YORK.



THERE'S A DIFFERENCE

IN GLOVES.



SEE THAT
YOU
GET THE
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KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc.

W.H. STOREY & SON
THE GLOVERS OF CANADA.
ACTON, ONT.

SYSTEMATIC SAVING ❀ ❀ ❀

Can be accomplished by taking out an

Unconditional Accumulative
Endowment Policy

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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

Business at the Pacific Coast.

Death of Mr. Joseph Wilson—A Nanaimo Firm Adopts the Cash System—Good Roads for British Columbia—New Warehouse for Vancouver.

Special correspondence of THE DRY GOODS REVIEW.

A CONVENTION has been called for October 27, at Kamloops, by the Inland Board of Trade, to consider the question of "good roads." This is a vital issue with many merchants at interior points.

Among the recent business difficulties are those of the Sandell Shirt Co., Vancouver, which is in liquidation; J. S. Stannard, dry goods, Nanaimo, who has assigned; and Vahcy & Kerman, Grand Forks, where stock valued at \$16,500 has been offered for sale.

Since August 15, the following men's furnishers in Vancouver have, by agreement, given up trading stamps: Allen & Co., W. G. Cameron, A. Holmes, Geo. R. Jackson, M'Candless Bros., Sea & Gowen, S. Reid & Co., Limited, H. Rutland, B. Williams & Co., W. & J. Wilson.

The British Columbia provincial fair will be held at New Westminster on October 2, 3, 4 and 5. The formal opening will be by His Honor Sir Henri Joly de Lotbiniere, Lieutenant-Governor. The officers of the exhibition include T. J. Trapp, New Westminster, president; Messrs. T. G. Earl, Lytton; D. R. Ker, Victoria, and J. D. Roberts, Vancouver, vice presidents; G. D. Brymner, New Westminster, treasurer; and W. H. Keary, manager and secretary.

The other day C. E. Stevenson & Co., Nanaimo, received a shipment of ladies' capes and costumes from the east, and found that one of the cases had been newly nailed up on one side, and on opening the box it was discovered that the goods had passed through a scorching fire and were in some places burned to cinders and all totally useless. The side of the box had been burned away and the goods damaged, but, instead of reporting the matter, the railway authorities had put a new side to the box. The goods came via the United States.

Mrs. E. and Miss Russell have arrived from the east to take charge of the new dressmaking department of the Westside, Victoria. Mrs. Russell was formerly in charge of the dressmaking department of Peter Robinson, Oxford street, London.

The northern business has been satisfactorily heavy during September, and the imports at Victoria and Vancouver have been the largest on record. The business with the various mining regions within the Province has also been good.

J. W. Peck & Co., wholesale clothiers and furnishers, of Montreal, Winnipeg and Vancouver, find it necessary to move into larger quarters in Vancouver, owing to expanding business at the Coast. A large new warehouse is to be fitted up for the firm on Cordova street, and when completed will be one of the handsomest on the street. It will be ready for occupation by January 1, 1901.

Mr. W. C. Scott, manager of The G. D. Scott Co., Limited, Nanaimo, has issued a well-worded circular announcing the firm's adherence to the cash system. He says: "We have decided to institute the cash system entirely in our business. On and after Saturday, September 1, all goods leaving our store must be paid for. If the goods are on approval, or if, after examining the purchase, you would prefer to have your money back, you may have it at once by returning the goods. There are many people who are worthy of credit, but we find it impracticable to make 'fish of one and flesh of another.' We sell the best goods that are made any-

where, at as low a price as they can be honestly sold for. Bought for cash, sold for cash; no credit. Just good, hard cash, and a heap of satisfaction all round. The saving on bookkeeping and collecting accounts enables us to sell our goods at a closer margin than is possible under the credit system. While thanking you for past patronage, we hope to be favored with your esteemed orders in the future."

The death of Mr. Joseph Wilson, junior member of the firm of W. & J. Wilson, Victoria, removes a well known and respected man in commercial life at the Coast. Mr. Wilson, who was 60 years of age, joined his brother, Mr. William Wilson, in Victoria in 1864, having been in the service of a large silk concern in London, Eng. The two brothers began in the clothing business on a small scale at first, afterwards expanding to the firm's present large proportions in the building on Government street. Messrs. Wilson did not devote themselves entirely to the clothing business, their profits being invested in city and suburban property, wild lands and mines, all of which helped to build up the large fortune which the brothers control. At the present time they are among the largest Provincial taxpayers, owning considerable valuable agricultural land in the Fraser valley, and a large area of coal lands on Queen Charlotte Island. Mr. Joseph Wilson was very popular in social life, and was unmarried. The cause of death was heart disease. Mr. William Wilson, the head of the firm, has just returned from a trip to Europe.

Vancouver, September 21, 1900.

THE TRADE AT KINGSTON.

Mr. R. Waldron has purchased the three-storey store adjoining his present premises, and rumor has it that a handsome building, modern in every respect, is to be the outcome.

Messrs. Crumley Brothers, have opened their new store, and the formal opening was a great success, thousands of people attending. This firm deserve great credit for the large trade they have secured, and their new store is quite an attraction to Princess street, and up-to-date in every respect, having an electric cash railway system extending over two flats, also electric call bells and many other helps.

Mr. Edward T. Steacey, of Messrs. Steacey & Steacey, has just returned from an extended European buying tour. This firm carry fine goods and have a very heavy stock. Their dress goods and silk department would do credit to Montreal or Toronto.

One of the chief promoters of our annual Kingston Fair is Mr. D. E. Starr, of the well-known dry goods firm of Starr & Sutcliffe, who, through his energy and executive ability, contributed in no small measure to the great success of the fair this Autumn.

The dry goods firm of John Laidlaw & Son have secured the building adjoining their present store, and have completely remodelled both buildings, giving them a frontage of 50 feet and 120 feet deep. Five show-windows are now used. The new store has a most attractive front, and the firm report a lively Fall business.

The trade in Kingston is very much worked up over the report that the Kingston Locomotive and Engine Works are to close down. As this is the largest local industry the closing would have a most serious effect on trade, and the dry goods business would feel the effect in a most marked degree, as the skilled mechanics would leave the city, and, as they are nearly all married men, it would mean the removal of 200 families.

Spence & Co. have moved to larger premises and have particularly attractive millinery showrooms, and two flats devoted exclusively to mantles, millinery and ladies' wear.

SPRING HOSIERY



1901



WE are now showing these popular goods and booking orders for future delivery. We would advise the trade to place their orders now to ensure early delivery and avoid the disappointments which are sure to follow orders placed later in the season.



MATTHEWS, TOWERS & CO.

14 St. Helen Street, MONTREAL.



Men's Furnishings.

THE Fall trade is in full swing, and the first part of September was very favorable weather for the sale of a large quantity of Fall and Winter underwear, both medium and heavy weight. The warm weather which followed, was, of course, characterized by a slackness in these sales, but did not cause dealers to bring out any lighter

goods, which had been relegated to the back of their stores. Fleece-lined underwear, although in fair demand, is not sought after as much as the natural wool goods.

SOCKS in black and heather color are the principal sellers, colors not being much desired. Heavy cashmeres are going exceptionally well this Fall.

COLORED SHIRTS are still in good demand, and, as we said last month, will continue so through the Fall and early Winter. The popular colors are blue, black and grey stripes. Nothing else is selling so well as these do. The colored shirts now being shown for next Spring's wear are considered to be the finest ever shown. They are mainly in blue and black stripes. All cuffs for colored shirts are made with round corners, the square corner having completely disappeared. White dress shirts are a good article to have in stock at this season of the year.

THE HIGH TURN DOWN COLLAR is still selling better than all others, for both ladies' and men's wear.

IN NECKWEAR, the batwing, which has enjoyed a large sale this summer, is thought by city dealers to be giving way to the string tie, though manufacturers find a large sale for it still. Flowing-end ties are having a large sale. The ends are not made so long or wide for Fall and Winter wear as for Summer. Derby ties show signs of being more worn this Winter than ever before. Dealers say it is to be a fight between flowing-ends and Derbys for the lead. There is little demand for the puff tie. The latest and best selling color in

neckwear is dark green. With this background for a red or black and white stripe, flowing-end ties are probably the leading sellers at present. Most of the patterns are in stripes. A very pretty figured tie, however, is shown in both flowing-ends and batwings, with a white diamond spot pattern on a dark green background, which is a favorite with the city trade.

Ties for the Christmas trade are nearly all in this shade of green. The very few light-colored ties showing is noticeable.

GLOVES will be worn in slate and mocho colors mostly. The reindeer glove, lined with squirrel fur, will likely be the popular seller for the Christmas trade. For Fall, kid gloves with silk lining are being worn more than anything else. Good dressers are wearing the suede glove, in a slate color, extensively.

LEATHER GOODS are a legitimate part of the men's furnishing trade, though many do not handle them. Those who do, however, find it a profitable part of the business. Customers often come in for other things, and neat displays of handbags, hat boxes, etc., articles that every good dresser needs, frequently make sales themselves. The old Gladstone grip has almost disappeared and the dress suit case has taken its place. This does not wrinkle the clothes, and is more suitable for neat packing than the Gladstone.

A large Canadian retail house, E. Boisseau & Co., make a very fine display of FULL DRESS FITTINGS, in a case given up altogether to this line. Collars, ties, shirts, etc., are all tastefully arranged, and look much better than if scattered amongst other articles. This is one of the many devices used by this firm to make their store attractive, and their example could be followed by many men's furnisners to advantage.

City men's furnisners this month are doing a good business in PYJAMAS in Ceylons and silks, Rugby padded knickerbockers, smoking jackets, dressing gowns and bathrobes. The smoking jackets are expected to sell particularly well for the Christmas trade.

In regard to carrying a stock of LADIES' COLLARS AND TIES, a prominent men's furnisher in the city says: "We always carry a full line of ladies' collars, especially the high turndown variety, as it is very popular. There is no reason why men's furnisners shouldn't carry these goods. We deal in collars, so why not keep all kinds, men's, women's and children's? As far as ties go, the same batwing and string tie that the men are wearing, are worn by ladies also, and we do a good deal of ladies' trade in them. If there was a tie specially made for ladies we would carry it. I think it is part of the business."

What About Men's Men's shirt waists were put on the American market in the latter part of the Summer, but even in the short period of the

season suitable to their wear it was found that the innovation showed signs of becoming a popular garment. The hot weather of the past Summer was probably responsible for their manufacture, but many dealers think they have come to stay

WINNIPEG

THE
GAULT BROTHERS CO.

VANCOUVER

Limited

MONTREAL.

~~~~~

# OCTOBER.

*Our travellers are now out with our Great Range of Spring Woollens, every market canvassed to lay novelties and good value at your door.*

*Owing to an ENORMOUS contract having been made with British makers for Worsteds, we have pleasure in advising you we will book your orders for December and January delivery (until our contract is exhausted), for the following special drives:*

**“Landslide” Shrunk and “Fitzsimmons”  
Twilled Worsted Coatings,  
“Viking” and “Victory” Serges,  
and all other TWILLS at OLD PRICES.**

Special reduction given for half and whole pieces

**“Belwarp” Serges.**

*Please give your orders early to our representative.*

*Our entire show of FANCY WOOLLENS is the LARGEST and BEST VALUE ever offered.*

*Don't forget to order TRIMMINGS when you are placing your Spring Orders for WOOLLENS.*

—————  
Sole Agents in Canada for FOWNES' GLOVES.

**MEN'S FURNISHINGS—Continued.**

as long as ladies' shirt waists. As yet, they have not had a fair trial, and whether really good dressers will adopt them or not remains to be seen. They are made something the same as ladies' shirt waists, but without the large sleeves or fancy fronts. The neck is made like that of the ordinary men's negligee shirt, suitable for the attachment of any kind of collar. A wide pleat running down the back is the only difference in this respect from other shirts. It is held around the waist by a band, over which a belt is worn, the blouse having a hang-over effect. It will be shown in all the popular colors in stripes and checks. Already a quantity of these waists have been ordered for next season in the United States.

Seen in Dealers' Windows. Heavy cashmere socks 35c. per pair, or 3 pairs for \$1.

Men's mocho dress gloves, wool-lined, \$1.50; mitts, \$1.

Men's pique sewn kid gloves, 75c.

"Fleece and felt" bathroom slippers, wool-lined, men's \$1.50, women's \$1.

Black woollen socks, 3 pairs for 50c.

Men's mocho knitted wool undershirts and drawers, satin finish, 45c. per garment.

Men's linen nightrobes, colored silk thread finish, 75c.

How a New York Man of Fashion Dresses. Says a fashion authority: "The smart evening shirt is still of simple white linen, without a suspicion of ruffle, embroidery, or design of any kind; it has a high standing collar, and cuffs attached. The cuffs must, of course, be made on the shirt, but that the collar be attached is not at all necessary, even if somewhat more smart. It is no more comfortable or better looking than a properly fitting detachable collar, and it is exceedingly difficult to launder. There have been rumors of three buttonholes in the bosoms of evening shirts, but as yet two is the more usual and correct number. The bosom itself should be broad, and made to fit tightly, so that the edges are close to the body and will not bulge under the waistcoat. The shirt should open only in front, either to the bottom of the bosom or all the way down. Personally, I am much in favor of the latter style, although it is greatly less common. It sets as well, if not better, than the other, and is more easily put on and taken off. Every year the dress shirt with figured or embroidered bosom make its appearance, and is for sale at the fashionable haberdashers, but every year well-dressed men decline to have anything to do with it. Even the shirt with a line or figure of a most unnoticeable kind in white, or of white pique, is not considered good style.

"It seems scarcely probably that there will be any noticeable change for the coming Winter in the long-tailed evening coat. Unfinished or dress worsteds will continue to be the materials most used, of which the first named is a little the smarter. It is somewhat softer and without the fine twill of dress worsted, and will wear equally well, but it is, perhaps, harder to keep free from dust, which clings to the cloth more readily. The coat should be made to fit the figure perfectly, without, however, being at all tight or uncomfortably close; the shoulder should be square and broad, the side lines of the coat being cut sharply in at the waist to give it a slender appearance. These side lines are one of the hardest problems the tailor has to face, for upon them depends, to a great extent, the style of the garment; the set of the sleeves also

gives the clever tailor an opportunity to display his skill, for they must not cause the coat to jump up or wrinkle across the back when the arms are raised. If you will observe the actions of the evening coat of an orchestra leader while he is conducting, you will understand more clearly what is meant by this, unless, indeed, the particular leader whose orchestra you are listening to has employed an exceedingly good tailor. The sleeves should set rather close over the cuffs at the bottoms, and should have only a very slight spring, if any. The velvet collar will undoubtedly again make its appearance, and it may even be worn by some smart men, but it has never found favor in this country and has been almost unfailingly condemned by those who dress best. I may be thought somewhat prejudiced, but, aside from any question of fashion, it seems to me to be neither good form nor good style. The coat with rolled lapels, like those of the dinner jacket, will be little worn, and the notched lapels will be either faced to the edges with silk or faced only to the buttonholes. The latter is the older style, and it has lasted so long that it may almost be said to be a standard. Full facing may be the smarter, but the half facing will nevertheless be worn by many men, and if one's coat is so made, it will not look at all behind the times.

"Trousers will be cut straight and rather full, and they will have braid on the outer seams. This should be straight, not angular or serpentine, and about a quarter of an inch in breadth, although the latter detail depends somewhat upon one's individual fancy or the fancy of one's tailor. It is not at all unusual to see braid a half an inch broad, but I should not advise it, especially for a short man.

"There are no indications of change in the waistcoat, and either a single or a double-breasted cut may be worn. It would, I think, be rather better to have the waistcoat of the same material as the coat, single-breasted. White evening waistcoats will be as much worn as ever; in fact, at a dinner or a dance the dark waistcoat is decidedly the exception. The double-breasted style will have the Cairo buttoning and points, which became fashionable during last Winter. The gilt button will also, it seems, be again worn. White evening waistcoats bound with white braid will not, I think, become at all popular, and those bound with black are, of course, entirely out of the question.

"One must, as is perhaps needless to say, wear only a white tie with a long-tailed coat, but it is still a bit too early to predict with certainty exactly what the smartest shape will be, whether it will have square or pointed ends, or be tied in a very tight or a rather loose and broad knot. Many men still wear with full evening dress a high-banded turn-down collar, but the use is neither good form nor correct. The turnover has grown to be associated with lounging clothes—that is to say, outing dress, sacque suits and the dinner coat—and the combination of informal apparel with strictly formal dress is never good form. A high-standing or slightly poke-pointed collar is the proper one with the long-tailed coat, and with the frock or even the black morning coat it is much to be preferred.

"The morning coat, by the way, will, it seems, be as much in vogue this Autumn as during the past season, and with very little change in cut or style. The main features are a rather well-defined waist line and skirts that fall well around to the front. The coat may be of black or dark grey, and in the latter event may be worn with trousers of the same material. Full walking suits of brown and grey mixtures will also be rather smart. Scotch tweeds and cachemire or other materials, such as dark grey vicuna or angola, may be used. The walking coat should not fall so low in the skirts as the

# IV=IN=I

Four in one



A Creation for Autumn and Winter.

## NIAGARA NECKWEAR CO., Limited

NIAGARA FALLS.

MONTREAL - 207 St. James St.  
 QUEBEC - 111 St. Joseph St.  
 WINNIPEG - 515 McIntyre Block.

# SPRING 1901.

## MATTHEWS, TOWERS & CO.,

14 St. Helen  
Street,

## MONTREAL.

### Men's Furnishings

Our travellers are now  
out with new lines for  
Spring 1901

— IN —

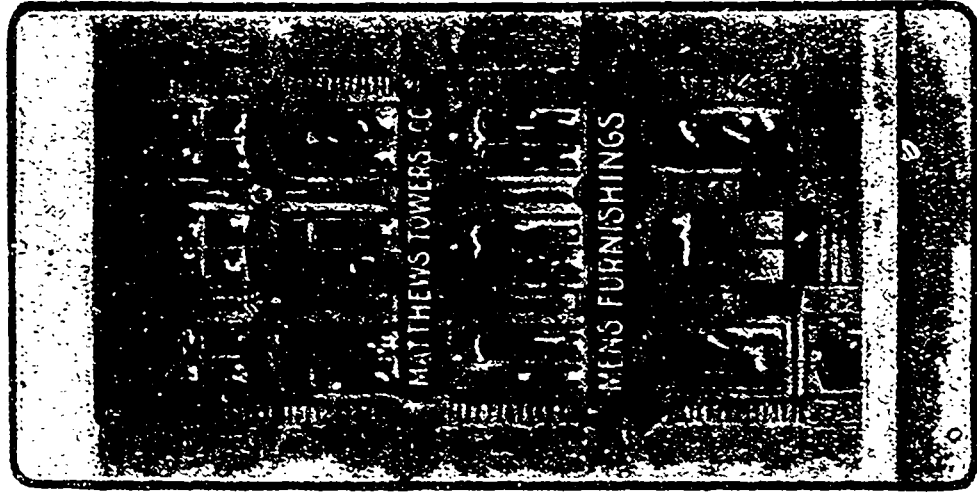
WHITE AND COLORED SHIRTS,  
ENGLISH COLLARS AND CUFFS,  
NEGLIGEE SHIRTS.

HOSIERY,

UNDERWEAR,

NECKWEAR,

FINE ENGLISH BRACES.



# Special Value in Golf Hose.

We have secured exclusive lines at prices never equalled in Canada, which will maintain the name we now hold for these goods.

## Large Assortment of SWEATERS for Immediate use.

PLAIN AND FANCY SHADES AND "CLUB COLORS."

### OUR SPECIAL LINES IN



## Hand-Sewn BRACES

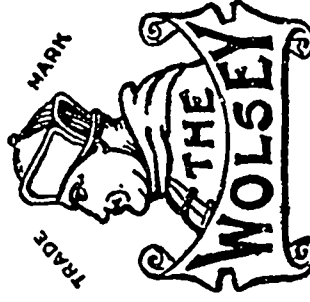
are the best sellers in the market to-day.

**LETTER ORDERS** carefully filled.

## UNDERWEAR

Winter and Summer Weights always in stock.

Including the celebrated "WOLSEY," guaranteed all wool and **POSITIVELY** unshrinkable. This is the leading line with all first-class men's furnishing houses in the Dominion.



Large variety of Plain and Fancy **Balbriggan Underwear** For 1901 at popular prices.

**UNSHRINKABLE**

OUR RANGE IN THESE IS VERY COMPLETE.

# Caulfeild, Henderson & Burns

17 Front St. West, TORONTO.



FULL RANGE OF

## Spring Shirts.

*Our travellers are out with their complete range of Shirts for Spring of 1901. All intending purchasers will be fully repaid by looking through our immense variety before placing orders.*

*Since making our contracts, prices have advanced considerably and we would advise that orders be placed early to avoid further advances, which we will have to make when placing repeats.*

*Do not forget our travellers when sorting-up goods are required.*

LETTER ORDERS PROMPTLY ATTENDED TO.

**O**ur Representative . . . .  
will have the pleasure of calling on you shortly with a most extensive and complete line of shirts of all kinds for

### Spring 1901

It will be to your interest to give him a look over, whether you wish to assort up for immediate or buy for next Spring.

Always at your services,

OMNIA VINCIT LABOR



TRADE MARK  
REGISTERED

# The Empire Manufacturing Co.

Limited.

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

646 Craig Street, MONTREAL.

We desire to thank our customers for loyalty and patronage that has enabled us to accomplish the most successful business year in our history. The enormous increase in our volume was not easily met, but new machinery and increased facilities recently added to our plant have placed us in a position to meet all demands and maintain our motto "Always at the top."

We also take this opportunity to thank you for liberality and courtesy to our travelers. They will start the first week in October with our full line of samples for Spring Nineteen Hundred and One.

We bespeak early orders to ensure early and prompt delivery.

Yours very truly,

The Williams, Greene & Rome Co. of Berlin,  
Limited.

September Nineteen Hundred.



**MEN'S FURNISHINGS—Continued.**

morning coat, and the sides should be as long as the back, the cloth hanging well around in front. Like the riding coat, which it somewhat resembles, the coat has a waist seam and rather large flap pockets set directly under it and well back. It may have two breast-pockets with flaps, or only one on the left-hand side. The buttons should be of bone. With this suit a derby is the proper hat, and a dark four-in-hand tie, tan gloves and buttoned calf boots look well.

"Flannel suits continue to be worn, and at some of the tailors I have seen a good many pieces of Winter flannel for sack suits in dark blues and mixtures of green and red. Browns and dark greys will also be fashionable. For the cool days of late Autumn brown and red is an excellent combination of colors and especially becoming to men of dark complexion. The days of the wearing, not merely the carrying, of gloves are approaching, and it seems that heavy tan will again be the smartest. The suede glove has almost entirely disappeared. The button should be of bone or gilt, and should actually button through a buttonhole, not fasten by a patent clasp."

**The English Trade in Men's Goods.**

It is noteworthy, says a London letter, that despite the popularity of the stand-up turned down or double collar, exclusive dressers wear a straight stand up collar with evening dress. Others use a collar that barely meets at the front, and with the points slightly rolled out.

Three different sorts of double collars are especially popular. The first meets in front nearly all the way down, and rounds off towards the bottom, because it has been specially cut for holding a bow in its place. As in most double collars of the day, the longer tab passes over the shorter one, and so holds the collar together neatly in front. As an extra precaution against the collar gaping open at the top, the bow should be tied pretty firmly just above the collar stud. To wear any other than a bow tie with this particular kind of collar is to push the bottoms of the front parts outward and to force the top against the neck.

The second collar will hold either a bow or a sailor's knot, and is built for a short neck. It makes a capital sporting collar, no matter what kind of a neck the wearer may have, and is worn a good deal on the river and the links. The third has a sloped opening all the way down, and is cut solely for wearing with a narrow sailor's knot, tied high in front, the knot being more than half way up. Out of the confusing and ever-increasing multitude of new styles of double collars, these three are the best, both as regards fashion and comfort.

A word about the new single-breasted frock coat, now coming into favor, may interest you. It is often made in medium grey shelland or in black; the lapels, which have silk to the edges, are in one piece with the coat, and the sleeves, like the front of the coat, have three buttons.

A white waistcoat can be worn with the new coat. This waistcoat is cut with two upper pockets, to facilitate the present fad of wearing the watchchain across the front.

Fashionable men, I notice, are wearing dark trousers for afternoon wear during the early Autumn. They are not as narrow as they appear; the crease gives a narrow look.

**A Prince and Fashion.**

Curiously enough, says Minister's Gazette, the late Prince Alfred, almost unconsciously, during his younger years, was, to a certain extent, an arbiter of fashion among great men in London. New ideas were often put down to the Prince of Wales which

really emanated from his younger brother. For instance, the dark blue dress coat with brass buttons and velvet collar, which had a fleeting fashion for a few seasons; the braided morning coat; the now so popular "upstairs and downstairs" collar; the wearing of a silver bangle on the left wrist—all these and many more fads were originally started by the Duke of Edinburgh, although the Prince almost invariably got the credit. When he went to Russia to court his future wife, all the young officers of the Guards copied his coats, his trousers and his ties, and ever since that time two or three of the leading London tailors have done a large and regular business with the Garde du Corps at St. Petersburg.

**A London Costume.**

We reproduce from Minister's London Gazette of Fashion a style of Autumn overcoat now in vogue. It shows the general appearance of the English man of fashion at present.

"As represented, the coat is cut to reach a little above the knee joint.

"There is a back closing seam finished at the bottom with a slit and 'tommy.'

"The front of the coat is finished in the fly-front form. There are five pockets placed in the usual positions, the lower ones being protected by flaps arranged to go in or out. These coats are now being frequently finished with braided edges.

"The turns are lightened in appearance by the introduction of silk or satin facings.

"Needless to say that in good-class houses these garments are invariably lined throughout with silk.

"The material is usually a rather fine make of cheviot or black vicuna."



From Minister's

A LONDON STYLE.

**Notes of the Trade.**

Joseph Dinovitzer has registered proprietor of The Quebec Outfitting Co., Quebec city.

H. P. Bezanson, Halifax, N. S., has sold out.

The stock of Robert Boyd & Son, London, Ont., has been damaged by fire and water; insured.

Hughes & Howie have reopened the Two C's store in Brantford.

Thornton & Douglas, Guelph, have made many improvements in their store.

As mentioned before, smoking jackets and dressing gowns appear to be in unusually good demand for the Christmas trade. Caulfeild, Henderson & Burns are showing a fine range of these, the patterns being principally in large checks. Notwithstanding the popularity of flowing ends and Derby ties, this

# THE CANADIAN DRESS CHART.

OCTOBER, 1900.

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

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

**MEN'S FURNISHINGS—Continued.**

firm are having a heavy demand for batwing bow and batwing lombard ties. Caulfeild, Henderson & Burns are one of the first Canadian firms to take up the new men's shirt waist, which is referred to in another paragraph. They are about to make up samples of these, and feel sure of a brisk trade in them.

According to manufacturers, duck suits have had their day for a time, and flannels will be worn instead. The demand for flannel suitings has been steadily growing and indications are that they will be worn almost altogether next Summer.

Tooke's samples for Spring of 1901 surpass all efforts to show nobby goods at popular prices; the variety of patterns is not the only feature, special cloths for the different prices have had much consideration and certainly wonderful effect.

**A Firm's Greeting.**

The Williams, Greene & Rome Co., of Berlin, Limited, issued a trade circular of a high-class style. It was engraved on fine notepaper and enclosed like an invitation in an envelope. It read as follows: "We desire to thank our customers for loyalty and patronage that has enabled us to accomplish the most successful business year in our history. The enormous increase in our volume was not easily met, but new machinery and increased facilities recently added to our plant have placed us in a position to meet all demands and maintain our motto 'Always at the top.'"

"We also take this opportunity to thank you for liberality and courtesy to our travelers. They will start the first week in October with our full line of samples for Spring, 1901. We bespeak early orders to insure early and prompt delivery."

**A USEFUL CIRCULAR.**

The illustrated circular which E. & H. Tidswell, London, England, are sending out to the trade this Fall is a valuable one. It is fully illustrated with the latest fabrics in laces, silks, veilings, etc., which make up their stock. Shirt waists and blouses are shown in many designs and materials. The cuts are excellent, every detail of the designs being brought out fully, as well as the effect of the different materials. Some of the blouses are very fine, in chiffon, paisley silk and lace effects. Besides the large variety in collars, cuffs, ties, belts, etc., there is shown a range of aprons which are very handsome. Comments on their different articles, taken from well-known papers and ladies' journals, are given. Each cut is numbered so as to render it easier to order goods, and the price for everything is stated.

**A FINE BUSINESS RECORD.**

The millinery opening of Thomas Stone & Son, Chatham, Ont., was made one of the most attractive and best attended in the Province. This house has a long-standing and enviable reputation, being one of the oldest in the county of Kent.

The founder of the firm, the late Thomas Stone, went to Chatham in 1847, and, after clerking in a general store for five years, began in the business himself. In 1898 he took in as partner his son, Spencer, and the firm name was changed to Thomas Stone & Son. Thomas Stone's business career of 48 years is a record one in the Province of Ontario. He never was in financial difficulties of any kind, nor has he ever asked an extension of time, and always paid 100 cents on the dollar. He was esteemed very highly by all the wholesale men with whom he did business.

**Montreal Wholesale Trade.**

THE W. R. BROOK CO., LIMITED, MONTREAL.

**A** BIG business is being done this Fall in children's legging drawers, or overalls, with or without feet, at \$4.50, \$7.50, and \$9 per dozen. A large assortment of Japanese handkerchiefs, plain white and fancy embroidered, and plain hemstitched, from 50c. per dozen upwards, has just been received direct from Japan; also, a very fine line of initialed handkerchiefs, embroidered corners, which are offered at \$2.40 and \$4.50 per dozen.

In all-wool serges, some special values are shown from 20c. upwards. There is quite a heavy demand this season for women's and children's flannelette underwear, and also ribbed underwear, in which they have some special values. A number of very good bargains may be had in cashmere and fancy wool gloves for both sexes. For silk trimming, the lambswool and swansdown trimmings are much sought for, and a large range has been placed in stock to meet the demand.

One of the leading sellers in the men's furnishing line is the "New Ways" muffler. The new samples of neckwear for Spring, 1901, are being shown, and are a well-selected assortment. Among the goods suitable for the Christmas trade may be mentioned fancy applique and tamboured Swiss sets of pillow shams, bureau and washstand covers, Renaissance doilies and covers, all of which are shown in different designs and patterns.

Advertising matter, in the shape of almanacs and circulars, are given to buyers, to be given in turn to their customers.

M. MARKUS, MONTREAL.

It would be well for the Canadian trade if more merchants would patronize such establishments as that of Mr. Markus, St. Sacramento street, Montreal, for Mr. Markus is one of those persons who carry nothing but high-class, reliable goods. The best trade is the best paying trade in the long run, and, if the merchant buys from the right place, he can secure the goods to cater to this trade. Mr. Markus has returned from a tour of the European markets, going as far as Constantinople, and now he is showing some of the richest samples for Spring that have ever charmed the eyes of the Canadian trade. For instance, he has some novelties in gold and silk-embroidered fancy goods, including doilies, five o'clock tea covers, piano covers, etc. He claims he has a line of fashionable lace collarettes that cannot be beaten. But his line of expensive Turkish goods for table and other use are particularly exquisite, and no merchant who has fastidious customers to please should fail to see the samples. His silks, satins, plushes and velveteens can always be depended upon.

Great regret is felt in the trade at the death in Toronto of Mr. Adam Oliver Bucham, the Canadian representative of the great firm of Arthur & Co., Glasgow. The immediate cause of death was heart failure. Mr. Bucham had been in poor health since last June, but was able to attend to business until recently. He was born in Jedburgh, Scotland, 61 years ago, and came to Canada when he was 18 years old, settling in Guelph, where he conducted a general merchandise business until 12 years ago, when he removed to Toronto.

# LINES IN WHICH WE LEAD.

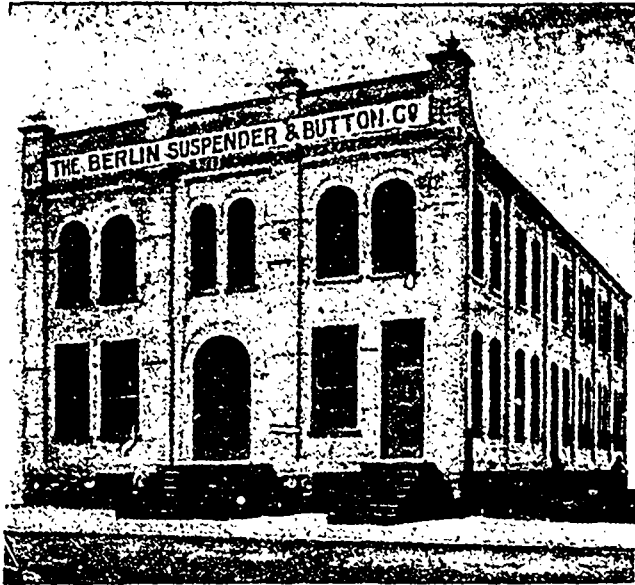
- HOMESPUNS - -** { Every correct color, weave and finish.
- COSTUME TWEEDS** { Oxford Mfg. Co's Cloths.
- DRESS FRIEZES -** { Black, Blues, Greys and mixture shades in five qualities.
- REVERSIBLE CLOTHS** { New Lines.
- MANTLE BEAVERS** { Black, Blues, Greys, Drabs, Fawns, Browns, Reds, etc., in various qualities.
- BROADCLOTHS**
- AND . . . .**
- VENETIANS -** { A complete range of colors.

Our assortment of the foregoing lines is not equalled in Canada. In the staple cloths our ranges are very thorough.

# Nisbet & Auld

TORONTO.

**SAMPLES** Now on the road.



Our Fall range of samples will be found very complete and interesting. Our business has so constantly and rapidly increased that we had to build new and larger premises, as shown by accompanying cut. These premises we are now occupying, and we are now able to work to much better advantage, and our numerous customers can depend upon prompt execution of their orders.

Remember, we guarantee satisfaction.



"We Fear Noe Foe."

**The Berlin Button and Suspender Co.**  
BERLIN, CANADA.

**E. & S. CURRIE.**

MANUFACTURERS  
OF

NOTHING  
BUT

**NECKTIES**

EVERYTHING

IN

58  
&  
60

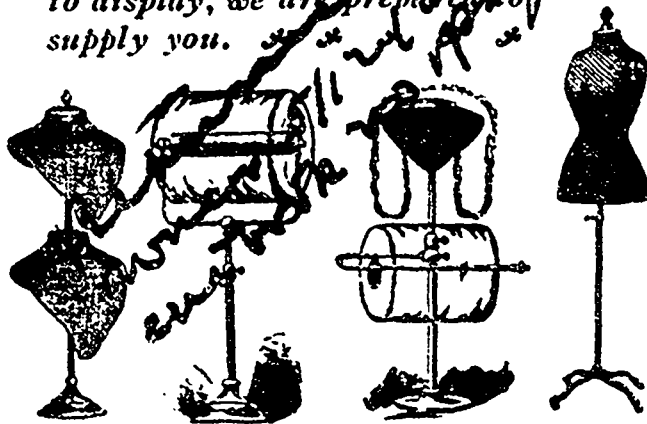
WELLINGTON ST. WEST

**TORONTO,**

ONT.

**Toronto Brass Mfg. Co.**

*Your needs we can supply, it makes no difference what lines of goods you wish to display, we are prepared to supply you.*



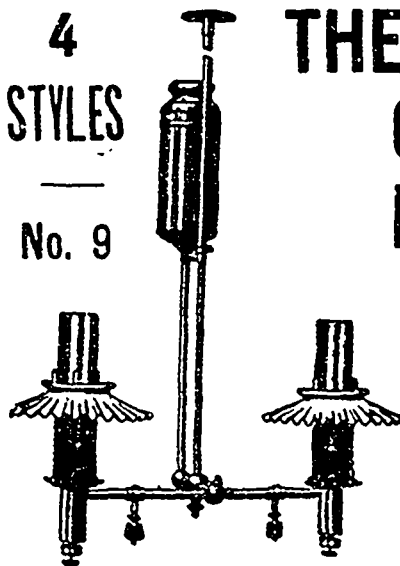
WRITE FOR CATALOGUE AND PRICES.

**Toronto Brass Mfg. Co.,**

91-95 Richmond St. West, Toronto, Ont.

4  
STYLES

No. 9



**THE AUER  
GASOLINE  
LAMP**

No. 9,  
200 Candle Power

Suitable for  
**STORE,  
RESIDENCE  
OR CHURCH.**

The only Lamp on the Canadian market which is guaranteed not to clog, flicker or smell.

**YOUR MONEY BACK IF NOT ENTIRELY SATISFIED**

For Catalogues and Prices on Lamps, Mantles and Sundries, write

**AUER LIGHT CO.**

1682 Notre Dame St., MONTREAL.

E. SIMPSON & CO., Moose Jaw, Agents for the Territories.

# "Maritime" Wrappers

Known throughout the land for their individuality, admired for their exclusiveness of design and perfection of fit, and handled everywhere by the best trade.

We Want Your Order

FOR THE

20<sup>TH</sup> CENTURY.

THE . . .

## Maritime Wrapper Co.

Limited

Agencies in

Hallifax, St. John, N.B.,  
Montreal, Toronto, Win-  
nipeg, and Victoria, B.C.

WOODSTOCK, N.B.

# THE EMPIRE CARPET CO.

We are ready with our new line of samples of Wool and Union Carpets and Art Squares for Spring 1901.

Our range of New Designs and Colorings is by far the most extensive and attractive we have ever brought out.

We guarantee all yarns used in our various grades absolutely clean and positively free from grease and mineral oil, thus insuring bright and effective colorings.

In all respects we invite the closest comparison of our line.

Our Travellers will be out early, and we confidently solicit an inspection of our samples by the keenest carpet buyers from Cape Breton to the Klondike.

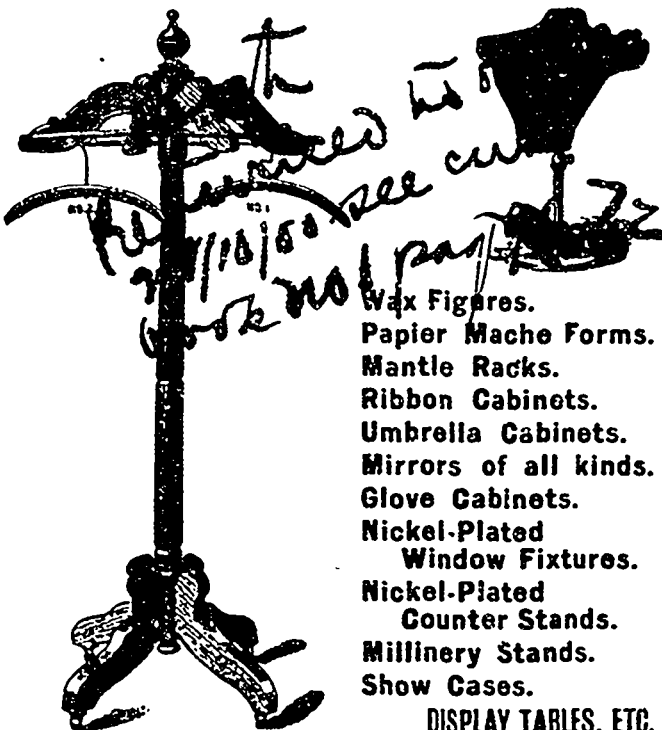
Close personal and practical supervision is assured all orders.

THE . . .

## EMPIRE CARPET CO.

ST. CATHARINES, ONT.

# DISPLAY FIXTURES



- Wax Figures.
- Papier Mache Forms.
- Mantle Racks.
- Ribbon Cabinets.
- Umbrella Cabinets.
- Mirrors of all kinds.
- Glove Cabinets.
- Nickel-Plated Window Fixtures.
- Nickel-Plated Counter Stands.
- Millinery Stands.
- Show Cases.

DISPLAY TABLES, ETC.

WRITE FOR CATALOGUE.

**Clatworthy & Co.,** 46 RICHMOND W., TORONTO, ONT.

# British American Dyeing Company

## GOLD MEDALIST DYERS.

Letter Address:  
P. O. Box 158,  
MONTREAL.

Western Address:  
158½ King St. West  
TORONTO.

JOSEPH ALLEN, Managing Partner.

Receiving  
Offices:

MONTREAL:  
2433 Notre Dame St.  
215 McGill St.  
1595 St. Catherine St.

TORONTO:  
158½ King St. West.

OTTAWA:  
123 Bank St.

QUEBEC:  
47 John St.  
367 St. Joseph St.

Agents in all towns  
of the Dominion.

A LETTER FROM ONTARIO.

MESSRS. THE BRITISH AMERICAN DYEING CO., MONTREAL.

DEAR SIRS,—We wish to congratulate you on the very satisfactory manner you have dyed and finished the goods which we sent you in June, and as per your invoice of July 13th. For redyes, they are the best finished goods we have ever seen, every piece being as perfect as if the work had been done in France, and we have had no difficulty in selling them from stock as new goods. The writer has only recently returned from Europe or we would have written you upon receipt of goods. Your statement is to hand (\$40.15) and draft will be paid with pleasure when presented.

We are, yours very truly,

I hereby swear that this letter is a true copy and came to us absolutely unsolicited. Name will be given to any intended customer.

JOHN CLIFF,

Cashier.

Letter Address: Box 158, Montreal.

# CARPETS, CURTAINS AND WALL PAPERS.

## A BUYER'S EXPERIENCE IN ENGLAND

A BUYER for a large dry goods house, who has just returned from the Old Country, says that the carpet trade there was never better than this season. The advance of 1d. per yard on tapestry which was announced in a former issue of THE DRY GOODS REVIEW, has not yet extended to brussels carpets. Several meetings of the manufacturers, however, have been held with the object of raising the price, and it is expected that a meeting will be held before the travelers go out for next season, when the price will be advanced 1d. per yard. The cause of the delay is that the axminster manufacturers have, so far, refused to agree to an advance.

The gentleman referred to also informed THE DRY GOODS REVIEW of an advance of 25 per cent. in lace curtains. "Though it has been possible," he added, "to pick up a great deal of manufactured stock at old prices, and a number of Canadian buyers have done this.

"The oilcloth and linoleum trade is very brisk, too, and advances may be looked for in this line."

## ENGLISH BUSINESS WITH CANADA INCREASES.

Writing to The New York Carpet Trade Review, an American visitor to Kidderminster, says: "Not a yard of ingrain carpet is now made in Kidderminster, brussels, wiltons, and axminsters and various weaves of rugs being the product. Mr. Reginald Brinton, of Brinton's, Limited, told me that even the few customers left to them in the United States wanted to cut down the limit of three pieces of a pattern to one piece. The report all around was the cessation of effort to sell any carpets in the United States, and a buyer from here would be looked upon as a curiosity. On the other hand there is renewed effort for Canadian business, the trade there being thoroughly canvassed from Kidderminster. The 10 per cent. differential in the Canadian tariff in favor of British goods has assisted in this activity."

## ANOTHER UNITED STATES WALL PAPER COMBINE ?

The dissolution of the National Wall Paper Co. of the United States is said to be in progress, but rumor has it that some of the strongest manufacturers in the trust will reorganize about January 1, next, and that at least five of the biggest factories are in the new arrangement.

## NO LOWER CARPET PRICES IN THE UNITED STATES.

Our trade exchanges in the United States say that September is over and no changes in carpet prices have been made. That date was looked to by many retail buyers as the time when prices would show a change for the lower. No change has put in an appearance, however, and the trade now has the word of some of the best manufacturers that no price reduction will be installed this season.

The jobbing trade has already taken up the Spring matting season with results fully up to expectations. Prices are practically on last year's basis. The Chinese difficulties have not changed prices to any appreciable extent.

The point which seems to be troubling a good many of the American matting importers in connection with the troubles in China, says The American Carpet-Upholstery Journal, is the fact that the price of cheap mattings is advancing dangerously near to the 10-cent limit. Up to this point the

duty is only 3 cents per square yard. Matting which is valued at over 10 cents a square yard must pay a duty of 7 cents a square yard and 25 per cent. ad valorem. An advance of a fraction of a cent. over 10 cents per square yard in the price of matting adds about 50 per cent. to its cost. For instance, matting which is valued at 10 cents, with the duty added, costs 13 cents per yard; whereas, if its value is 10½ cents, the cost, landed, amounts to a little over 20 cents.

Since the advance in cotton goods, all of the leading table oilcloth buyers in the market have looked for another advance, several makers having indicated that an additional advance will be made.

## AN IMPORTANT CHANGE.

Three good traveling salesmen have just resigned from The Menzie, Turner Co., Limited, and gone over to Messrs. Geo. H. Hees, Son & Co. Mr. E. W. Turner was one of the promoters and vice-president of the Menzie, Turner Co., Limited, Mr. T. F. Corey is a brother of H. Corey, the retiring president of that company, and Mr. E. H. Owen, who was one of the owners of the Art Goods Manufacturing Co., and later with the Menzie, Turner Co., Limited. Mr. Turner will travel and represent Messrs. Geo. H. Hees, Son & Co. on the road in the Northwest and British Columbia, Mr. Corey in Western Ontario, and Mr. Owen in the Lower Provinces. These gentlemen are very popular and will influence a lot of business for Messrs. Hees, Son & Co.

## MR. DUNCAN'S NEW STORE IN BRANTFORD.

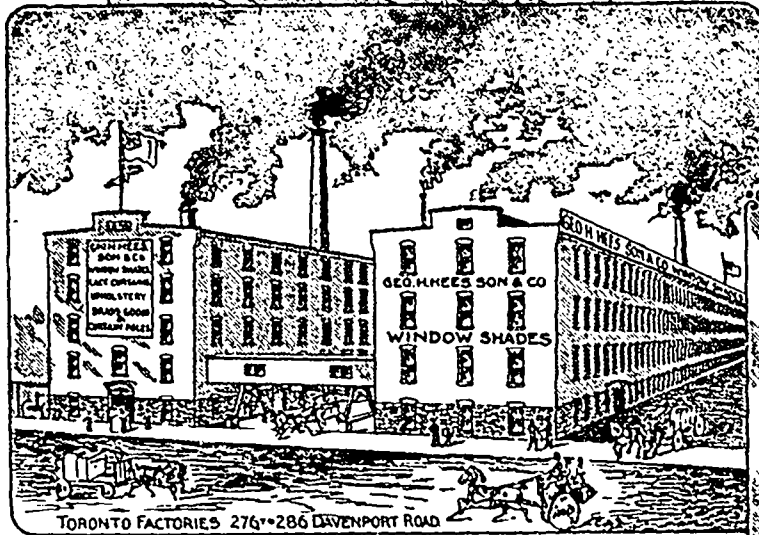
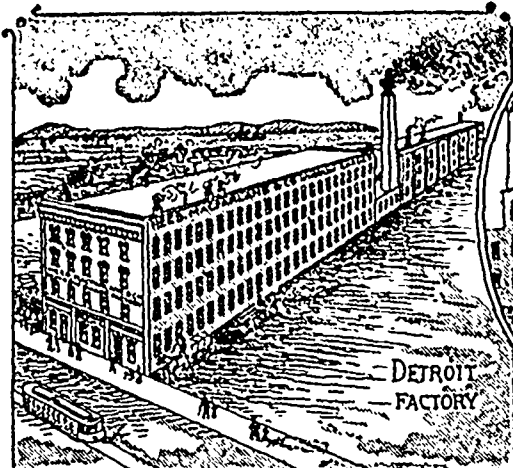
Mr. Charles Duncan, of Brantford, has transformed the old Masonic Hall into one of the finest carpet and furniture stores in this country. The increasing trade of this successful firm now demands a floor space of 11,000 square feet, and the establishment has been fitted up in a manner that will interest every retailer.

The new fine new front, comprising a large plate glass window in three sections, with a heavy border of prisms on the upper part, and fenced on the front with massive and handsome hand-rails. The window lends itself with peculiar readiness to window decorations. The entrance from the front door over a mosaic pavement lets the visitor into a spacious and charmingly decorated salon, 27 by 132 feet, devoted entirely to the office and curtain and carpet departments. The wall decorations are in a delicate blue. A score or more of incandescent lights shed their rays from the ceiling, while the large windows in the front and rear of the building let in a flood of light, making the premises unusually bright and cheerful. This commodious room is finished in oak, with a polished maple hardwood floor and dainty oak fittings. A very broad and easily graded staircase, built and finished in oak, rises from the central side of the room to the furniture department upstairs. Great ranges of carpet are massed along the main floor, and every accommodation has been arranged for its display and inspection.

The ground floor of the building, which has a floor capacity of 400 square yards, is devoted to the linoleum department,

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

HAVE THE PICK OF THE MARKET.



## Important Notice:

The plant of "The Montreal Weaving Co." has been removed to Valleyfield and added to our new upholstery plant at that place.

The trade in the vicinity of Montreal is invited to visit our new sample rooms and warehouse, No. 43 St. Sacramento Street, where a good stock and a full display of our goods can be seen.

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

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

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

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

Many of the above goods are from our own looms.

YOU ARE CORDIALLY INVITED TO VISIT OUR SAMPLE ROOMS.

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

## WINDOW SHADES.

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

See our new Illustrated Catalogue.

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

**71 Bay Street, TORONTO.**



# CARPETS and RUGS

Standard goods, eleven different brands as follows :

- "LEADER"—a ready seller.
- "CHICORA"—for a cheap carpet second to none.
- "ROYAL"—sells at sight,
- "ANGORA"—a cheap article with superb qualities.
- "CRESCENT"—most beautiful.
- "MAGNET"—a cracker for 50c.
- "DOMINION"—a super carpet at a medium price.
- "OXFORD"—a wearer.
- "GRANITE"—the name sells it.
- "CANADIAN"—noted for purity, the best 2 ply wool carpet in the world.
- "MONARCH"—our famous 3 ply.

YOU SHOULD SEE THEM.

**Rugs, Mats, Curtains, Covers.**

Canadian Agents for THE MOSS ROSE MFG. CO.,  
of Philadelphia.

**ROYAL CARPET CO.**  
GUELPH, ONT.

# 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.

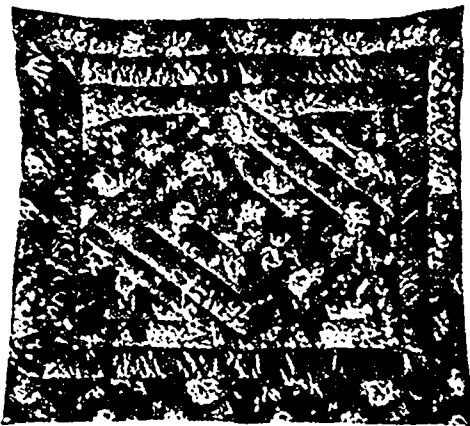
# THREE STRONG ARGUMENTS

— IN FAVOR OF —

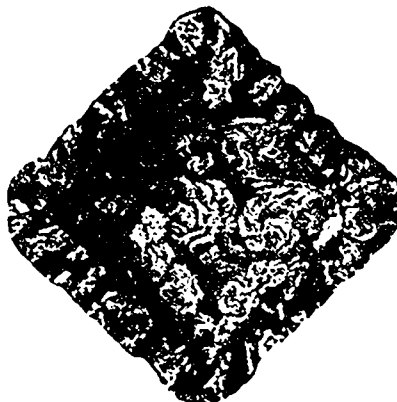
## "PERFECTION BRAND"

EXCLUSIVE DESIGNS. ALL GOODS GUARANTEED. PRICES LOWEST.

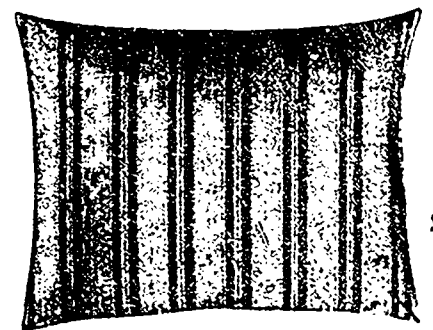
GIVE OUR LINES A TRIAL.



**COMFORTERS**—Wool, Cotton, Down.  
Largest assortment in Canada



**CUSHIONS**—White Cambric, Sateen, Silk, Satin. All styles and sizes and for every purpose.



**BED PILLOWS**—All feather. Guaranteed odorless and free from quills.

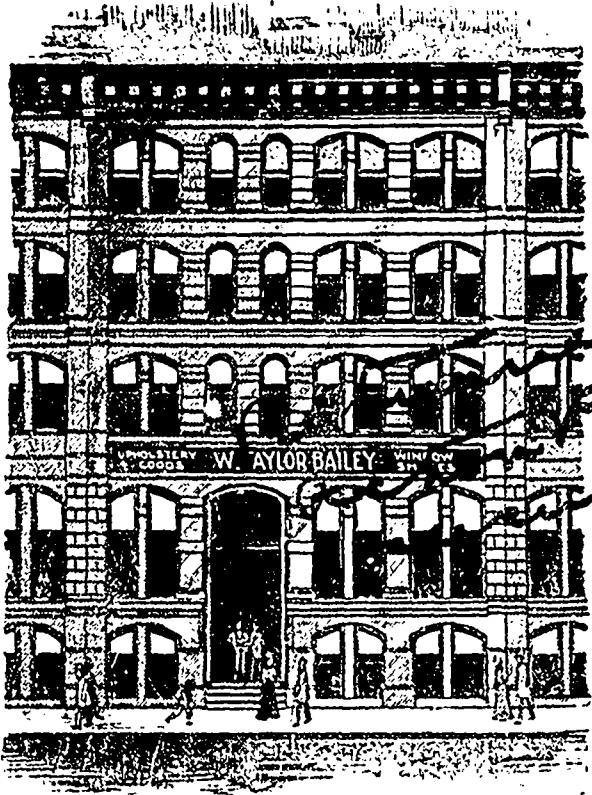
To those who have not handled our goods we say: "Try us once and you will always come back."

**CANADA FIBRE CO., Limited,**

**MONTREAL**

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

# W. TAYLOR BAILEY



Upholstery Supplies,  
 Drapery Fabrics and  
 Brass Goods,

MANUFACTURER OF...  
*4/10/00*  
 Window Shades.  
*book not pay*

Our Window Shade Factory is now past the experimental stage, and we guarantee our make to be all A1 goods.

In Upholstery Goods our long connection with the old firm of PETER SCHNEIDERS, SONS & CO., New York, keeps our stock full up with the latest designs and colorings.

27 & 29 Victoria Square, Montreal.

## The Guelph Carpet Mills Co.

Limited.

FINE BRUSSELS, WILTONS,  
 and INGRAINS.

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

Goods which are Most in Demand Sell Quickest.

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

## The Guelph Carpet Mills Co.

GUELPH, ONT.

... LIMITED

**CARPETS AND CURTAINS—Continued.**

and possesses ample warehouse facilities for receiving and laying out the goods preparatory to their display for sale. Here, too, are two large radiating furnaces, by which the premises are heated, and here, too, are large consignments of goods ready for the shelves. Mr. Duncan has not returned from a buying trip to Europe.

**UPHOLSTERY GOODS.**

Everybody interested in upholstery goods will not be doing themselves justice if they fail to see the new offering in this line by Geo. H. Hees, Son & Co. Their assortment consists of the most desirable patterns of the European makers and a lot of new tapestries, etc., from their factory in Valleyfield. They claim to be "the lace curtain headquarters of Canada," for they have a large assortment of these goods, and their stock on hand is over 100,000 pairs.

**LOWER PRICES IN WINDOW SHADES.**

Messrs. Geo. H. Hees, Son & Co., have issued a new price list, lowering the price of window shades and shade cloth of all grades. Their travelers are now on the road showing full lines of window shades, curtain poles and trimmings, lace curtains, upholstery goods, etc. Let their travelers show you why it is to your interest to buy of them.

**ENGLISH CAPITAL AT SHERBROOKE.**

W. S. Dresser, the managing-director of the Dominion Brussels Carpet Co. of Sherbrooke, Que., has recently returned from London, Eng., where he has been floating a company to take over the above concern. The new company have a subscribed capital of about \$250,000, one-fourth of which is held in Sherbrooke. The buildings and sites of two factories adjoining their premises have been acquired and will be used in connection with the new business. New machinery is about to be added for the making of Brussels carpets and rugs of various kinds, besides which there will be a plant for the manufacture of tapestry and velvet carpets, which means that they will be the pioneers in this line in Canada. They have acquired a large water-power, and, as soon as the negotiations now going on for new machinery are completed, they will proceed with the extension of the works. The new company will be known as "The Dominion Carpet Co., Limited."

**AN ENGLISH VIEW OF THE PARIS EXPOSITION.**

Mr. Adam, of the firm of Tomkinson & Adam, carpet manufacturers, Kidderminster, England, has been giving his view of the carpets displayed at Paris. Asked for some explanation why so many of the English manufacturers abstained from sending to the Exposition, Mr. Adam said the candid fact was that manufacturers had come to the conclusion that financially it did not pay to specially prepare carpets for exhibition purposes. He spoke favorably of the samples sent by H. & M. Southwell, of Edgworth, one or two carpets being of excellent quality both in texture and design, and alluded to some exhibits sent by Messrs. Bright, of Rochdale. "I noticed a distinct departure on the part of the French in decorative art—at least as far as furniture is concerned. The French have hitherto worked on traditional lines in the reproduction of Louis XIII. and XIV. and the Empire styles. Of late they seem to have been very much influenced by the English school, especially when you examine the inlaid woodwork. There is a distinct English influence, and the French have adopted

English ideas in their decoration. You might describe it as a French version of the arts and crafts style. In some of the textile exhibits you are conscious of a Japanese influence; and the Japs themselves have some lovely exhibits in silk and embroideries."

**ENGLISH DEMAND FOR WILTONS.**

There is plenty of life in the carpet trade at Kidderminster, and the volume of business is more than the average for between seasons. The popularity of wiltons is marked, and the inquiries made for next season show that this class of carpet is still gaining in favor. The yarn trade is quiet, with a few inquiries for contracts. Spinners are fairly employed, and lower prices do not tempt them; indeed, there is an under-current of strength in the yarn and wool trades, and it is plain that many spinners are not anxious sellers of carpet yarn at today's quotations.

**ABILITY RECOGNIZED.**

MR. CHARLES E. BERNARD, the artistic window-dresser at Scroggie's, Montreal, has been elected vice-president for the Province of Quebec of the National Association of Window Dressers, which met lately in Buffalo. Any one who has seen Mr. Bernard's windows will not dispute him the honor he has won.

Mr. Bernard is a Russian, about 30 years of age, who has lived most of his life outside his native land. He has an eye for the beautiful, and he was early attracted by the possibility of making window dressing an art. The rudiments of the profession he learned in Berlin, Germany, but he has acquired most of his celebrity in America. For some time he was engaged at Macey's in New York, and later at Shoneman Bros. in Philadelphia. For almost five years he has been dressing windows at Scroggie's, St. Catherine street, Montreal. In this store he has ample opportunity to display his powers, for the windows are large and well lighted, and good fittings are ready to hand. There are eighteen large windows, but Mr. Bernard does very careful work and does not have time to dress this number, for all his designs are well thought out and carefully executed.

Mr. Bernard's greatest triumph was achieved last year, when he won the gold medal offered annually by the National Association of Window Dressers for the best trim during the year. The trim that took the prize was an Egyptian design, displaying handkerchiefs. In the window figured the Cleopatra needle, and an Egyptian minx. The background was an Egyptian wall. Hieroglyphics, a product of Mr. Bernard's own handiwork, were scattered about profusely to entrance the public eyes.

Mr. Bernard has a high idea of his profession, and his idealistic turn of mind has brought him great success. He believes that one-half the selling power of a good window display has not yet been revealed to the Canadian public, and asserts that half the window-dressers, who call themselves such, are not window-dressers at all, for to have the qualifications of a trimmer one must make a thorough study of the art. Till one realizes that he should not expect to make window dressing his profession.

Window dressing is the only form of advertisement which prevails at Scroggie's, and his trade has increased many times during the past five years. Mr. Bernard also makes a specialty of card writing.

## WALL PAPER

DO YOU SELL IT AND WANT TO  
INCREASE SALE AND PROFIT

?

TRUST **WATSON, FOSTER** GOODS  
TO EFFECT BOTH.

---

ALL DEALERS HAVE PROVED  
THIS—WHO KNOW US—IF YOU  
DON'T, ADVISE US AND WE WILL  
SEND A MAN TO YOU—WITH  
SAMPLES.

OUR THREE STRONG POINTS ARE  
**EQUIPMENT**  
**SUCCESSFUL PATTERNS**  
**COLORS MIXED WITH BRAINS.**

---

THE **WATSON, FOSTER CO.**  
LIMITED  
MONTREAL.

## Toronto Wholesale Trade.

JOHN MACDONALD & CO.

**A** SHIPMENT of 6-4 Scotch tweed suitings, the latest London novelties, which has just been received, are expected to be rapid sellers this season. They are also showing a special line of 3-4 Canadian tweeds, and one in 6-4 at less than manufacturers' prices. Black, blue, grey and mixed llamas and venetian cloths are their best selling overcoatings, and they are doing well with a range of black and blue Moscow beavers. For women's wear, they show the latest fabrics in homespuns, plain venetian cloths, broadcloths and golf cloths.

In dress goods, one of the best selling lines now is French flannels in polka dots, stripes, checks and brocade. All shades of grey homespuns are moving rapidly.

A large business has been done during the past season in the ready-made department, particularly in skirts, blouses and wrappers. Taffeta silks in colors and white and black, satins in white, cream and colors, and black velvet ribbons, especially the narrow widths, are lines that they are doing very well on.

Some very nice things are seen for holiday trade in fancy goods. Prices are moderate, and among novelties as to design or style may be noted clocks, china vases, well decorated; animal toys, photograph books, and several new things in cheap frames, besides a full range of staple fancy articles. For men's furnishers there is a job line in men's white handkerchiefs, various styles, and both in men's and boys' woollen underwear, fleece-lined, the range is extensive. So as to woollen and cashmere socks. This department are expecting the arrival from their European buyer of a job line of seconds in black cashmere hose to retail at 20c.

The stock of carpets is exceptionally large. On account of having anticipated the recent advance in prices, they are able to give a variety of the best selling designs at lower prices than it will be possible to quote in the Spring for the same goods. A fine line of 8-4 and 16-4 linoleums, bought previous to the last two advances, is also being sold much lower than it would be possible for Spring delivery. A shipment has just been received of the three newest designs in inlaid linoleums. They are also showing a well assorted stock of table covers, curtains, curtain nets, white and colored quilts, mats and rugs.

— — —  
BOULTER & STEWART.

Messrs. Boulter & Stewart are making a special line of silk, satin and French flannel waists for the immediate and Christmas trade, comprising some 50 styles with all the latest in sleeves and collars. The bishop sleeve is showing and is very popular in flannel goods in the New York markets. Mr. Boulter has just returned from European markets where he has secured many new styles and all the latest in cloths for Spring, 1901.

Tailor-made suits have now become one of the most staple ready-to-wear garments and the demand is steadily increasing. This is largely owing to the perfect fitting garments now produced. The prices these garments can be sold at bring them within the reach of all classes, and they will be the leading feature of your mantle department this coming season. Messrs. Boulter & Stewart are showing a very large range, comprising all the latest Paris and New York designs—goods

to retail from \$6 to \$35. The travelers are now in their respective territories and will call upon you shortly.

The trade mark is now becoming an important feature in the selling of ready-to-wear garments, and the demand for the "Crown" brand costumes and blouse waists manufactured by Boulter & Stewart indicates wonderful success, the repeat orders, in some cases, are larger than stock orders. The "Crown" brand is a guarantee for correct style and fit.

— — —  
THE WYLD-DARLING CO., LIMITED.

The Wyld-Darling Co., Limited, have lately been making some special preparations for increasing trade, and show a complete and well-assorted stock of all lines of dry goods. They are finding large sales for the high turn-down ladies' collar for Fall and Winter wear. In the hosiery department some extra stock has been placed, and they are handling some special lines of ribbed and plain goods in cashmere and wool at 25 to 50c. per pair, which are meeting with a heavy demand. Their range of ladies' vests comprises many of the best values shown to the retail trade at 25, 50 and 75c. each.

Various styles and prices are shown in their stock of Ringwood gloves, cashmere gloves, infantees, bootees, wool mitts and fancy knitted clouds, toques, etc. Another large range is their flannelette embroideries, in pink, blue, cream, grey and scarlet. Visitors should ask to see the special line in these goods which are made to retail at 5c. a yard.

In yarns of all kinds they are now doing a large business. The best selling Saxony yarns are the Eclipse, Royal, Imperial, Crown and Andalusian. These are offered in black, white and colors. They also show a line of three and four-ply worsted fingerings in three grades. In Canadian yarns, the "Star" brand is their leading seller. This is in all colors, and guaranteed pure Canadian wool.

The latest novelties in fancy goods are in celluloid hairpins, hair braids, side combs, back combs, belt buckles and fancy hose supporters.

— — —  
K. ISHIKAWA & CO.

The Fall season, which is the principal one for business in Japanese silks and silk goods, has this year opened up very satisfactorily. K. Ishikawa & Co. have finished filling their import orders, and the sorting business has already begun. The demand for 20-inch Japanese silks is now very heavy in almost all colors. Besides the ordinary colors this firm have brought in some attractive shades in grey, fawn, reseda, green, brown and myrtle. Their stock of initialed handkerchiefs is now complete. They range from \$1.50 to \$8.50 per dozen. A recent shipment of fancy blouse silks, in new plaids and stripes, has just arrived. This lot includes some high-class novelties in figured stripes which are very handsome. In silk mufflers they are doing a large business. Their stock consists of both fancy and plain mufflers and includes a large assortment of colors and designs. They are experiencing a good demand, too, for fancy handkerchiefs, ladies' embroidered handkerchiefs, and plaid ties for Winter wear, the last mentioned being a well-selected assortment and very pretty.

Their samples for Spring, 1901, are now ready. They have added to their Japanese silks an assortment of Lyons dyed habutai silk, 20, 23, 27 and 36 inches. Ishikawa & Co. are noticing that the Canadian trade are becoming much more particular about the shades and finish of silk, and their French dyed and finished goods are particularly sought for. They are showing a beautiful line of fancy blouse silks, a crepe de chine, lace effect silk and corded goods, in stripes, plaids and checks. Their ladies' ties should be noticed also. These are made in soft habutai silk, silk crepe and liberty silks, with drawn work and silk fringes at the ends. Polka dots in all the latest colors are also shown. Children's and youth's windsor ties are displayed in great variety.

Orders for matting for Spring delivery are now booked and Spring samples are in the travelers' hands. The outlook in this line for next season is decidedly bright.

# "Lawrus" Fabrics.

(REGISTERED TRADE MARK NO. 176206.)

These Dress Fabrics can Only be  
Supplied by ❁ ❁ ❁ ❁ ❁ ❁ ❁

LAW, RUSSELL & CO.  
BRADFORD.

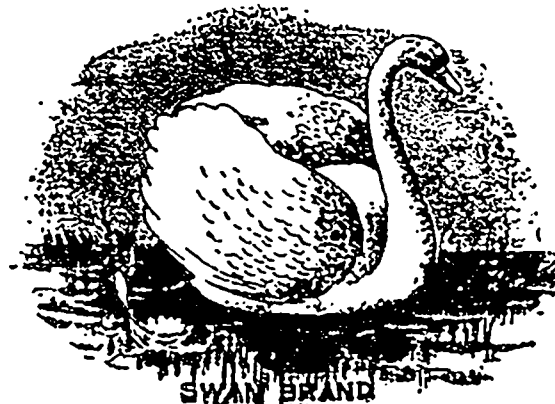
EVERY YARD IS STAMPED "LAWRUS."

Our representative, Mr. Haley, will be at the Queen's Hotel, Toronto, and the Windsor Hotel, Montreal, in Sept. and Oct., with a complete line of new styles for Spring, 1901.

DOWN WOOL COTTON

## COMFORTERS

Bed Pillows  
Cushions  
Cosies and  
Head Rests.



Everything  
new in  
Coverings  
this season.

LETTER ORDERS PROMPTLY ATTENDED TO. PRICE LISTS ON APPLICATION.  
ASK TO SEE OUR ALBUM OF DOWN COMFORTER DESIGNS.

The Toronto Feather & Down Co., Limited

Sample Room, Office and Factory, No. 74 King St. W., Toronto.

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.**  
**Saltaire, England** Limited

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

**Montreal**  
**Toronto**



## Glothing and Woollen Trade.

### TAILORS AND THE CASH SYSTEM.

**M**ERCHANT TAILORS throughout the country are feeling in much better shape, owing to the excellent Spring trade which they had, and also to the good prospects for Fall, now opening up.

It has always been felt that there was room in the country both for the ready-to-wear clothing trade and the custom trade, and there was no reason why one should infringe to any great extent on the other. One difficulty which stood in the way of the merchant tailor doing as large a business as before was the prevalence of the credit system, which made returns slow and forced prices up. Many customers of moderate means were forced to take ready-made clothing when their preference was for a suit made to order, simply because they found the custom work too expensive.

There is no doubt these large apparent profits of the merchant tailor were due to the system of giving credit. Having to wait for his money, he naturally placed a good price on the clothes.

Tailors have often discussed ways and means of retaining their trade. One proposition which has been under consideration, was to have a buyer go to England for a number of tailors, who would pool the expenses of the trip. The objection to this is, that each merchant knows the peculiar taste of his own locality, and can do much better by selecting his own goods than by having even the most intelligent buyer select for him.

Probably the best remedy lies in adopting the cash system. We have heard of more than one tailor who has gone in for cash and was still able to retain his custom. It requires, doubtless, some tact and care to avoid offending good customers, but it can be done, say those who have tried it. In one case a tailor in rather a large town turned his old business into a cash system and did well. The best way to work it is for the tailors in one town to get together, drop trade jealousy and agree upon a cash system.

One city tailor informs THE DRY GOODS REVIEW that his customers know that cash means 30 days, and he quotes them a 30-day price, and, if they do not care to settle in 30 days, a certain sum is added to the original price. He often says in an off-hand manner: "You will be paying this within the month, so I will just quote you the cash price; of course, the ordinary price would be so and so." By putting the cash and credit terms on his billheads he finds that he loses no customers. This is, of course, not the cash system, but, where

it seems impossible to get customers to pay cash promptly, it is a good half-way house on the way towards strict cash and one price.

### THE QUALITY OF DOMESTIC WOOLLENS.

There is usually a prejudice against Canadian woollen fabrics by city tailors. The majority love to order from London, but it is certain that few can distinguish native goods from imported. The late mayor of New York, Mr. Strong, once took to his tailor a nice checked lining, which he had had presented to him by one of the mills which he represented. The tailor told Mr. Strong that the goods were imported, as he had bought the identical goods himself from an importer, and showed him the goods on the shelf. It turned out that the parcel of tweeds and linings which the merchant tailor had bought as imported goods were all made at mills within 100 miles of New York.

It seems strange that woollen wholesale houses in Canada still adhere to the old-fashioned notion of keeping separate the imported and Canadian woollen departments. Such a thing as a divided woollen department is not known in England, France, or Germany. There, a customer goes in and selects goods that suit him without knowing where they were made. It would be a great help to Canadian mills if there were no distinction made between imported and domestic goods in Canadian stores, and the profits on domestic goods would certainly be larger than they are at present.

### FEATURES OF ENGLISH TAILORING TRADE.

The use of flannel for Summer suits will last at least another season. One feature of present trade is mentioned by Minister's Gazette of Fashion: "Grey flannels, plain or with fine white silk stripes, have been greatly in demand for the latter purpose, so much so that the woollen merchants' stock has practically run out. One of the effects of the rise in woollens shows clearly in these flannels; the trade being loth to pay more than the accustomed 2s. 9d., or 3s. at the utmost. A distinct lowering of quality had to be resorted to in order to enable merchants to maintain it, with the result that most of the flannel suits one sees about now show a very limp appearance—have, in fact, lost that 'hang' which is the criterion of quality.

"The loose weaving which results from a diminished quantity of yarn put into most makes of goods at present, so as to maintain previous prices, causes such goods to be liable to go on shrinking to an extent which is already eliciting a good many complaints, both from tailors and the public. The



# JOHN FISHER

SON & CO.

Cor. Victoria Square and St. James Street

MONTREAL.



# WOOLLENS

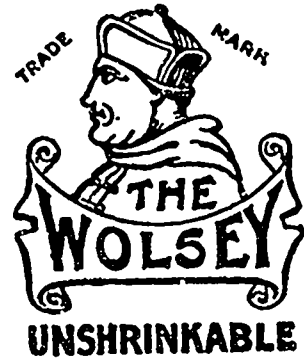
— and —

**TAILORS' TRIMMINGS.**

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

# What is the Wolsey?



Registered in Canada.

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

TO BE PROCURED FROM THE LEADING WHOLESALE IMPORTERS.

# We Can Do It

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

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

**The C. Turnbull Co.,**

of GALT, Limited.

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

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

# Finley, Smith & Co.

Importers of . . .

**WOOLLENS** and

**TAILORS'**

**TRIMMINGS**

Cor. St. Peter and Recollet Sts.,

WM. C. FINLEY  
J. R. SMITH

**MONTREAL**

Sole Agents for

Trafalgar, Britannia and Royal Navy Sergos.

ALL THE RAGE IN ENGLAND.

# "BEAVER BRAND"

## MACINTOSH

The best and cheapest made or sold in Canada.

Ask for the "Driver's Friend." Cannot be beaten for the use of Driver, Conductor, or Motorman. Thoroughly waterproof, strong and durable.

SAMPLES SENT ON APPLICATION.

Sole Manufacturers

The Beaver Rubber Clothing Co. - - Montreal.

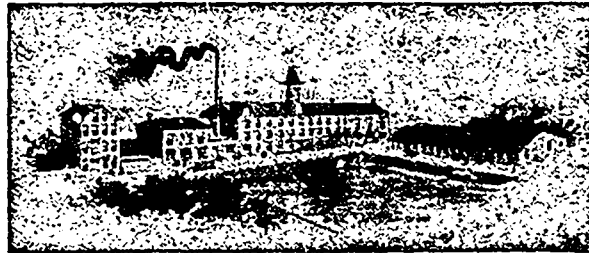
1490 Notre Dame Street.



"RAGLAN."

# The Galt Knitting Co., Limited

Eiderdown  
House  
Jackets



GALT = ONTARIO.

Single and  
Double Fold  
Eiderdown  
in Plain, Ripple, and  
Chinchilla.



The exceptional demand for the "Tiger Brand" of Underwear proves our contention that it is superior to any other.

Plain and Fleece=Lined in Men's and Boys'.

ALL SIZES

ALL PRICES

**CLOTHING AND WOOLLEN TRADE.—Continued.**

latter naturally hold the tailor responsible, and the tailor, in his turn, blames the woollen merchant. The merchant cannot do more than have his goods shrunk once, when they come in; and no London house sends out unshrunk goods, although second-rate provincial houses shirk this expense. London shrinking, too, is recognized to be the best in the world, and, if it does not take all the 'shrink' out, it must be put down precisely to this enforced cheapening of goods which has been forced upon the trade just now by causes beyond their control.

"To the tailor, who has to bear the brunt of the battle in this matter, this is but cold comfort, but there is really no alternative except to stick to a good article and pay the price for it. The one thing that can and should be done under these circumstances is to cut all loosely-woven goods, such as homespuns, serges, cheviots, tweeds and worsteds, rather longer than measure, say one inch in the leg and half an inch in the sleeve, and flannels, which are subjected to washing, even a good deal more. Another point to consider is that it is the inherent nature of wool to go on shrinking in wear, so that what cannot be cured must be endured."

**NEW WOOLLEN FIRM.**

Mr. Hutchison, lately of the firm of Hutchison, Nisbet & Auld, has formed a new woollen house in Toronto, as R. B. Hutchison & Co. Mr. Hutchison is well known to the trade as having occupied a prominent place in the woollen trade of the country for the past 25 years. The firm occupy premises in the new Carlaw building, No. 30 Wellington street west, and will confine themselves to a wholesale jobbing woollen business, dealing chiefly, though not exclusively, in Canadian fabrics.

**CLOTHING FOR THE SOLDIERS.**

The Sanford Manufacturing Company have shipped away an order for 11,000 overcoats for the Indian troops now in China. The order was received through the India office on August 20, and it was stipulated that the last consignment must reach Vancouver on September 27, in order to be loaded on the C.P.R. boat leaving that port on October 9. The company had no material on hand, and soon the telegraph wires were kept humming with orders to the mills throughout Canada for Canadian frieze and linings. The company turned out 500 overcoats a day. It took 220 cases for the order. The cases are addressed to the transport officer at Wei Hai-Wei, via Shanghai. Of the order, 5,928 coats are ordered to be marked: "Warm clothing, for the third and fourth brigades." The Sanford Company have yet in hand the War Office order for 30,000 suits—tunics and trousers—for the South-African warriors. Of these, 20,000 suits have been shipped away.

**CHANGE OF FIRM NAME.**

Messrs. E. J. Dignum and J. Monypenny, of Toronto, who have been associated together as manufacturers' agents and importers of dry goods, woollens and tailors' trimmings for a number of years, under the firm name of E. J. Dignum and Co., have decided to change their name, and will meet their custom-ers after this date under the style of Dignum & Montpenney. There has been no change in the personnel of the firm, the same members continuing together under the new name.

**TRADE NOTES.**

The Rogers Clothing Co., of Rat Portage, have purchased the bankrupt stock formerly owned by Max Rothchild.

Reid & O'Hara, clothiers, St. Catharines, have dissolved, and R. O. Reid will continue alone.

The creditors of J. E. Fleury, tailor, Toronto, have decided to wind up the estate. Liabilities total \$4,500, with assets, consisting chiefly of stock and fixtures, valued at \$3,110.10.

R. J. S. Grimshaw has started business as merchant tailor in Ottawa.

Campbell & Vincent, merchant tailors, of Sarnia, are now installed in their handsomely fitted-up and very convenient premises in the King Block. They are well known in and around Sarnia, and will doubtless be successful in securing a satisfactory share of the public patronage.

W. Farrer, for 28 years with the Sanford Co., for 22 of which he managed Oak Hall, is going into the clothing business for himself at Hamilton.

A. J. Graham, clothier, Lindsay, is enlarging and improving his place of business owing to expanding trade.

"Beaverhall" is the name of J. P. Chiswell's new clothing store in Stratford. It is, as he claims, an ideal clothing store. The two big mirrored windows are one of the advantages of the store, and Mr. Chiswell shows great skill in utilizing them to the best advantage. They are very handsomely dressed and show the various lines which are handled. Ready-made clothing, ordered clothing and mens' furnishings sum up the stock. A decided advantage of the store will be the facilities for showing goods, and the goods carried are such as may be shown in any light. The display tables are of solid oak, piano finish. From nickel-plated stands hang the men's furnishings.

**A PHRASE EXPLAINED.**

"Predestined Under Right Impulse To Achieve Success" is the effective way in which a Montreal manufacturer of a certain brand of comforters and quilts expresses the motto he has adopted. It will be noted that the first letters of the words put together consecutively form the name "Puritas," which was originally adopted by the manufacturer as a Latinization of the word "Purity," and referred to the filling of the quilt (white carded batting). As to the meaning of the phrase, especially the words "right impulse," no doubt it means advertising, pure and simple, so that it could be expressed "The Puritas Comforter is predestined to achieve success if rightly advertised," a statement no live merchant would dispute, since the benefits of advertising are so freely recognized. The motto is, therefore, an apt and effective one.

The well-known Canadian wool manufacturers, the Paton Manufacturing Company, of Sherbrooke, Que., have been awarded the gold medal for their exhibit of tweeds, etc., at the Paris Exposition.

Lindsay merchants are encouraged by the action of their local chief of police in insisting on a transient dealer in furs paying his license. The man had left town without paying, but the chief followed him to Toronto and insisted on the payment of the legal amount with costs.

Mr. A. F. Banfield, Winnipeg, Man., has purchased the Ryan block in that city and is making a large extension before placing in his stock of carpets and housefurnishings. When completed, the building will be 180 feet deep, fronting on two streets, five storeys on one street and four on the other. The new store will be fitted up in the most modern style, with a stock second to no store in Canada.

# CAMPBELL'S CLOTHING.

The Best { Workmanship  
Trimings  
Style  
Value

We will offer through our travellers for

SPRING 1901

Suits from \$6<sup>00</sup> to \$20<sup>00</sup>

The qualities of our clothing have made the reputation of the largest dealers in the big cities, where competition is keenest.

Do not buy till you have seen our samples.

**CAMPBELL MFG. CO.**

23 and 25 Cote St., MONTREAL.



INCREASE IN CANADIAN COTTONS—STRENGTH OF THE ENGLISH MARKET—DEPRESSION IN WOOL—CARPETS AND OILCLOTHS GO HIGHER—NEW LISTS IN MAGOG AND COLONIAL CO'S PRINTS—A GLOOMY REPORT FROM GERMANY.

Montreal and Toronto, Oct. 1, 1900.

WHAT we said in our last issue regarding the probability of an advance in colored cottons in this market, when the fear of American competition subsided, is already proving correct. On October 1, the Canadian Colored Cotton Co., which dropped their prices a few weeks ago on certain lines, are advancing a number of those lines to nearly the old figures. In denims, cotton dress goods, apron gingham, shirtings, Oxford shirtings and some lines of tickings the prices are almost on the old basis, while some lines have been withdrawn altogether for the Spring season. Cottonades, flannelettes, cotton blankets and some lines of tickings have not yet been advanced, although there is an expectation that they will be.

In grey and white cottons, ducks, cantons, bags, carpet warps, bleached and grey sheetings and pillow cottons the Dominion Cotton Co. announced an advance of about 1c. per yard on September 12.

The Montreal Cotton Co. advanced their prices on all lines, including silesias, jeans, cambrics, foulards, pocketings and cheese cloth, from 5 to 10 per cent. on Sept. 25.

The Merchants advanced prices on cheese and butter cloth  $7\frac{1}{2}$  per cent. The same company have also advanced bleached cottons, cantons, grey cottons, ducks and other lines, about 5 per cent.

The strength, therefore, of the Canadian cotton market seems pretty well assured, and the reports that come from England and New York go to sustain the belief that we shall not see a break for a time.

#### THE COTTON SITUATION IN ENGLAND.

The situation in the English cotton market resembles the state of things during the American Civil War, for now, as then, many Lancashire mills have closed down owing to want of raw material. The new crop will come into the market at higher prices, so that high prices for made fabrics seem almost certain. The situation is a serious one, for the Lancashire operatives, who number about 300,000 and who earn a weekly wage of about £500,000, may lose several weeks' work. The present arrangement is for the mills to shut down from October 1 to October 15, but will supplies of cotton be available two weeks hence to allow of work resuming? That is a question which few authorities in Manchester seem able to answer, so that the bulk speculators in the raw cotton market have things all their own way. As to the effect on fabrics of all this panic in raw material, the latest reports are that buyers are holding off as long as possible to avoid paying the increased prices.

#### COTTON THREAD ADVANCES.

The British trade were notified September 17 of an advanced list for cotton threads by the Central Agency, and, as it applies to Canada, it may be well to note the change in

English quotations. The higher prices charged for the various brands are as follows :

Knitting Cotton—3, 4, or 6 threads, 2-ounce balls, green, red, salmon, and pink tie, all numbers, 3d. per lb. additional 3, 4, 6 threads,  $\frac{1}{4}$ -ounce skeins, etc., green, red, salmon, and pink tie, all numbers, 2s. 6d. per 10 lb. additional. Superior knitting cotton, in 1-lb. boxes, 3d. per lb., all numbers, additional.

Mending Cotton—2 threads,  $\frac{1}{4}$ -ounce skeins,  $\frac{1}{2}$ -lb. packets, red and pink tie, 2s. 6d. per 10 lb. additional. 3 threads,  $\frac{1}{4}$  and  $\frac{1}{2}$  ounce skeins and small cards, 3d. per gross additional, and large cards, 6d. per gross additional.

Tambour Ball Cotton—3d. per packet additional in all numbers.

Tambour Sewing Cotton—2s. 6d. per 10 lb. additional in all numbers.

Second Quality 2 and 3-Cord Soft and Glace—

| Yards. | Yards. | Yards. | Yards.                  |
|--------|--------|--------|-------------------------|
| 500.   | 1,000. | 2,000  | 2,400.                  |
| 1s.    | 2s.    | 4s.    | 5s. per gross on reels. |
| ..     | 3s.    | 5s.    | 6s. " " cop.            |

5,000 yards, 1d. per reel or cop; 10,000 yards, 2d. per reel or cop. The prices of all lengths and qualities not referred to above remain unchanged.

It is, therefore, the cheaper qualities, and not the finer grades, that have been advanced. The Drapers' Record attributes the advance to the scarcity of American cotton and a certain amount of "cornering."

#### THE DEPRESSION IN WOOL.

The colonial wool sales begin in London on October 9, so that before the next issue of THE REVIEW is in the hands of its readers cabled reports will reach buyers on this side of the ocean. It may be that prices of wool may go lower, but, as far as fabrics are concerned, it is believed that they have gone as low as they will. The cancellation of the September sales in London, in an attempt to bolster up a falling market, is not supposed to have helped the wool situation appreciably.

The amount of wool to be offered at the sales is 366,000 bales. The Drapers' Record's Bradford report says: "The business doing is still considerably below an average, as far as pure merino sorts are concerned. Prices of both merino wool and tops are quite unchanged, and there are signs that the consumption of merino wool is increasing here, but the crisis in the wool trade, which has recently been so disastrously evident at all the chief continental centres, has so shaken the confidence of buyers of all classes of goods made from merino wool that only orders to supply absolute wants are being placed."

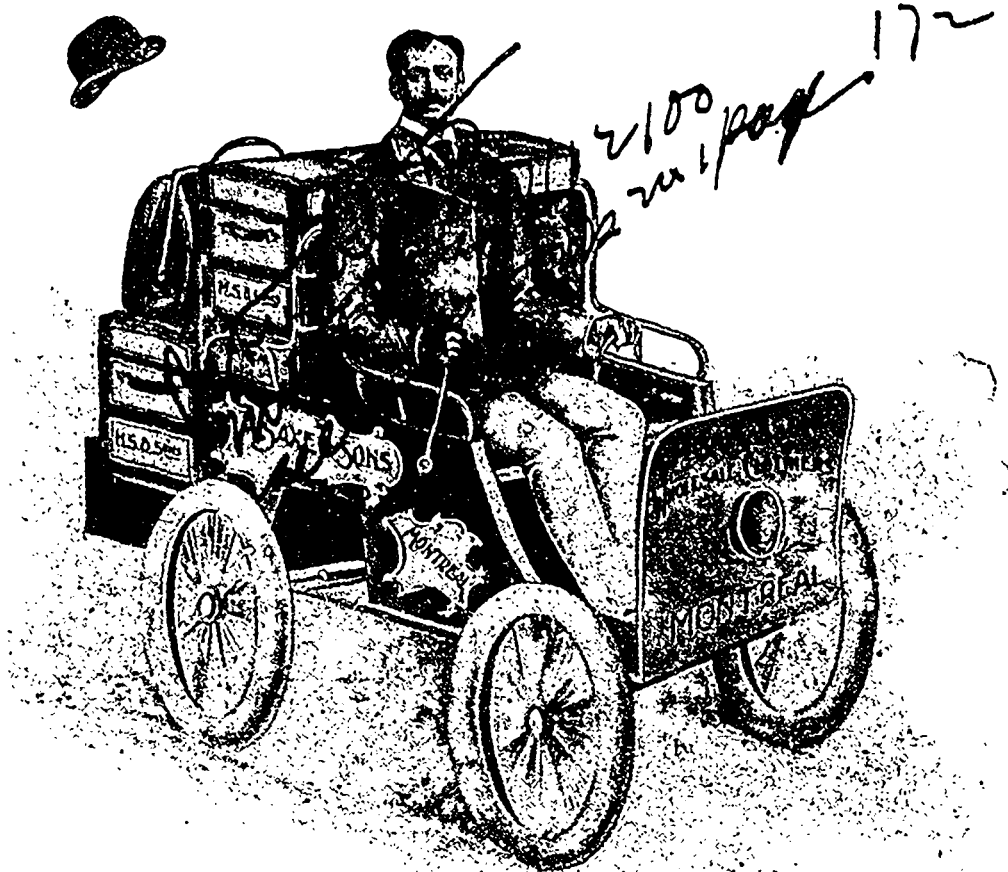
"The standard of values in fine wool dress goods has also been considerably depressed by the extremely low prices which French manufacturers have recently been taking in the British market, these prices being, no doubt, the result of forced realizations by French spinners who had been caught by the disastrous results of speculations in 'futures.'

"There is no doubt, however, that the commercial atmosphere of the continental wool market is gradually clearing." After the October sales there will be none until January 15, 1901.

The same report goes on to deal with the English demand for dress fabrics. For the present Autumn trade, sales of costume cloths of the fancy frieze class are good, but only of the better qualities. For next Spring everything points to bright plain materials being again fashionable, and the pastel shades promise to appear in many fabrics for Spring. Orders are beginning to be placed, and no novelty has yet made its appearance to displace bright mohair dress goods. Friezes,

# OUR 12 TRAVELLERS

are now all out with the finest range of Spring and Summer Clothing ever yet shown. **Wait for them.**



BEFORE PLACING YOUR Spring Clothing Orders see our magnificent range of popular-priced clothing:

Over 30 Different Patterns

**Men's Tweed Suits at \$3.50.**

Over 35 Very Handsome Patterns

**Men's Tweed Suits at \$4 and \$4.50.**

Over 50 Splendid Qualities

**Men's All-wool Tweed Suits at \$5.**

⌘ If our travellers do not call on you permit us to send you, express prepaid, some of our Sample Garments.

## M. SAXE & SONS

LEADING CLOTHIERS

Cor. St. Peter and Lemoine Streets,

MONTREAL

**THE MARKETS Continued.**

tweeds and chevots are also expected to sell well during the Spring of 1901. The rise in cotton is affecting such goods as moreens, cords, etc.

**DRY GOODS THREAD PRICE LIST.**

|                                                                                                              |        |      |      |                        |
|--------------------------------------------------------------------------------------------------------------|--------|------|------|------------------------|
| STANDARD—16-oz lb. (in red boxes)—Hanks.                                                                     |        |      |      |                        |
| Genuine, Nos.                                                                                                | 25     | 30   | 35   | 40                     |
| Per lb.                                                                                                      | \$1 20 | 1 35 | 1 45 | 1 70                   |
| A. QUALITY—12-oz lb. (in boxes)—Hanks 1/2-oz knots                                                           |        |      |      |                        |
| Genuine, Nos.                                                                                                | 25     | 30   | 35   | 40                     |
| Per lb.                                                                                                      | \$1 00 | 1 15 | 1 25 | 1 40                   |
| BEST LAGAN LINES THREAD—                                                                                     |        |      |      |                        |
| 12-oz lb. (in boxes)—Hanks 48 to box                                                                         |        |      |      |                        |
| Nos.                                                                                                         | 25     | 30   | 35   | 40                     |
| Per box.                                                                                                     | \$0 52 | 0 58 | 0 65 | 0 75                   |
| "PASSAIC" LINES THREAD—8-oz lb. (in boxes)—Hanks                                                             |        |      |      |                        |
| Nos.                                                                                                         | 25     | 30   | 35   |                        |
| Per box.                                                                                                     | \$0 32 | 0 35 | 0 40 |                        |
| CARPET THREAD—16-oz (in red boxes)—Hanks.                                                                    |        |      |      |                        |
| 3 Cord drab, green, black, white, brown                                                                      |        |      |      | \$1 00 per lb.         |
| 3 Cord red                                                                                                   |        |      |      | 1 05 "                 |
| EXTRA STRONG BULLION THREAD—"Fil au Grand Prix" \$1 20 per box of 48 balls, Nos. 30 and 40, black and drabs. |        |      |      |                        |
| WHITE LINES FLOSS.                                                                                           |        |      |      |                        |
| 1 <sup>o</sup> , 2 <sup>o</sup> , 3 <sup>o</sup> , 4 <sup>o</sup> . 72 knots to box, or assorted 1 to 4      |        |      |      | \$1 05 per box         |
| LINES THREAD ON SPOOLS.                                                                                      |        |      |      |                        |
| Black, drabs, 1/3 Cord—200 yds                                                                               |        |      |      | \$1 00 per doz. } Nos. |
| W., B., and white 1/3 "—100 "                                                                                |        |      |      | 60 " } 25 to 100       |
| Machine 3 cord, 1, 2 and 4 oz                                                                                |        |      |      | Spoils, 16-oz. lb.     |
| Nos. 16                                                                                                      | 18     | 20   | 25   | 30                     |
|                                                                                                              |        |      |      | 35                     |
|                                                                                                              |        |      |      | 40                     |
|                                                                                                              |        |      |      | 50                     |
|                                                                                                              |        |      |      | 60                     |
|                                                                                                              |        |      |      | 70                     |
|                                                                                                              |        |      |      | 80                     |
| lb \$1 05                                                                                                    | 1 10   | 1 15 | 1 30 | 1 40                   |
|                                                                                                              |        |      |      | 1 55                   |
|                                                                                                              |        |      |      | 1 75                   |
|                                                                                                              |        |      |      | 2 05                   |
|                                                                                                              |        |      |      | 2 25                   |
|                                                                                                              |        |      |      | 2 60                   |
|                                                                                                              |        |      |      | 2 90                   |
| GILLING THREAD—3 Cord—14-oz. lb. 1/2 lb balls.                                                               |        |      |      |                        |
| Nos.                                                                                                         | 25     | 30   | 35   | 40                     |
|                                                                                                              |        |      |      | 50                     |
|                                                                                                              |        |      |      | 60                     |
| Per lb.                                                                                                      | \$0 77 | 0 90 | 1 00 | 1 10                   |
|                                                                                                              |        |      |      | 1 25                   |
|                                                                                                              |        |      |      | 1 50                   |

**COLONIAL CO.'S PRINTS FOR SPRING, 1901**

The price list of the Colonial Bleaching and Printing Co., Limited, for Spring, 1901, just issued, is as follows :

|                |       |                          |        |
|----------------|-------|--------------------------|--------|
| Prints—        |       | Sateens—                 |        |
| No. 29 cloth   | 5     | No. 51 cloth             | 12 1/4 |
| No. 38 cloth   | 7 1/2 | No. 47 cloth, mercerized | 17 1/2 |
| No. 23 cloth   | 8     | Kuchener Tweed—          |        |
| No. 21 aniline | 8 1/2 | No. 21 cloth             | 10     |
| No. 19 cloth   | 9 1/2 | Flannels—                |        |
| No. 19 aniline | 10    | Colonial Flannel         | 8      |
| No. 15 cloth   | 9 1/2 | Kopje flannel            | 9      |
| Ducks—         |       | Twills—                  |        |
| No. 28 cloth   | 10    | No. 18                   | 8      |
|                |       | No. 6                    | 10     |

**MAGOG PRINTS NEW LIST, SPRING, 1901**

|                                   |        |                                   |        |
|-----------------------------------|--------|-----------------------------------|--------|
| STAPLE LINES                      |        |                                   |        |
| H. cloth                          | 5 1/2  | HHH. heavy cloth                  | 10     |
| No. 1 cloth                       | 6 1/2  | AAA. heavy cloth                  | 10     |
| No. 2, cloth                      | 8 1/2  | C cloth                           | 10     |
| INDIGO—Special                    |        |                                   |        |
| S. C. Indigo                      | 8 1/2  | XXX Indigo                        | 10 1/2 |
| D. C. Indigo                      | 10 1/2 | G. C. Indigo                      | 12 1/2 |
| FANCY LINES                       |        |                                   |        |
| N. N. sateen                      | 10 1/2 | Es heavy moles                    | 20     |
| A. duck costume                   | 8 1/2  | Salisbury costumes                | 8      |
| Princess piques                   | 11 1/2 | Summer suitings                   | 9      |
| A. A. duck costume indigo         | 10 1/2 | N. B. costumes                    | 9      |
| A. A. " " aniline                 | 10 1/2 | Twill cretonne                    | 8      |
| C. duck costumes                  | 11     | Ottoman cretonne                  | 10     |
| X. X. K. skating                  | 11 1/2 | Oatmeal cretonne                  | 11     |
| Moreen skirting                   | 11     | Crash suitings                    | 12 1/2 |
| H. drill                          | 12     | M. 2 linenettes                   | 10     |
| Ludas tweed                       | 12 1/2 | C. linenettes                     | 12     |
| Saxony suiting                    | 15     | Sateen cretonne                   |        |
| Heavy moles                       | 16     | Embossed skating                  | 10     |
| SLEEVE LININGS                    |        |                                   |        |
| No. 11, sleeve linings, 30-40 in. |        | No. 44, sleeve linings, 30-40 in. |        |
| No. 22                            |        | No. 22, N                         |        |
| No. 31                            |        | Embo                              |        |

A gloomy report comes from Germany regarding the state of the textile industries. Many factories are stopping work. In the Gera district but 5,807 looms out of a total of 11,829 are busy, and weavers' wages are only \$1.94 to \$2.32 per week. Shares of industrial companies are beginning to decline.

**ENGLISH FLANNELETTES ADVANCED.**

A leading Manchester firm writes as follows to a Canadian customer under date of September 13: "Owing to the exceptional state of the cotton market we are compelled to advance all flannellettes, viz., woollettes, plain dyes and printed, 1/2 d. per yard in each case. Owing also to the scarcity of suitable cotton, we are compelled to practically close our mills until new crop cotton arrives. We beg, therefore, to ask your forbearance in the execution of orders we now have on hand. All contracts will be executed, but delay is, under the circumstances, unavoidable, at the same time we beg to assure you that we are making every effort to minimize delay."

**CARPETS AND OILCLOTHS.**

As noted elsewhere, the prices of English carpets and of English and American oilcloths have advanced, and wholesale buyers predict a further advance in Canadian oilcloths during the next fortnight, although, as we go to press (October 1), the list issued April 28 last was still in force.

**PRICES OF WHALEBONE.**

A sale of 12,000 pounds of prime Arctic whalebone has just been made by Captain Wm. Lewis, of New Bedford, Massachusetts, for export. This is the first large sale for some time. The price received was not far from \$3 per pound, as it is known that small sales have recently been made at \$2.75 per pound, and that holders are asking for prime Arctic as high as \$3.25.

**THE TRADE IN NECKWEAR.**

A leading authority on men's and women's neckwear said to THE REVIEW, Oct. 1: "In men's neckties, flowing ends still hold first place, but the batwing bow is a close second. In color, it is undoubtedly blue and bluish purple, strongly marked with white, either in stripes or figures. Red is also good and will improve in demand as the season advances. Green is showing symptoms of a revival and may creep into popular demand as time advances. Stripes are as popular as ever, and for the novelty high-class trade large figures are greatly in demand."

Men's Made-up Mufflers—The demand is now entirely for the reversible muffler, the old style with a quilted lining being obsolete. The change in style has come from the consumer, who now demands a reversible wrap on the ground of economy and appearance, the price being very little more considering the advantage of being able to wear it four ways, each way appearing different from the other, and giving four times the amount of wear received from the old quilted lined article.

Ladies' Christmas Scarves—The coming Christmas promises an active trade in ladies' ties. The leading styles will be edged ruffs and chiffon windsors with fancy ends, to go twice around the neck, giving the soft stock idea. Stocks are also being shown in the new shapes in New York made from panne velvet, and some lovely things for the holiday trade in exquisite hand painting on the delicate shades in panne on the stock idea.

# CLOTHING

## SPRING 1901.

OUR TRAVELLERS ARE NOW OUT ON THEIR RESPECTIVE ROUTES.

|                 |   |                         |
|-----------------|---|-------------------------|
| M. LEWIS        | - | MANITOBA                |
| GEO. W. PARKER, |   | N. W. T.                |
| W. R. ANGUS,    |   | BRITISH COLUMBIA        |
| C. K. BURT,     | - | NEW BRUNSWICK           |
| A. J. RUTLAND,  |   | NOVA SCOTIA, and P.E.I. |

WE ARE PREPARED TO ACCOMMODATE ANY DEALER WHO WOULD LIKE TO SEE OUR SPRING NOVELTIES.



A POSTAL CARD REQUEST FOR SAMPLES MAY BE THE MEANS OF ESTABLISHING REGULAR AND PROFITABLE RELATIONS WITH US.

OUR ONTARIO TRAVELLERS START OUT OCTOBER 1, WITH SORTING SAMPLES.

## W. E. CHALCRAFT & CO.

MAKERS OF FINE CLOTHING,

PRESENT A MOST ORIGINAL  
LINE OF BOYS' AND CHILDREN'S CLOTHING \* \* \*  
IT CONTAINS NOVELTIES  
WHICH WILL MAKE TRADE.

# 71 and 73 YORK ST., TORONTO.



# The Outlook in the Retail Dress Goods Trade

The Fabrics that are Selling and the Qualities in Demand What Some Prominent Merchants say.

THE following opinions from leading members of the retail trade will prove interesting and instructive to DRY GOODS REVIEW readers generally:

**A. Bristol & Son,**  
Picton, Ont. "Sale of dress goods, so far, this Autumn has been best in suitings and the materials most favored have been cheviots, camel's hair mixtures, and plain or small designs in tweeds with some demand for coverts in good qualities. The most salable prices in such goods are from 75c. to \$1.50 per yard, but later in season there is certain to be a good sale for goods at 50c. In black goods we find less demand for crepons, or any kind of fancy goods and we believe that by the time next Spring's trade is to be done the greater portion of black goods wanted will be plain or nearly plain styles.

"As to the style of colored goods likely to be wanted for next Spring we do not think that fancy styles in woollen dress goods will be salable, as muslins and silks take their places, and plain goods are more suitable for tailor-made suits."

**Peter McSwaney**  
Company, Limited,  
Moncton, N.B. "As to sales of dress fabrics for Fall and Winter, notwithstanding the mild and somewhat wet weather, the demand has been quite brisk and we certainly anticipate a very brisk season's business. Fancy tweed effects and plain homespuns in heavy weights are in great demand, and as regards qualities we find that each season our patrons are looking for a better class of goods. We think that the popularity of plain goods will hold good next season."

**S. M. Sovereign,**  
Simcoe, Ont. "Our sales of dress fabrics are much earlier than last season. Canadian homespuns and heavy friezes in Oxford greys are largely in demand. The demand is for much better goods. In better goods we are selling broadcloths, cheviots, crepons, cords, etc., largely in blacks of heavier makes, and mostly plain goods. We think plain materials will be just as good next season as this, especially in black."

**White & May,**  
St. Marys, Ont. "Fall dress goods are selling freely, especially in homespuns. Smooth-finished suitings also sell well for skirts, with silk or French flannel for blouses. There is a good demand for better class of goods, the lower prices being slower than former seasons. Re style for Spring—think some fancy goods will likely be in demand, as coat and skirt have had a big run. The lady who had a plain cloth or homespun last Spring will likely be looking for something new in fancy weaves for her Spring costume."

**Geddes Bros.,**  
Sarnia, Ont. "Dress goods business here is active, considering the early date. Styles most in demand for suits are: Homespuns, camel's hair, cheviots, venetians and broadcloths.

"Plaid backs with plain reverse for rainy-day or walking skirts, are very active. Cheap dress goods are wisely con-

sidered 'dear at any price by our trade. Better times mean better goods, especially better dress goods.'

"Speaking for next season is risky. We venture the opinion that plain-faced materials of the satin finished order will be prime favorites, with cheviots and lightweight venetians a good second. Fancies will not be revived in 1901."

**Carson & McKee,**  
Listow, Ont. "Fall dress goods are moving quite freely, but we find the better goods are moving more freely than the low-priced fabrics, and the demand is greater for plain stuffs than fancy effects. We look for a continued demand for plain goods for the coming Spring."

**Cameron & McTavish,**  
St. Stephen, N.B. "As to style of dress goods worn and sales for Autumn, we can hardly pass an opinion as yet, as the season is rather early, but, so far, the demand seems to be for homespun of camels' hair effects, all mixed goods; no plaids, checks or fancies. Plain cloths are moving rather slowly; low price goods with us are not salable. For next season, do not think fancies will be very strong."

**Woods & Taylor,**  
Galt, Ont. "Trade is improving with the advent of cooler weather, but we are still open for an increase. In dress goods we find the demand steady for plain fabrics, cheviots, camel's hair, friezes being the popular and decidedly far better qualities. Cheap, or rather common, goods do not take at all. For Spring, so far as we have formed an opinion, plain goods will be to the front. Fancies nil."

## PRIZE FOR ENGLISH PRINTS.

The famous English firm of Horrockses, Crewdson & Co., Limited, cotton spinners and manufacturers, have now added another prize to their already long list of medals, awards, etc. At the Paris Exposition they have just been awarded the Grand Prix, the highest prize given, for their manufactures.

## CONDENSED OR "WANT" ADVERTISEMENTS.

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

CANADIAN MANUFACTURERS AGENT, WHO HAD GREAT success at the World's Fair, wishes to represent Canadian firm at the Pan-American Exposition, Buffalo, 1901. Write for full particulars. H. J. PAFF, Gore's Landing, Ont. (11)

ADVERTISING IN WESTERN CANADA will be . . . CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by THE ROBERTS ADVERTISING AGENCY, WINNIPEG, CANADA.



## ADVANTAGES OF DELTA FINISH For Woollen Underwear.

1. Delta Finished goods will not shrink. This statement is borne out by several years' experience and many testimonials.
2. Delta Finish preserves the elasticity of goods until worn out, and so is economical.
3. Delta Finish preserves the softness of the wool, and so affords great comfort to the wearer.
4. Delta Finish permits the perspiration to pass freely from the body.
5. Delta Finish allows the matters which are exuded from the skin to be thoroughly and easily washed out from the garments.
6. Delta Finish thus renders underwear garments thoroughly healthy in wear.

**H. ASHWELL'S Wool Finishing Works,**  
NEW BASFORD, NOTTINGHAM, ENGLAND.

## GREENWOOD & MOULDS

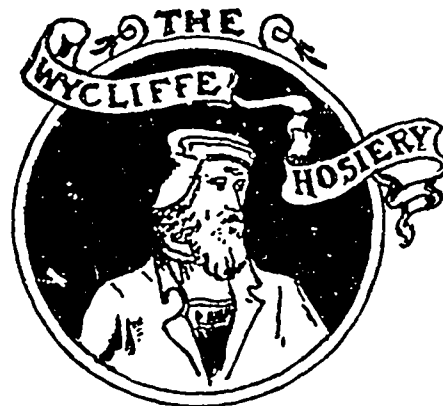
Hosiery Manufacturers  
59 Gresham St.

**F. Merryweather, LONDON**  
Manager.

Works: **LEICESTER** and **LUTTERWORTH.**  
Hosiery of every description.

### WYCLIFFE BRAND

of Ladies' and Gent's Underwear, All Wool,  
Unshrinkable, has a first-class reputation.



Our export trade increases by leaps and bounds, goods must be right, instruct your buying agent to get some of the Wycliffe Brand for you.

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 CANADIAN PRESS CLIPPING BUREAU

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

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

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

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

**THE CANADIAN PRESS CLIPPING BUREAU,**  
805 Board of Trade, MONTREAL. 26 Front St. West, TORONTO.

HEAVY MITTS AT  
\$4.50, \$4.00 and \$3.50.  
HEAVY GLOVES AT  
\$4.50, \$6.50, \$8.50 and \$9.00.



**Klondike Brace**  
\$4.50.  
3 Years Guarantee (Horsehide)

### Popular-Priced Profit

Producing Staple Lines in . .

## Gloves and Mitts

We suggest your ordering one dozen of each line (a good assortment) or sample pairs by mail.

**W. J. CHAPMAN**  
Manufacturer  
WINGHAM, - ONTARIO.

We invite the Dry Goods Trade of Canada to investigate

## Oxford - Costume - Cloths

FOR LADIES.

High-grade, satisfactory goods. Newest Fall styles in immense variety, at our Toronto agents

**NISBET & AULD.**

## OXFORD MANFG. CO. LIMITED

SOLE MAKERS

Gold Medal at Toronto Fair.

OXFORD, NOVA SCOTIA.



The  
✦

# Millinery Season

*Mantles, Trimmings and Laces.*

## THE RETAIL MILLINERY TRADE.

THE wholesale Fall millinery openings being over, and each retailer having selected for the season's trade the shapes, shades and materials considered the most beautiful and best suited to each locality, it is now the turn of the retail stores to throw open their doors for the public inspection of their stock and give their customers the best choice possible. As we go to press the announcements of millinery openings all over the country reach us, though a number of places have not yet been heard from. In many cases the openings have been better attended and the business done has been larger than any previous year, owing, no doubt, not only to the prevailing good times but to the fact that this year's styles are exceedingly beautiful and varied. The "military" craze must also partly account for the sale of many hats, over and above the regular lines.

More and more every year the general dry goods stores, instead of confining their Spring and Fall openings altogether to the millinery portion of their stock, are making special displays of their other goods as well. Laidlaw & Ketcheson, of Belleville, for instance, made a splendid display of their dress goods and trimmings, and attracted a host of admiring visitors, although they had no millinery opening at all. Geo. Ritchie & Co. and D. V. Sinclair & Co., two other Belleville firms, also arranged their dress goods, mantles, smallwares, etc., in a tasteful manner, besides their millinery display. George Calbeck, Woodstock, in advertising his millinery opening, also advertised his stock of mantles, etc., as an "opening" as well.

Quite a number of stores had orchestras, either all day long or part of the day. These entertained the ladies with marches, waltzes, etc., besides several instrumental solos. In one of the large stores in Victoria, B.C., a novel and no doubt highly appreciated innovation was the lunch counter. Six tables were neatly arranged at one side of the millinery department, which was a large one, where ladies who were unable from the crush to get home for lunch need not miss their opportunity to buy what they wanted. At one end of the department on a raised platform the manager stood, where he could obtain a complete view of every counter, and also could see anyone who was not being attended to, thus preventing a good deal of confusion.

The decorations in all the stores were of a very high character. It must have cost a great deal of thought and labor, as well as some expense, to decorate some of the stores, though in each case the reports indicate that the care bestowed upon this part of the preparations for the opening was not spent in vain. A number of places trimmed the arch of the doors with different materials. In John F. Boles', Inger-

soll, just inside the door was an arch of snowy whiteness, twined around with smilax, and capped on each side with large palms. The first thing to be seen on entering the store of John White & Co., Woodstock, was a beautiful display of laces, ribbons and handkerchiefs, placed close to the doors, where it attracted a great deal of attention. Besides other decorations, J. Mickleborough, St. Thomas, made a fine showing of furs and mantles in addition to their large millinery display. Another St. Thomas firm, Northway & Anderson, paid attention to the fur department as well as to the millinery. G. B. Ryan & Co., Guelph, made their store beautiful by draping the walls in taffeta silk and panne velvet in burnt orange, castor and old rose shades. A table near the entrance of the room was devoted altogether to children's wear. Many stores kept special counters for hats for children in the millinery departments. The showroom in the "White Front," J. A. Duggan's store, Stratford, was decorated with mirrors and drapings. One large main mirror was hung with gauzy drapery and decorated with chrysanthemums. The interior of Thomas Stone & Son's store, St. Thomas, was decorated with Moorish fretwork in net and gold on one side and with blankets and staples on the other, the centre being made up of furs and smallwares. The millinery department of a Woodstock place had the walls gracefully covered with green cheesecloth, edged on the top with white. Mantles and jackets were shown in this store along with the millinery.

## A CHAT ON STYLES AND MATERIALS.

The firm of S. F. McKinnon & Co., Limited, were called upon by a representative of THE DRY GOODS REVIEW to get their views on the millinery, mantle and general trade situation, when one of the firm said: "If you remember when we last met, early in the month, we stated that we had been meeting with the trade leaders of the Dominion during our millinery opening season, and from our viewpoint believed that a good millinery and mantle season was before us. And to-day our ideas are unchanged. It is certain that a good beginning has been made in millinery, jackets, costumes and skirts. But don't let us forget that to-day, September 27, as we talk about goods for Fall and Winter wear the weather is far from calling for such goods. But all that is required is a little sharp weather which we may expect soon. Then you will see it bounce upwards in trade in all departments, as there is certainly a round, healthy business ring from all parts of the country. But it is human nature to want a little forcing, either by cold or heat—even if the purse is full—before it is opened for the purchases necessary for the approaching season."

"Looking back over the month of September, ready-to-wear hats have been in great favor, more so than for any pre-

# Wholesale Millinery

Details  
Unnecessary

It is really unnecessary for us to give details as to condition of our stock in the various departments. We can assure you however there is nothing in demand at present that we haven't ample on hand to meet the requirements of the trade.

Novelties in all departments arriving daily.

No Delay in filling orders.

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

A GARMENT MUST FIT TO PLEASE.

*Ladies' No. 98*  
*Garment*  
*cut of Northway's garments given to be 14/11/00 see cut with no 1404127*

**The Standard of excellence.**

The one object we have always kept in view since we started business was to give the greatest care to every detail in the manufacture of our garments—the natural result has been to make the "Northway Garment" the standard of excellence in the Canadian market. Its style, fit and finish has made it the most sought for garment in the Dominion to-day.

Our creations for winter wear are in line with the very newest on the American market.

**John Northway & Son, Limited**  
32 Wellington St. W., TORONTO.

You don't need to IMPORT

# American Silk Waists.



We manufacture them right here and save you the duty.

We can supply you with the highest class goods, same as are now offering in New York, at 40% less than the American price.

THE . . .

## AMERICAN SILK WAIST MFG. CO.

323 St. James Street.

Samples on application  
Prompt attention to Letter Orders.

**MONTREAL.**

# M. MARKUS

Foreign Manufacturers' Agent

.. and ..

**IMPORTER**

## Dry Goods, Tailor Trimmings, Smallwares.

Specialties

### Silks, Satins, Velvets, Felts, Trimmings

for Clothing, Shirt, Mantle, Fur, Cap and Whitewear  
Manufacturers always carried in stock.

For Import: Dress Goods, Silks, Linings, Hat Ribbons, Laces, Hosiery, Gloves, Buttons and Smallwares.

Correspondence Solicited.

## 30 Hospital St., - Montreal.

Toronto: 3 WELLINGTON ST. E.

## The Review's Directory of Agents.

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

**R. FLAWS & SON,** Manchester Bldg., Melinda St. **Toronto.**

Dry Goods Commission Agents.

Wm. SIMMON, SORE & Co., Philadelphia, Pa.  
Prints, Linings and Draperies.  
CARTWRIGHT & WARNERS, Limited, Loughborough, England.  
Hosiery and Underwear.  
D. SANDERMAN & Co., Leicester, England.  
Yarns and Warps.

**ROLAND WILLIAMS** Manufacturers' Agent, Room 300 McKinnon Bldg 19 Melinda St. Toronto. Woolens, Silks, Ribbons, Gloves, Fancy and Staple Linens, Felt Hats, Dress Trimmings, CRAVAT, etc.

## THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information. date. Every modern facility for the collection of claims.

Tel. Main 1084.

## HOTELS FOR COMMERCIAL MEN.

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

## WESTERN ASSURANCE COMPANY.

Incorporated 1851

**FIRE AND MARINE**

Head Office  
**Toronto, Ont.**

Capital Subscribed - \$2,000,000.00  
Capital Paid - 1,000,000.00  
Assets, over - 2,320,000.00  
Annual Income - 2,300,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

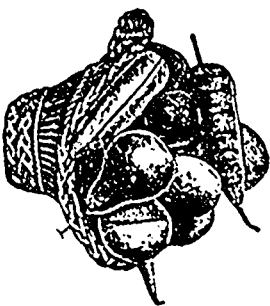
C. C. FOSTER, Secretary.

**If you Want to Learn Anything About Advertising.**

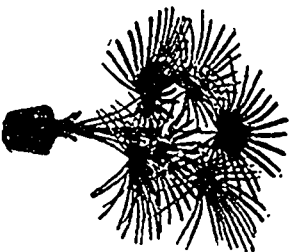
If you are a business man and you want to get business by any kind of advertising and want to know how to advertise and make money; or if you are an employer and expect to go into business for yourself; or if you want to get into a new and profitable profession - we furnish the foundation - the accumulated knowledge on the subject. Investigation costs you nothing. Invaluable information will be sent free. Address Advertising World Publicity Club, Columbus, O.

For \$25.00, \$75.00 or \$100.00 we will supply you with a complete assortment of Trees, Plants, Vines and Flowers that can be used in a thousand different ways—for window trimming and decorative purposes—or that you can retail with

**300% PROFIT.**



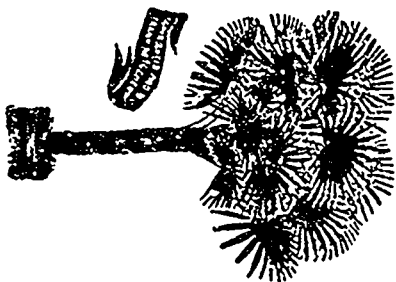
Fruit basket contains orange, lemon, banana, apple, pear, strawberry, plums, apricot, cantaloupe and turnip, assorted, 12 in a box. They will sell readily over the counter for pin cushions, sideboards, jewelry, etc.



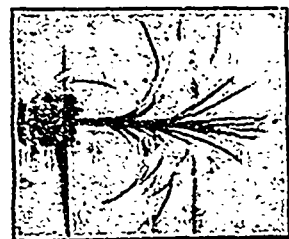
No. 85201. Palm Plant.



No. 85143. American Beauty.



No. 85200. Palm Tree.



No. 85272. Dracena.



No. 85336. Rose Sprays.

Illustrations show a few plants of \$50.00 assortment—comprises the following:

(CAN BE VARIED TO SUIT PURCHASERS)

|         |                                                 |         |        |         |                                                             |        |        |
|---------|-------------------------------------------------|---------|--------|---------|-------------------------------------------------------------|--------|--------|
| 85204.  | One-half dozen Palms, at . . . . .              | \$2.10, | \$1.05 | 85536.  | Two dozen Rose Sprays, at . . . . .                         | \$1.55 | \$3.10 |
| 85204a. | One-half dozen Palms, at . . . . .              | 3.60,   | 1.80   | 85275d. | One sixth dozen Grape Vines, blue and green, each . . . . . | .40    | .80    |
| 85201.  | One-half dozen Palms, at . . . . .              | 7.20,   | 3.60   | 85280.  | Two dozen Holly Vines, at . . . . .                         | 1.20   | 2.40   |
| 85201a. | One-third dozen Palms, each . . . . .           | 1.50,   | 6.00   | 85284.  | Two dozen Smilax, at . . . . .                              | .65    | 1.30   |
| 85209.  | One Palm Tree, . . . . .                        |         | 6.00   | 85150.  | Two Fernish, each . . . . .                                 | 1.25   | 2.50   |
| 85227a. | One-third dozen Dracenas, at . . . . .          | 3.30,   | 1.10   | 85430a. | One-third dozen Begonias, at . . . . .                      | 6.00   | 2.00   |
| 85228a. | One-third dozen Dracenas, each . . . . .        | .90,    | 3.60   | 85199.  | Two Logs and Frogs, each . . . . .                          | .60    | 1.20   |
| 85229.  | One-sixth dozen Dracenas, each . . . . .        | 1.30,   | 2.60   | 85188.  | Two dozen Owls and Frogs, at . . . . .                      | 1.00   | 2.00   |
| 85223a. | One-sixth dozen Umbrella Plant, each . . . . .  | 1.20,   | 2.40   | - 114.  | Two Hanging Baskets, each . . . . .                         | 1.20   | 2.40   |
| 85223.  | One-sixth dozen Umbrella Plant, each . . . . .  | .50,    | 1.00   | -       | Two dozen Assorted Fruits, at . . . . .                     | .60    | 1.20   |
| 85143.  | One-sixth dozen American Beauty, each . . . . . | 1.25,   | 2.50   |         |                                                             |        |        |

# FRANK NETSCHERT,

NEW YORK: 7 Barclay Street.  
CHICAGO, ILL.: 187 S. Clark Street.

No. 85380. Holly Vine.



No. 85275 D. Grape Vine.



Ask for Illustrated Catalogue No. 5.

**\$50.55**

**MILLINERY—Continued.**

vious season, dress shapes having had to take a second place up to this date, and even now the ready-to wear goods have a good grip on popular taste and favor. But we believe that dress shapes and made hats will show up better in October, and further believe that we voice the feelings of the millinery trade when we express the hope that they may.

In the manufacture of high-class millinery, velvets will be argely employed. Some say that panne effects are in greatest favor. Our experience is that, although panne velvets have been and are likely to be in fair demand, plain silk velvets bid fair to surpass them, and are likely to be in big demand. Taffeta silk and plain ribbons are being much used and growing in favor as the season advances. Black satins and velvet are also high up on the favored list.

Such goods as we have mentioned go a long way towards making up stylish millinery, but adornments of different kinds are required before such hats as disturb the sleep can be produced. Of these, leading features are large birds, grey gulls, sea pigeons, white doves, pheasant breasts, grebe breasts, quail breasts, bird of paradise plumes, ostrich tips and buckles.

As we have already said, we believe that it is going to be a big millinery season, and, in these days of sudden decided changes, heavy stocks are not carried, so that a large assorting trade has yet to be done. And that is what we are now looking after, and, with our resident European buyer at the other end of the cable, the trade can depend upon our stock to meet their requirements as the season advances. You ask if we have any information to impart to the cloak world. Well, by the time your valuable paper has been sent out, McKinnon-made jackets will be speaking for themselves, having found distributing centres in almost every city, town and village in the Dominion, and, even now, every mail brings repeat orders, showing that on their merits they have found a fame that is wide and still spreading. We were speaking about jackets, costumes and skirts for next Spring. For some weeks we have been giving much time and study to the selecting of materials and perfecting of styles for Spring, 1901, and you may add that, by October 15, we will be out with a range of McKinnon-made jackets, costumes and skirts, such as it has not previously been our pleasure to show, and feel confident they will merit and win favor with the trade."

—

THE D. McCALL CO.

There is a heavy demand at present for taffeta silks and satins and in velveteens in all the staple shades. Black velvet and satin ribbon, and velvets with cotton backs are still going well, being used for trimming dresses and for ties. In colors, velvet and saun ribbon is selling best in cardinal, castor, navy, grey and myrtle. The outlook for the sorting season appears to be entirely on plain goods, particularly in velvets, which will, no doubt, run through the season.

The consignments being received twice a week from the European markets show mostly large quill effects, fancy mounts and birds, for feather trimming. The latter are chiefly in black and greys. There is also a good demand for large gulls and gull wings for ready-to-wear hats, which make a very effective trimming. Steel buckles in 4 to 6-inch lengths continue popular. They are obliged to keep up their stock in black tips, demi-plumes and flats on account of the ready sale of these goods.

Ready-to-wear hats are selling better than ever before, polka dot trimming being the most popular. The wide-leaf

effect has been called for principally, though the slight cold weather has brought an increased demand for smaller fedoras, which will sell even better later in the season. Turbans are also being brought forward by the cold weather, mostly castors and pearl greys, though navies are going well also. The stitched turban is the most popular. A new hat on the market is a patent felt turban, made with reeds sewn around in a circle, so that it can be crushed in the hand but resume its proper shape. It is a very desirable hat for tourists, and will likely soon take a leading place. It is made in shades of brown, and is called the "Flamant."

Plain felting is being greatly used now in making up toques and for small effects, in fine French furs and wools.

—

AN INSIGHT INTO THE NEW STYLES.

The John D. Ivey Co., Limited, again have every department replete with materials and millinery requisites necessary for the manufacture of Winter millinery. The shapes, though different from those shown at the general opening, are on the lines established for this season. The flat toques still rest on a head band, which gives the height necessary to a becoming hat, while the outward appearance is flat. The picture, or large hats, have decidedly large crown, the brims of which roll a la Gainsborough, or have multipile brims, but, in every case, the brims are bent flat to the hair at the back, giving a very graceful droop.

The majority of the large hats have the brims raised on a crescent band placed nearer the front than in former seasons. Besides making a more becoming hat, it encourages the artist to design pretty underfacings for the brim. Turban and turban toques on the newer shapes are much in vogue. Many of them are shown with a dome crown, or medium low Beefeater crown, and the walking hat with the softly draped brim is very popular. The materials employed in the construction of the fine hats shown by this firm are very dainty and elegant. Ostrich velvet is the newest of velvets, its lightness in weight, brilliance in finish, and pliability in using account for its immense sale. Next in order are the miroir velvets, panne velvets, panne satins, and the delicate crimped tissue, known as fleur de velour, or plisse velour. In addition to these plain colored goods, there is the endless variety of embroidered velvets, satins, felts, laces, and chenille, which combine so effectively with the plain colored fabrics. One of the most chic combinations is plain velvet of the darkest shade and felt draped for the crown of the lightest shade of the same color. Embroidered felts in castor color, draped with chestnut brown velvet and mink fur, make an elegant creation.

Gold braid thread and spangles are freely used, while sequin and jet are as popular as ever. Furs are much in evidence, chinchilla, mink and sable being the favorites, and, instead of entire crowns of furs (as last season), a band of fur is intertwined with the drapery of velvet for brim trimming. Almost invariably where fur is used, there is the introduction of real lace, either renaissance, Battenburg or Cluny, this latter being the newest revival of the old-fashioned laces. Ribbons, though not used in large quantities, are still a necessity; in many instances they are the only thing to give a smart finish to a pretty hat, and velvet ribbons are simply indispensable, particularly in black.

In "untrimmed felt hats," the satin finished are the most popular. Perhaps the newest effects are felt crown and camel's hair brim. In ready-to-wear hats, "Camel's hair" goods are the vogue, though plain and satin finish are having splendid sales at present.

**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 Offices :

**PARIS, ONT.**



Mills at

**Thorold,  
Coaticook and  
Port Dover.**

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SELLING AGENTS:

**D. Morrice, Sons & Co., Montreal and Toronto.**



*To the Trade.*

---

*Established 1849.*

# OCTOBER---

We are more busily engaged filling letter orders and supplying wants of the sorting trade than during any other month of the year. This year we have put forth special effort to have our stock better assorted than ever before. Our registered brands and brands that we control, combined with the latest novelties as they appear in the market, are both attractive and salable.

The keenest buyers are most alive to these facts. We want every merchant interested in Dress Goods, Hosiery, Gloves, Men's Furnishings, Smallwares, Linens, Staples, Carpets, House Furnishings, Woollens and Tailors' Trimmings who can pay one hundred cents on the dollar (less our liberal cash discount), to thoroughly understand that we are after a share of his business. From those who are not doing business with us we would kindly ask a trial order. We are always on the alert securing the best value and giving our customers improved advantages both in buying and . . . . .

## SHIPPING.

---

# JOHN MACDONALD & Co.

Wellington and Front Sts. East,  
TORONTO. ❁ ❁