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VOL. IX.

MONTREAL AND TORONTO, DECEMBER, 1899.

No. 12.

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.

A SPECIALTY

THE "EMINENT"

Imperial Waterproofs  
"Cravenette" Proofed

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

DEPARTMENTS:

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

Agencies in all countries.

**BRICE, PALMER & CO.**

Telegrams:  
"Eminent" London.

14 Cannon St., and 90 to 96 City Road  
LONDON, ENG.

FOR CHRISTMAS TRADE

**PRIESTLEY'S**

LATEST NOVELTIES  
IN.....

**BLACK DRESS GOODS**

READY FOR IMMEDIATE DELIVERY

... ORDER NOW ...

**S. GREENSHIELDS, SON & Co.**

MONTREAL and VANCOUVER.

Sole Agents for Canada.

# LISTER & CO., "Limited"

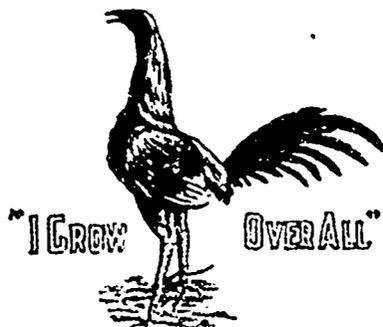
MANNINGHAM  
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BRADFORD, ENG.

Silk Velvets, black and colored, 17/18 in., 32 in.  
 Silk Velours, black, 32 in.  
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 Silk Collar Velvets, 21 in.  
 Silk Millinery and Dress Plush.  
 Silk Fancy Embossed Velvets.  
 Silk Seals, Lisroine, Rainproofs, etc.

To be had of all leading Wholesale  
 Dry Goods and Millinery Houses.

PLACE ORDERS EARLY  
 and save advanced prices.



Lady Smith

in NATAL

is besieged by enemies.

Lady Beautiful

in CANADA

is besieged by hosts of admirers when she wears one of our

GENTEEL SKIRTS.

FOR FALL AND WINTER, WE HAVE

Navy and Black Serges,  
 Heather Cheviots,  
 Fancy Tattersall Tweeds,  
 Black Crepon, Lustres, etc.

FOR SUMMER

Genuine Irish Crash,  
 Canadian and Scotch Piques,  
 English Fancy Noppi Zephyrs,  
 American Pampas Linen,  
 Fancy Silk Stripe Linens,  
 Fancy Shepherds' Plaid,  
 Silk West Shepherds' Plaid,  
 ETC.

The most beautiful and perfect-fitting Skirts in Canada.

ROBERT C. WILKINS, Manufacturer, Montreal

Ladies' Tailor-Made Skirts, Gentlemen's Summer Clothing, Shirts, etc., etc.

FREDERICK WYLD, ANDREW DARLING, A. W. GRAMETT, H. D. MALCOLM  
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*The World's Greatest Hosiery Co. Ltd.*

## LINEN DEPARTMENT

A LARGE ASSORTMENT IN STOCK OF

## HANDKERCHIEFS

Swiss and Irish Embroidered;  
 Plain and Initialed in Lawn,  
 Linen and Silk.

In Fancy Linens, complete  
 range of Appliquè Pillow Shams,  
 Bureau Covers, Damask Sets,  
 Tray Cloths, Tea Cloths, Fancy  
 Towels, etc.

*The World's Greatest Hosiery Co. Ltd.*

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# S. GREENSHIELDS, SON & CO.

MONTREAL, AND VANCOUVER, B.C.

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For Immediate Delivery!

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## HOLIDAY GOODS!

Latest Novelties

... IN ...

*NOTIONS*

*MEN'S NECKWEAR*

*SMALLWARES LINENS*

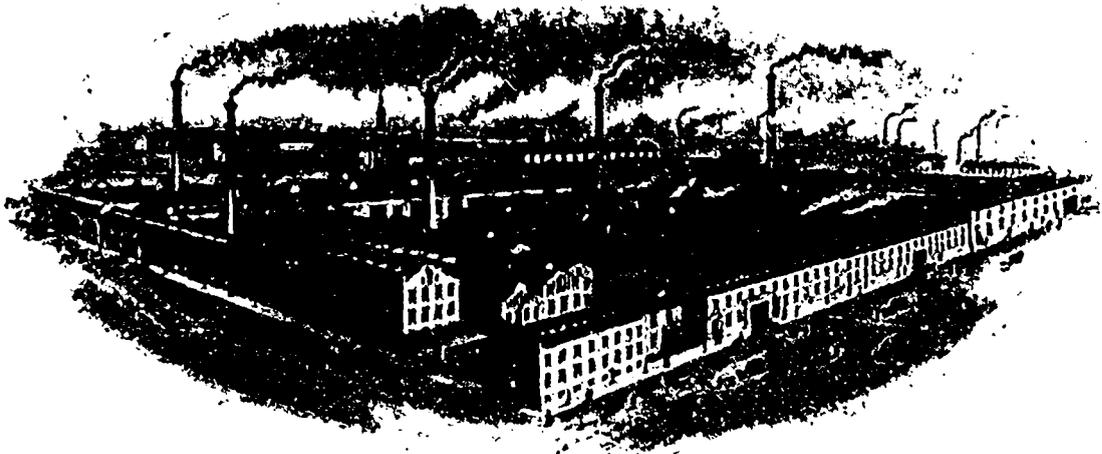
*CARPETS*

*AND HOUSE FURNISHINGS*

PROFITABLE LINES IN ALL.

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Write to us for your wants for Christmas Trade.  
Orders filled carefully and promptly.



WATER LANE DYEWORKS, BRADFORD, ENGLAND.

# The Patent Permanent Silk Finish

ON

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

## Cotton Italians and Linings.

The Superiority of Goods finished by this method is in

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

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

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

PATTERNS WILL BE SENT ON APPLICATION.

Dyed and Finished  
only by

## GEORGE ARMITAGE, Limited

To whom the Canadian  
rights of the above patents  
have been assigned.

WATER LANE DYEWORKS,  
BRADFORD, ENGLAND.

SYDNEY and MELBOURNE,  
AUSTRALIA.

**Kaye Fielding & Co.**

Moore Street,  
SYDNEY.

Manufacturers' Agents and Indent Merchants.  
Bankers, Commercial Banking Co., of Sydney, Limited.

We are prepared to handle with advantage:

Galateas,	Flannelettes,
Denims,	Flannels,
Shirtings,	Underwear,
Cottonades,	Drillings,
Sheetings,	Linens,
Coatings, Worstedes,	Woolens.

CORRESPONDENCE INVITED.

**PEWNY'S KID GLOVES**

This Brand in a Glove  
Insures



GOOD FIT      GOOD STYLE  
GOOD WEAR

All orders will receive prompt and careful attention.

**S. Greenshields, Son & Co.**

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

**DENT'S GLOVES**

Dent, Allcroft & Co.

GLOVE MANUFACTURERS

LONDON: 97 WOOD ST.

NEW YORK: 15 & 17 GREENE ST.

PARIS: 30 RUE DES BOURDONNAIS

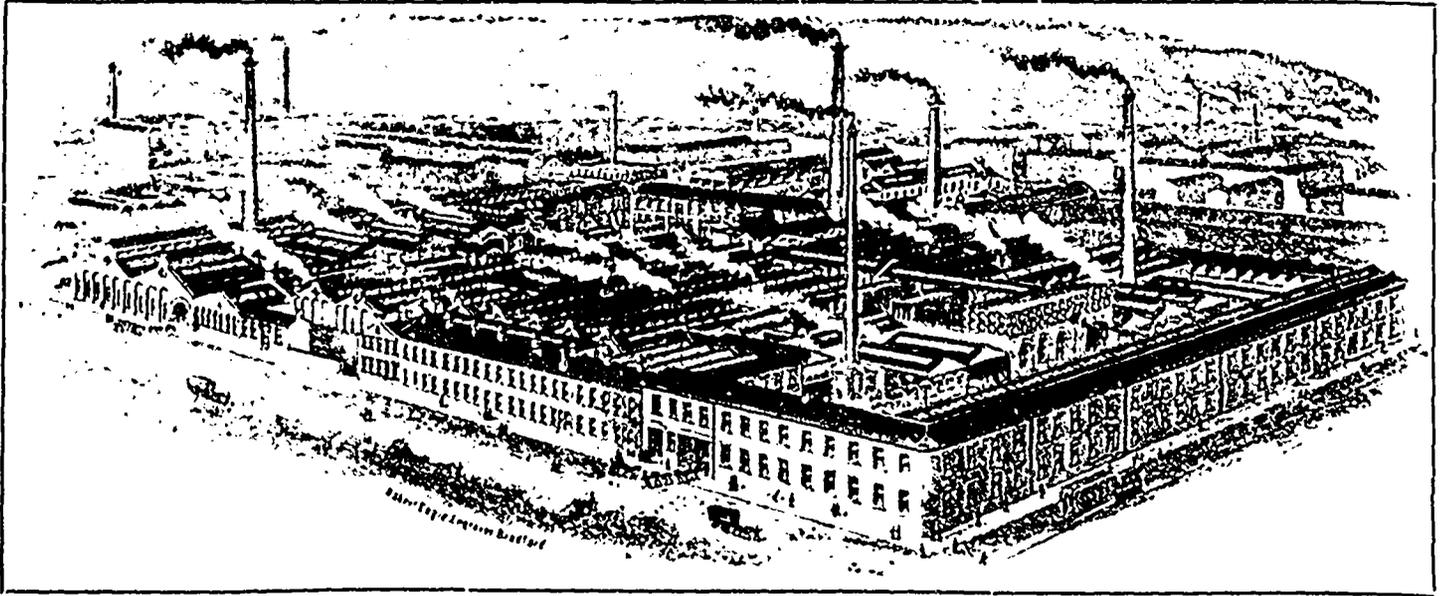
Worcester, Brussels, Grenoble, Prague, Naples.

Skin Dressing Yard: OTTIGNIES, Belgium.

Agents in Canada:

**J. T. DONNELLY & CO.** 20 Lemoine Street MONTREAL

# 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.

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 NEITHER TO RUB OFF NOR CROCK.**

Nothing Equals



**Cravenette**  
 TRADE MARK

FOR

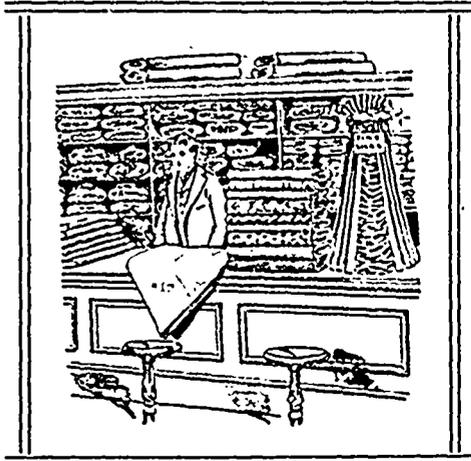
Women's  
 WATERPROOF

**GARMENTS**

FOR ALL SORTS OF WEATHER.

**WATCHING THE LEAKS...**

**Merchants Who Make Money.**



"A stitch in time" is an aphorism that may be applied to the economy of business as well as the household.

A great deal of the shrinkage in profits comes of the shrinkage in the value of stocks. Goods on the merchants' shelves have cost good money, but as they are to-day they are not worth the money they cost.

They are faded, shelf-worn, or probably off color. With a little expenditure they can go into your shelves looking so well that it is doubtful if the wholesaler or manufacturer would think for a moment that they had only been re-dyed. They'd take them for new goods.

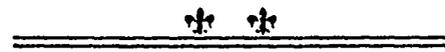
It is our business to stop the leaks of the merchant by dyeing his goods in a way that makes them saleable as new goods. Not alone do dress materials and other fabrics have our care, but we are particularly successful in cleaning, curling and dyeing feathers and plumes.

Write us for further information if you think it is necessary. Been doing this business for more than twenty years.

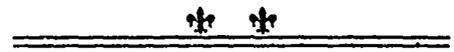
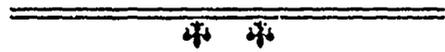
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HEAD OFFICE AND WORKS: 787-791 Yonge St.

# LATEST IN SUITS



Stylish  
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Made  
Skirts



Newest  
IN  
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# XMAS SILK WAISTS

IN STOCK



French Flannel  
Waists  
Eiderdown  
Jackets  
Eiderdown  
Cloaks  
Flannelette  
Underwear

ALL IN STOCK



# BOULTER & STEWART,

13 FRONT ST. W.,  
...TORONTO.

# FOR CHRISTMAS TRADE

Silk Handkerchiefs

Silk Mufflers

Silk Embroideries

Colored Habutai Silks

ALL GOODS IN STOCK.

**K. ISHIKAWA & CO.**

MAIL ORDERS  
OUR SPECIALTY.

24 Wellington St. West, TORONTO

# THE LACE WAREHOUSE OF CANADA.

Our representatives are now showing our full range of

**DRESS GOODS**

FOR SPRING 1900.

It will pay any dealer who desires **absolutely up-to-date** stuff, to inspect our collection.

*LETTER ORDERS RECEIVE SPECIAL ATTENTION.*

**KYLE, CHEESBROUGH & CO.**

16 St. Helen St.,

**MONTREAL.**

# THE GAULT BROTHERS CO., LIMITED,

## MONTREAL.

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### SMALLWARES DEPARTMENT.

Our Spring Goods are all in Stock and embrace many exclusive Lines and Specialties.

We are making a specialty this season of Ladies' Belt Buckles, and show them in Steel, Gold Enamelled, Alabaster, Crepoline, Jet, Black and White. One of the largest assortments ever offered to the trade.

The variety of Combs we are showing is something wonderful. One would think that a woman's hair was the most difficult thing on earth to keep in order. We have Side Combs, Back Combs, Empire Combs, Pompadour Combs, Be-jewelled Combs, Scolloped Combs (curved and plain).

Embroideries in All-over Insertions and Edgings in Swiss and Shiffle make.

Appliques in Braid and Silk Dress Trimmings are in high favor. Plauen Laces are a big feature in the Spring trade in All-over, Insertions and Edgings.

Velvet Stock Collars, decorated with Riveted Steel or Jet Ornaments, with and without Steel and Jet Fringes.

Our "Crescent" Brand range of Blouses, Skirts and Wrappers are rapidly gaining favor with the trade. They give satisfaction to the wearer---this accounts for it.

**Sole Agents in Canada for FOWNE'S GLOVES.**

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,  
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Port Dover.

SELLING AGENTS:

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

# The W.R. Brock Company, (Limited)

TORONTO, December, 1899.

**FUTURE  
WANTS**

and

**PRESENT  
NEEDS.**

Respectfully advise the **EARLY** placing of orders for **SPRING 1900** to obtain the advantages of their existing prices.

In all departments, both foreign and domestic, **SERIOUS** advances have taken place since their contracts were made, and daily advices indicate a **CONTINUANCE** of the same.

Their stock is at present most complete throughout, and they were never in a better position to supply the assorting trade of Canada with goods in demand and generally recognized as **SCARCE**.

Letter orders receive most careful attention, and are executed **THE DAY THEY ARE RECEIVED**.

The W. R. Brock Co., Limited, Toronto and Montreal

# THE CANADIAN DRY GOODS REVIEW

Vol. IX.

MONTREAL AND TORONTO, DECEMBER, 1899

No. 12.

## PROGRESSIVE STOREKEEPING.

A Monthly Article on the Proper Management, System, etc., of an Up-to-Date Retail Business.

BY CHAS. F. JONES, NEW YORK

Specialy written for THE DRY GOODS REVIEW.

### Hints as to Show Cards.

The show cards which you use in the windows require a great deal of attention in several respects.

In the first place, there is nothing which gives a store such a poor appearance as dirty or poorly-made show cards. The expense of having good show cards well made and of changing them often enough to keep them fresh and clean is so little in comparison with the harm that untidy cards do, that there is no excuse for any firm not having the best.

White cardboard for a window is to be preferred under most circumstances. When colored cards are used, care should be taken that the colors do not conflict with the colors of the goods on which they are placed. A lack of harmony in this respect will often spoil a very good window display. If colored cards are used, only one color at a time is a great deal better than having several colors in the same window.

Again, the cards may be varied by using differently colored inks on a white cardboard. This gives all the benefits of bright display without necessitating the purchase of different colored cardboards.

In making show cards, taste should be displayed in the arranging of the words and figures, if anything but the price is on the card. It is better to have a white margin around the figures than to have the figures consume the whole of the space. This gives a much neater effect than when the whole card is filled. In the same way, the larger the window card, the more white space around the edges may be used to make the card attractive. But take care that you do not have the cards so large as to hide the goods on which they are displayed. You must remember that you are not making a display of window cards, but a display of goods. I have noticed several windows lately in which about the only thing that could be seen at a distance was an array of window cards. The goods seemed almost insignificant in their quantity in comparison with the signs. Too few window cards are even better than too many, although this is an extreme which should be avoided.

### Make Things Clear.

In writing show cards for windows it is well to avoid technical terms, which are not familiar to the mass of people. In marking goods, in place of saying 4-4 when you mean 36 inches wide, call it a yard, and instead of 5-4 call it a yard and a quarter.

These terms of 4-4 and 5-4 are known to a great many, but there are some persons who are not so well posted on the subject.

Also, when you wish to mark the goods with some fancy technical name, it is always well to place the common name on the card also, so that there will be no mistake in the minds of your customers as to just what you are selling them.

Again, in marking prices on show cards, use catchy figures. By that, I mean prices which have the appearance of being extraordinarily low. For instance, if the goods sell regularly at 70c. per yard, you can mark them 69c. This gives them, apparently, a much lower price than 70c. But, in using figures of this character, be careful that you do not cut the prices without doing yourself any particular good. For example: In selling a dress pattern of goods which is usually sold for \$6.55, it does not make it sound any cheaper to mark it \$6.51, simply because you have not changed the first figures of the price, and many persons do not notice the small change in the last figure of a price which contains three figures, as this does. Even a change from \$6.55 down to \$6.49 does not appear cheaper, for the same reason.

If you can arrange the price so as to change all the figures of it, or even the first figure, it gives it even a lower appearance than where a still greater reduction is made without changing the first figure.

To explain my idea: A piece of goods which usually sells for \$7 looks much cheaper when marked \$6.95, than a piece of goods which usually sold for \$7.50 looks when marked down to \$7, simply because the first figure of the price has been lowered, and many people go by the appearance of figures.

### Wording on Cards.

One other little point about writing show cards—always have them well worded, and worded so that they express something.

If possible, let each card give the reason for the reduction, if any is made, or give some suggestion about the goods which will be of practical benefit to the person who purchases. For instance, a silk display with simply the price, 50c., marked upon it, may be very effective, but the cards would attract more attention, and possibly effect more sales, if some wording

**PROGRESSIVE STOREKEEPING—Continued.**

was used on them, such as designating desirable uses for the silk. The cards might say: "Something Nice for Summer Waists," or, if the silk be wash silk, let it say, "This Will Wash Well," or something to a similar effect.

Window show cards are a great thing if used properly, and are well worth all the time and attention which can be bestowed upon them.

**Overdoing the Bargain Idea.**

Sometimes, but not very frequently, stores make a mistake by selling goods too cheap. Certain qualities of goods will sell better and make a better impression if a large price is asked for them, than they will if sold at a ridiculously low figure.

Not long ago I saw a sale of hosiery make a flat failure because the price was too low for the quality of the goods offered. The store in which the display was made is conducted by a person who is somewhat of a "plunger," and who thought he could make a wonderful hit by selling 50 dozen ladies' fine lisle thread hose for 10c. a pair. A large window display of these goods was made, marked with a price card of 10c. Some of them were sold, of course, but the majority of people whom the merchant wished to reach passed them by without giving any attention to the sale. If they did notice them, they only thought the statement that they were pure lisle thread was a falsehood, and this did the store a positive injury rather than good.

Shortly afterwards, someone suggested that the price was too cheap, and the manager marked some the goods up to 21c. As the hosiery was really very nice looking, and of the kind which generally sell for 50c. a pair, the store sold a great many more of them at 21c. than at 10c., and besides, instead of losing money, made a little something on the sale.

**A Discourse on Windows.**

Change your window display often—For two reasons. First, because the goods are apt to become soiled or faded by remaining too long in the window; and second, because a constant change of goods adds to the attractiveness of the display.

You may, perhaps, say to yourself that it takes too much time to change the windows every day or two, but it is time well spent, and you can even better afford to have one man who does nothing else, than you can afford to allow the window to remain unchanged for any length of time.

Constant changing of windows adds freshness to your store and gives to some people the idea that you are constantly getting in new things and thus have new things to display; whereas, windows which remain dressed with one class of goods for a long time are likely to cause some people to think that either you have nothing else to dress the windows with, or that you are dealing exclusively in that kind of goods.

There are a great many little things about a window which should be observed in order to make it perfect. Some window-dressers are very careless about these little things which go to make up the whole.

Every part of the window should have scrutiny before it is finished, to see that no bare spaces are left, or that no unsightly boxes or fixtures are exposed to view, which might just as easily be covered over with goods.

Another point about unsightliness in show-windows, which is very little looked after, is the space back of the fixtures. Some show-windows are so arranged that people can see the back of the fixtures from the inside of the store, and, unless

this is kept in perfect order, it presents a very bad appearance. Even if the back of the window is not exposed to view from the inside of the store, it sometimes happens that customers wish to point out certain goods in the window without going outside, and, in this case, they have to look into the back of the window to indicate the articles to which they refer.

It does not give a very creditable appearance to the store to show a customer the untidiness which exists back of the displays seen from the outside of the store.

**The Idea of Concentration.**

In arranging your displays, if you have more than one window at your command, use solid windows as much as possible—that is, make up each window of one kind of goods. The goods may be in a variety of colors or in a variety of shapes, but have all of one kind of goods in a window. This forces itself more upon the attention of people passing than if the window is made up of a variety of goods; it is simply the old idea of concentration being more advantageous than spreading over much surface. If you have four windows, for example, and dress one with silks, another with underwear, and one each of the others with some one article as you may desire, it will attract more attention and bring better results than if you combine four different kinds of goods in each of the four windows.

This plan of having solid windows is carried still further by some houses, by not only having one kind of goods in each window, but by having all the goods in each window of one price also, and sometimes of one color only.

The strongest and most striking window which I have seen was in a Chicago dry goods store, which had an immense window filled entirely with blue neckties. There were all shapes and sizes imaginable, but they were all of one color, and all sold for the one price of 25c. This window was so bright and so striking that it was noticeable from a long distance.

**TRADE OUTLOOK IN NEWFOUNDLAND.**

Business is very brisk in St. John's at present—more so than during many years past. Taken all around, the fisheries wind up well, and the price of fish is satisfactory. The Labrador cod fishery has been fairly good; the salmon fishery the reverse. The lobster export this year will hardly exceed 30,000 cases, as against 45,000 last year. There is great activity in curing herring on the Scotch method for the American market, where prices are high owing to a deficit of Scotch and Norwegian herrings. The weather has been good of late.

**LADY CUSTOMERS ARE HARD TO PLEASE.**

"I want to see some blankets," said a lady, as she walked into a dry goods store on Woodward avenue. She was directed to the department where they were kept. Then she took from her purse a small wisp of hair, tied with a blue silk ribbon.

"I want to get a pair of small blankets to match that," she said, holding up the little lock of hair.

The clerk took her over all the blankets in stock, but, unfortunately, none would match the lock of hair. So the lady said she would have to go somewhere else. "You see, it's for my little dog Fido," she said, "and I must have it exact," and she swept out of the store.—Detroit Free Press.

*Editor "DRY GOODS REVIEW":*

*Dear Sir,—Would it be right to say that our assortment for Spring 1900 will be more "GENEROUS" than ever? We think so. So would you if you saw the range after range of Samples coming forward by every steamer.*

*We have no hesitation in saying that nothing we have heretofore attempted would compare with the magnificent stock of Dress Goods, Silks, Satins, Velvets, Costume Cloths, Blousings, Organdies, Muslins, Piques, Gingham, and Cotton Wash Goods we have purchased for Spring and Summer 1900.*

*No matter what inducements are offered elsewhere, we advise the Trade not to buy until they have seen our selection. It comprises everything from the cheapest Cotton Dress Goods to retail at 10 cents a yard, to the rich, handsome, fashionable Silk and Wool Novelties at \$5.00 per yard.*

*Our stock of Laces, Embroideries, Ribbons, Trimmings, Underwear, Hosiery, Gloves and Fancy Goods will be larger than ever—better than ever.*

*In White, Grey, and Colored Staple Cottons we have almost everything required.*

*Yours truly,*

**BROPHY, CAINS & CO.**

*23 St. Helen St., MONTREAL.*

## 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."

### CHRISTMAS TRIMS.

THE holiday trims should be made so attractive that the passers-by cannot fail to stop and inspect them.

Artistic devices and mechanical attractions should be resorted to. At this season, window and interior trims cannot

should get to work at once and make up his designs and have a clear idea of just what his displays are to be like.

The first trims should be put in on or about December 15. There is nothing like commencing early, as it starts interest in holiday goods, and reminds the passer-by that he, or she, has something or another in the way of a gift to make, and, in lots of cases, induces large sales in advance of the rush of the last few days.

The first trims should not be quite so beautiful and elaborate as the last ones. They should be very stocky and well ticketed. The best selling goods should not be put on view at first. There should be enough of them scattered here and



A HOLIDAY WINDOW DISPLAY.

be too elaborate, and no expense should be spared to make them beautiful.

Everybody is watching the displays for Christmas gifts for their friends, and the prettiest window displays certainly reap big results.

Between now and Christmas there is just about a month in which to get up the Christmas trims. The window-trimmer should not leave his planning until a few days beforehand, but

there to make the display attractive on the whole. Backgrounds should be of bright colors, and goods should harmonize with same.

Evergreens, smilax, holly and mistletoe add greatly to all trims and give them a Christmas aspect. Mechanical devices always attract great crowds. Scenic effects are very pretty, and dozens of different Christmas scenes can be used for backgrounds. White batting makes a very nice floor covering for

showing perfumes and fancy articles on, and can be used in Winter scenes where icicle effects are required.

Displays, if well ticketed, will be found to bring in far more money than those not ticketed. The interiors should be made just as attractive as possible. Where space permits, evergreens can be festooned from a central point in the ceiling to different points over the fixtures. Electrical designs throughout the displays always brighten them greatly, and, while expensive, will indirectly repay the money spent on them.

As the Christmas displays generally contain fluff and inflammable materials, care should be taken to avoid goods coming in contact with lights, etc. There have been many fires caused by a little oversight of this kind.

Many stores have not more than two or three windows for display purposes, and consequently during the holiday season have to resort to mixed displays. In these instances I might suggest that, where possible, it will be well to change the shows more frequently. If there is a pretty background in, it will not be necessary to change it, but the goods can be changed on the bottom of the window, and the change will still appear attractive.

One background, with a very little alteration, can be made to look entirely different from the former one, and saves a lot of time pulling it down and putting up another.

During Christmas trimming the windows are generally frosted, and in some cases it takes a day to disappear. This can be avoided by keeping the entrance to the window closed, and thereby allowing no warm air to enter. The frosting is caused by the warm air inside coming in contact with the cold

currents outside. If holes are bored over the top of the window and others at the bottom of the same, so as to allow a free circuit of air, thereby keeping the temperature the same on the inside of the window as on the outside, this difficulty can be overcome.

The window pane on the outside is sure to become daubed and smeared by children's hands and gloves during the pretty trims, and should be cleaned every morning. As water can not be used, it may be cleaned by rubbing with either a little alcohol or ammonia, diluted. This also helps to keep glass from frosting, if used on the inside.

Displays of toys, dolls and games should be exceedingly attractive, and every article should be placed in such a way and place so as to appear to its best advantage.

Little tableaux could be arranged, typical of "Old Santa Claus," and they would be sure to amuse the children. The children's windows should receive the greatest consideration, as they must be considered great trade winners at this season, for, through them, their parents are induced to purchase the desired goods.

During the holiday week the windows should be devoted to Christmas goods only. The staple lines of goods should be given a "rest" until after New Years.

Displays should receive good attention, regarding ticketing especially is this so during the week between Christmas and New Years. All "left overs" from Christmas should, by rights, be cleared before New Years at "reduced prices," rather than carry them over until next season. The illustration is one of toys, dolls, etc., and can be carried out on a

# KNOX, MORGAN & CO.

...**W**<sup>HOLESALE</sup>  
DRY GOODS

Hamilton, Ont.

**OUR CONTRACTS** placed early in the season put us in splendid shape to **MEET DECEMBER WANTS.**

**SHIRTS and DRAWERS (Men's)**---in Plain Greys, Fancy and Ribs, a full stock from \$3.60 to \$9 00.

**COMFORTERS**---Our values from \$1.00 to \$1.50 are the best in the trade.

**LADIES' VESTS**---We have a large stock of best selling numbers at \$1.80, \$2.25, \$3.75, \$4.50, \$6.00, \$9.00.

**CHILDREN'S VESTS**---Good assortment of union and wool lines.

**CASHMERE GLOVES**---**TWO SPECIALS**, Fleece-lined at \$2 00 and \$2.25

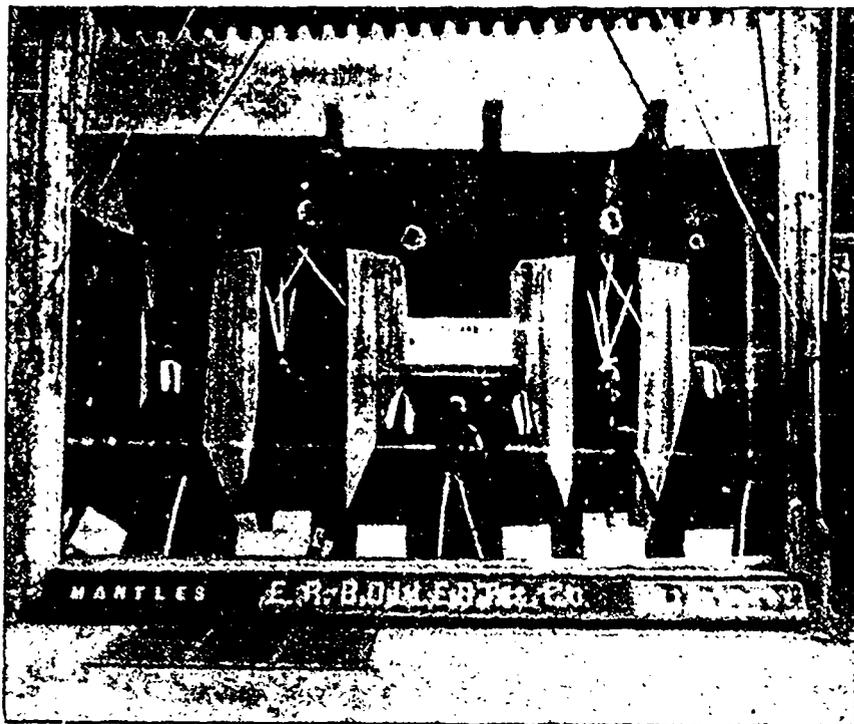
**LETTER ORDERS** solicited for all lines of **COLD WEATHER GOODS.** Our stock in all departments is well assorted, and orders by mail will receive special attention.

**WINDOW DECORATING—Continued.**

smaller scale. Electric lights were arranged around the horseshoe and arches, and added greatly to the display.

**A PATRIOTIC WINDOW.**

We present in this issue a reproduction of a successful window in Guelph, which created a great deal of approving comment in that city, as it deserved to do. This window was in the establishment of Messrs. E. R. Bollert & Co., and was designed and arranged by Mr. W. W. Duncan, manager of



A GUELPH PATRIOTIC WINDOW—E. R. BOLLERT & CO.  
Trimmed by W. W. Duncan.

their dress goods department. The background is draped with red, white and blue dress goods on two bows, the ground is white cheesecloth, the stands draped with blue and red dress goods. Standing erect are the Snider rifles and bayonets, and in the centre is the Queen's portrait, over which is the motto, "England expects every man to do his duty." The display is timely and cleverly executed.

**A LIVE RETAILER ON WINDOW TRIMS.**

While the representative of THE DRY GOODS REVIEW was in Charlottetown, P.E.I., he had the pleasure of being shown through the fine establishment of Paton & Co., by Mr. F. McLaren, one of the members of the firm. The building is 160 x 35 ft., with a pretty and neat millinery-room in the rear, while on the second floor they have a carpet department of 69 x 35 ft. and a clothing department 40 x 35 ft.

One thing that struck me was the large stock they carry. Upon being questioned, Mr. McLaren explained that during the Winter months it was so uncertain as to when they could get goods in, they were forced to get enough in the Fall to carry them until Spring.

One feature, they claim, that has added greatly to their success in business is, they always change their windows three times a week and sometimes oftener. In fact, while I was there they put a window in in the evening, for the passers-by to see that night, and took it out the next morning.

**PARIS AUTOMOBILE STYLES.**

NEXT to the races the meets of the Paris Automobile Club are occasions upon which smart and novel styles may be noted. The club now numbers 2,000 members, and their lady friends assemble at the frequent meets and wear very chic toilettes here and at the daily luncheons and dinner parties at the headquarters, where a gallery dining-room is about to be added to the existing dining salons. The Parisian authorities have taken charge of the motor car movement, and require of every woman who essays to guide a car a thorough testing of her capabilities.

For automobile driving cloth tailor-made costumes are affected, with flat, broad toques that fit closely to the head. These are usually en suite and made of cloth, stitched and ornamented with quills, bordered with fur, grebe or feather trimming.

The toque of the hour is always large and important looking: the small toquette is rarely seen. The felt cloth which is so much used forms the foundation of very large high-crowned hats as well as toques, and frequently the trimming is provided by stitched bows of the same material.

Black and white effects are much favored in Parisian millinery and costumes, and entire toilettes of black cloth stitched with white are considered very chic. Next to black and white, beaver tints are most approved, and light golden and nut-brown are shades which are very prominent in the modes of the month. Considerable credence is given to the suggestion that these latter tints will be

leaders for the early Spring trade. Purely white toques are the the dernier cri, and there can be no two opinions as to the becoming effects of a white tulle and fur toque set off with one of the smart white fox or marabout boas which are so much the mode.—London Millinery Record.

The Truro Knitting Mills Co., which have a capital of \$100,000 and have secured some valuable patent rights, will enlarge their plant. The plans and specifications for the company's new brick-mill are being prepared by architects. The building will be 150x60 feet, and three storeys. The new mill will be one of the most up-to-date in Canada, costing when completed about \$15,000. About 50 hands are now employed, and when the mill is completed over 100 hands will be engaged. Work on the new brick mill will be begun in the early Spring, and pushed to completion.

The business of Mr. W. J. Parsons, dry goods merchant, North Bay, Ont., which has grown with the town for the past 12 years, is enjoying a prosperous season's trade. He not only aims to, but carries only the highest class of dress goods, and so has secured the confidence of the best class of cash customers. Asked how he liked THE DRY GOODS REVIEW in its improved form, he said: "It was always too good for the price, but better now than ever; I must have time to read it no matter what the rush."

# S.H.&M. Bias Velveteen Skirt Bindings

**Are Growing Steadily in Favor With Canadian Merchants**

and we anticipate that in a short time the demand for the S.H.&M. goods will have done away entirely with the out-of-date method of cutting Bias Velveteen Bindings by hand from piece goods intended for millinery or trimming purposes only.

Canadian merchants are beginning to appreciate the advantage and profit of having Bias Velveteen Bindings that are evenly cut, neatly and smoothly joined and put up in neat shape for convenient handling, and their customers appreciate, to even greater degree, that bindings made from S.H.&M. Velveteen woven expressly for Skirt Binding purposes are far superior to those cut from piece Velveteen of the grade commonly sold for millinery purposes.

*See Feb. 1911*



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



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



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



**S.H. & M. WATERPROOF CORD EDGE.**

## The STEWART, HOWE & MAY CO.

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

**Manchester, Eng.**

**24 FRONT ST. WEST, Toronto, Ont.**



**FIELDING & JOHNSON'S**

# Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

## KNITTING

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

In Spindles, or Banded  
and Boxed.

## FINGERING

In Six Well-Known  
Qualities.

**STOCK IN MONTREAL.**

Careful attention to Letter Orders.

Sole Agents for Canada

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

# McINTYRE, SON & CO.

13 Victoria Square,

Importers of Dry Goods and  
Manufacturers' Agents.



**MONTREAL**

Our travellers are now out with Spring Samples. Make  
a point of seeing them.

## DEPARTMENTS:

Dress Goods.

Silks and Velvets.

White Goods, Linings and Muslins.

Linens.

Smallwares.

Kid Gloves.

Careful attention given to Letter Orders.

TORONTO:  
25 Colborne St.

ST. JOHN, N.B.:  
Church Street.

OTTAWA:  
Carleton Chambers.

WINNIPEG:  
McIntyre Block.



### The Fur Season.

This is a phenomenal season in furs. The popularity of them for every purpose has led to an enormous demand. If any dealer imagines that the fur people are not interested in orders and not attending to the filling of orders they should remember that this is a big country, that orders have poured in the past few weeks from every quarter, and that the capacity of manufacturing establishments is overtaxed. Owing to its being an exceptional season, forbearance is a necessary virtue. Despite the warm weather of November, trade continued very active throughout the entire month. Many orders are reported unfilled. In the opinion of experienced men the day for "calamity" furs is over, and, as the demand for better goods is a strong feature, the belief is that the trade will settle itself into legitimate channels.

The demand for Persian lamb is unprecedented. One house reports having doubled its sales of this fur. The sales of seal garments are larger than usual. The style of jacket most worn is 28 in. long as being most suitable to this climate. The large importers of furs say that skins have reached a value that calls for the closest discernment in making selections. There is a strong disposition in the fancy lines to get back to the natural article. Lynx, which has been low priced for years, has now once more got into favor. There has not been the demand for mink that was expected, although it continues to be popular and high in price. There is a tendency on the part of men to wear fur-lined rather than fur coats, and it seems probable that this will increase as time goes on. Alaska sable is much in favor and promises to rule higher, but the demand is chiefly on this continent, as some skunk skins sent abroad came back for sale on this side. The reports from China are that all Chinese goods will be higher. Goats, for example, have advanced, and this affects the robe trade.

### Hat Trade Notes.

A German some time since patented a decided novelty in the way of hats. This headgear was so arranged that it contained a small complete camera, with plates ready for use. There was, of course, a slide in front of the hat by which the lens could be exposed at will; and whenever the wearer saw in front of him anything that he decided would make a good "snap," he had only to pull a string and the thing was done. Thus, without arousing any suspicion, photos of persons and places could readily be obtained.

The British export trade in hats is doing well. For the first eight months of this year the value of the goods sent abroad was £777,106, against £734,183 in 1898 and £733,363 in 1897.

An English manufacturer has turned out a line of hats for horses to protect the animals against tropical heat.

A lawsuit over hats in London, Eng., has produced a decision of interest. A wholesale hat firm sued a dealer to recover

£20 balance of account. Plaintiff said he had, for some time past, supplied the defendant with goods and had always been paid promptly, but for some reason or other he did not seem disposed to pay the balance of £4 which was now due. There was no dispute as to the order and delivery, and, therefore, he was at a loss to know what possible defence there could be. The defendant appeared in person, and said his defence was that the goods in respect of which this action was brought were not according to sample, and he contended that the plaintiff's traveler knew perfectly well that that would be his defence. He had several times threatened to send them back, but, at the request of the traveler, he had kept them in the hope that they might sell, although he knew they were not suited to his business. The judge thought defendant had accepted goods, from a commercial point of view, and gave judgment for the plaintiff, with costs.

Mr. Emerson Wood, the representative of Christy & Co., who was wrecked on the Scotsman and had a most trying experience, got a fresh set of samples out by the next steamer, and has been able to visit the trade in Canada and the United States with little delay.

Henry Heath & Co., London, are opening a new retail shop at the corner of Piccadilly and Albermarle streets.

### The Hat Trade.

There is not much that is new to note in the hat trade for Canada this month. The travelers of importing houses are still on the road with Spring samples, and report increased orders. The sales of hats and caps are equally large, and the imports of English stuff in the coming Spring are expected to show an increase all around. The Canadian hat factories are busy with orders for the home market, and are showing some nice goods in the new styles. Needless to say, these hats, as usual, have no distinguishing brand about them to denote home manufacture.

### Electric Hat-Making.

Electricity has greatly reduced the cost of hat manufacture. In the first stage of the manufacture, the raw material is simply a piece of fur belt, conical and long drawn out, like a clown's hat. This is placed on one or more blocks, and brought to the finished shape by means of heat applied by irons. As the different parts of the hat are not of equal thickness, the brim being the heavier and the crown the lighter portion, different degrees of heat are required when the different sections of the hat are being finished. It is in this special localization of heat that electric heating is of particular service. Formerly, two kinds of irons were used in hat-making, one heated by a red-hot slug and the other by gas jets. In the first place, the iron was likely to be at nearly all times either too hot or too cold. With gas it was even more difficult to localize the heat. Electric heat, on the contrary, is led just where it is wanted, and

# The Bishop

NATURAL LEATHER

## Fur Robes and Coats

are guaranteed to be the best goods, for the money, in the world. Similar goods are made from skins that come off from the same animals, but all skins used by The Bishop Company are Indian tanned or dressed by a process similar to the old Buffalo dressing and used only by The Bishop Company.

All our dyed skins are dyed by a process known only to ourselves, which absolutely does no injury to the fur or leather. The natural color and dyed skins used by The Bishop Company in manufacturing robes and coats will retain their strength, softness and pliability for a lifetime, and will be just as good at the end of twenty-five years as they are when first prepared. The fur, in time, with hard usage, may wear off, but the leather will last, practically, forever.

There are no robes or coats in the world made from these skins which have these advantages, except those manufactured by The Bishop Company. If you want the best article for the money that can be found in this or any other country, buy only The Bishop goods and be sure their name on silk label is found on the article you purchase, whether robe or coat.

These goods are for sale by all the leading jobbers of  
Canada and the United States.

THE ...

# J. H. BISHOP CO.,

SANDWICH, ONT., CANADA.  
WYANDOTTE, MICH., U.S.A.

ARE YOU   
INTERESTED IN

## Hats ?

Note that our representative will call  
upon you this month with

## Spring Samples

Without exception this comprises the  
CHOICEST RANGE  
LARGEST ASSORTMENT  
BEST VALUES we have ever submitted to the Canadian Trade.

# James Coristine & Co.

LIMITED.

Importers and Manufacturers of  
Hats, Caps and Straw Goods.

459 to 475 St. Paul St.,  
MONTREAL.

**HATS AND CAPS—Continued.**

practically more of it escapes outward. Just before he places a hat on the block, the workman closes a switch at his bench. This gives the proper heat for the pressing of the heavier portions of the hat. When they are gone over the current is turned off, and the temperature gradually lowers as the crown is approached. The curling of hat brims by gas heat was always uncertain and laborious. Now it is expeditiously done by pressing the edge of the hat against an electrically-heated groove. The finishing of the rim is most simply done. The hat is blocked, and on it is placed a pad of asbestos, in which is embedded an electrical resistance. The pad, with its nicely graduated apportionment of heat, is left there until the work is done. The percentage of hats injured in process of finishing is said to be markedly less where electric heat is employed.

Preparations for Spring, says a trade con-  
The U. S. Trade. temporary, are about completed, having been under way for several weeks. No special styles have been made up as yet, but the "regular stock" shapes, as they are called, with the new additions, and the changes which the season and the fancy of the manufacturer affords are already being shown in the more distant parts of the country. As the salesmen started on the road but recently, it is too early, as yet, to report the success they are meeting. Other salesmen are preparing to start, and it is likely that, before the month is many days old, the traveling contingent will be on the road showing samples.

There are two styles of soft hats, made in pearl colors only, that are quite popular at present. One is known as a "crusher," though it differs from a crusher by reason of its size and the amount of material in it. The crown is as large as that of an ordinary Alpine hat, though the brim is wider, and, while rolled all around, is rolled higher at the sides. The hat has a raw edge, and is trimmed with black, white, and pearl-colored bands. The other hat is an Alpine, with a low crown and a flat, set brim, a trifle wider than most Alpines have, and rolled a little at the sides. The hat is made both raw edge and bound. These hats are intended for Fall styles, but they have become so popular that they are now made heavy enough for Winter wear.

C. A. Briggs, hatter and furrier, of Notre Dame street, Montreal, died suddenly, November 12, of heart disease shortly after retiring. Mr. Briggs was born in Montreal, in 1839, and, after serving his apprenticeship in Green & Sons, went to the United States. Returning at the close of the Civil War he entered into business soon after in the same stand he occupied at the time of his death.

**DEFECTS IN ENGLISH INSOLVENCY LAWS.**

It does not say much for our Bankruptcy Acts that the costs attending the winding-up of an estate under them still practically swallow up the greater part of the amount realized. This is why there are so many cases in which creditors avoid the bankruptcy court. It is the experience of the court that induces creditors so frequently to accept almost any sort of offer a debtor may make them, or, as very often happens, to submit to the loss as well as they can and to try and forget it. From the individual creditor's point of view, doubtless this is the most sensible course, but from a commercial point of view it is decidedly unwise, since it not only does not check, but positively encourages reckless and dishonest trading. It fosters dishonesty, because it induces dishonest people to get

into debt by enabling them to get rid of their liabilities with comparatively little trouble to themselves. There is another feature in the working of the Act that is injurious to legitimate trading. And that is that the proportion of costs to assets realized is disproportionately greater in small bankruptcies than in larger ones. The number of small failures is always greater than the number of larger ones, and the extent of the moral evil of them is much greater also.—English Fattlers' Gazette.

**ENLARGED FACTORY BEING BUILT.**

The Alaska Feather & Down Company, Limited, has acquired, by purchase, about half an acre of land of the Clendinneng estate, fronting on St. Ambrose and St. Elizabeth streets, suburb of St. Henri, Montreal. The purchase includes the buildings now thereon, the largest of which, 350 x 60 feet, was formerly used as a stove foundry. Mr. Desparois, contractor, of St. James street, has been awarded the contract for important changes in the building, including a new foundation on the St. Ambrose street side, two solid brick division walls and a boiler-house and chimney. The company are putting in an 80 horse-power tubular horizontal boiler, and a 60 horse-power Wheelock engine of the most modern type. The building will be divided into three fireproof sections, each having its own rate of insurance.

The eastern part has the cotton openers, lappers, cards, and felting machines for the manufacture of patent elastic felt. The centre section will contain the mashing-tanks for feathers, four steamers, separators, cold and hot blast machines, besides two powerful crushers. The mattress tables, 10 in number, and the mattress machines, are in this same section, as are also the feather bins and the pneumatic system, which carries the feathers from one machine to the other.

The stock, consisting of raw and purified feathers, com-footer coverings, and mattresses, will be carried in the third fireproof section, 125 x 60 feet, and where each are made with accommodation for about 30 carloads of material. Besides the felt mattress and the gilt-edge sanitary mattress, the company intend to manufacture hair, moss, and fibre mattresses on a large scale. The building will be ready for occupation by January 1, 1900.

**A NEW MUFF AND COLLAR HOLDER.**

Something new and practicable in the line of display fixtures is shown in the advertisement of The Toronto Brass Manufacturing Co. in this issue. The muff holders are all arranged to support the muff from the inside, and do not spoil the appearance of the fur from the outside, which is the case with almost every other stand on the market. Send for catalogue and prices.

The Walter Sharpe Co. have succeeded James Sharpe, general merchant, Burk's Falls. The members of the new firm are old and experienced employes of James Sharpe, who has just retired from the business.

All work and no play does not suit the ideas of the office employes in The Dominion Cotton Mills Co., and they have accordingly organized a hockey team for the coming season. They elected the following officers: Hon. President, C. R. Whitehead; hon. vice president, L. G. Craig; president, A. W. Rayaw, vice-president, R. S. McCutcheon; secretary, E. A. Robertson; treasurer, A. H. McManus. Committee: W. McDougall, A. Barratt, A. Madley, G. A. Gatehouse, T. P. Webster and Alex. Smart.



1900

# Feather Pillows



**OUR SALESMEN:**

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



A number of strictly dry goods houses throughout Canada have a steady demand for feather pillows. It is a paying line which allows of long profits, and it is almost as staple as prints. It is no vain boast for us to say that all the best houses in Canada carry ALASKA BRAND Feather Pillows. The large capacity of our factory enables us to have uniform grades all the year round, and our ticks, being specially woven to our own designs, are all good sellers and a credit to the appearance of the store.

Will you ask our traveller for this line next time he calls? Handsome illustrated catalogue and price list (subject to discount) will be mailed to you on application. Accept our best wishes for a good Xmas trade.

## THE ALASKA FEATHER & DOWN CO., LIMITED

290 Guy Street, MONTREAL.

### A.A. ALLAN & CO.

Wholesale  
Manufacturers

**FUR**



... Capes and Collarettes  
 Caperines, Newest Designs  
 Neckwear In Great Variety  
 Seal  
 Persian Lamb  
 Grey Lamb  
 Electric Seal  
 Astrachan  
 Raccoon

**JACKETS in**

Men's Fur and Fur-Lined Coats

RELIABLE QUALITY  
ATTRACTIVE PRICES

51 Bay St.,

TORONTO

### NOTHING DECEPTIVE

— ABOUT —

Patent Roll ✦  
Cotton Batting

North Star, Crescent,  
Pearl Brands

The "North Star" and "Crescent" for 1899 will show very decided improvements in whiteness and quality. No other cotton bat will retail as satisfactorily nor call for as many repeat orders.

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

## A THRIVING NOVA SCOTIAN BUSINESS.

**T**HE present firm of F. B. Newcombe & Co. was started some six years ago by Mr. F. B. Newcombe, in the old Scotia block, Kentville, N.S. Mr. Newcombe was by no means new to the dry goods trade, he having been connected with it for 15 years previous to going into business; but, with his brother, Mr. E. B. Newcombe, who assisted in the enterprise from the start, and who is now associated with the firm, it was a new experience entirely.

It proved, however, to be a business for which he seemed to have a natural adaptability. Like a good many others they started in a small and yet a sure way.

To-day they are doing a trade equal to most city stores in high-class goods. A marked feature which probably accounts for their rapid strides in so short a time, is that they confine themselves to ladies' furnishings alone. Mr. F. B. Newcombe has done the buying for the past three or four years, and visits Boston and New York every Spring to pick up the latest novelties, and Montreal and Toronto in the Fall for Fall and Winter specialties.

They also import quite largely from England, France and Germany. Mr. E. B. Newcombe, while in conversation with the representative of THE DRY GOODS REVIEW, said: "Our whole and main aim is to supply the public with the latest and

venience, but now they have got a very pretty and comfortable building, 75 x 25 feet, as one can judge for themselves by the two cuts, one of the interior and one of the front.

### ABOUT SHOW-WINDOWS.

An attractive window display is the best and cheapest advertisement a retail merchant can have. It is also one of the subjects least understood even by the most enterprising



Exterior View of Store

retailers. A store is judged by the condition of its show-windows. People who pick up the newspapers may read your advertisement; people who pass your store must see your show-windows. Proper window dressing is a vital matter to every retail merchant. More attention to window display would make the difference between success and failure to many merchants. It would help every merchant to make more money. You may not realize these facts now, we want to make you realize them. The Toronto Brass Manufacturing Co. make a complete line of labor-saving window fixtures and wax forms, fully up to-date, and necessary for rapid and attractive window displays. Send for catalogue and prices before holiday season.



Interior View of Store

most fashionable goods the market can produce for ladies' wear."

Messrs. Newcombe & Co. had the misfortune to be burned out, which, for the time, put them to considerable incon-

firm have just issued their new shade card for 1900, obtainable by all Canadian dealers who are interested on application, and guarantee every shade on the card neither to rub off nor crock.

W. Grandage & Co., Limited, of Bradford, England, have just succeeded in overcoming a difficulty about which they have been a good deal concerned. Their mercerized sateen and brocade are as perfect an imitation of silk as can be imagined, but hitherto complaint has been made that sometimes the colors rubbed off or crocked. Now this fault has been remedied, and the

# Hermsdorf Fast Black



Protect  
Your  
Customers

Retailers know that their patrons want their imported black hosiery dyed by *Louis Hermsdorf Dyer*.

To assure them that they are really Hermsdorf's Fast Black, buyers must insist when placing orders that every pair bears the stamp. To be sure, **write it in the order.**

If your jobber can't give them to you, write our Bureau. We will post you where to get it.

American Bureau of  
Louis Hermsdorf,  
78-80 Walker Street,  
New York.

*Louis Hermsdorf*  
Dyer

CHEMNITZ,  
GERMANY.

## BUSINESS AFFAIRS AT THE PACIFIC COAST.

**T**HE shipping trade has been active during the past month. Within ten days two large lumber-laden steamers have cleared from Vancouver for the Orient. Several lumber vessels are loading for various points, and Chemainus Mills are running full blast. Lumber is also being shipped from Vancouver for building United States warships. Several large orders cannot be executed for want of tonnage. The regular Oriental and Australian liners have cargoes booked some time ahead, and one ship for China refused a shipment of 2,000 tons of Pacific Coast salmon consigned to Japan, no cargo space being available. A large consignment of bricks for Japan was rejected for the same reason.

Merchants out here will soon find it necessary to refuse cheques offered by strangers in payment for goods. Merchants in more than one place have suffered during the past few months from bogus cheques offered after bank hours and found to be fraudulent too late. Several Nelson merchants recently were deceived by forged cheques. Three cases have been reported to the police. The forger used Bank of Montreal cheque forms, and drew cheques in favor of one George Burbank, to which he forged the name of J. A. Honeyman, of the Nelson Foundry.

The wholesale silk firm of Belding, Paul & Co. have opened a branch for British Columbia at 719 Pender street, Vancouver, which will be under Mr. William Irwin's charge.

Travellers who use the Crow's Nest Pass Railway to reach Kootenay and Southern British Columbia generally, will be glad to hear that new combination dining-cars and first-class coaches are being placed on the road.

J. Brasier, representing A. A. Allan & Co., Toronto, has been at the Coast for the first time in thirteen years. Mr. Brasier was last in Vancouver when the city was in ashes and is surprised at the growth since then. He has been visiting for trade purposes the Kootenay and Boundary countries, and speaks in glowing terms of those districts. Prospects are very bright with Grand Forks, Phoenix and Greenwood.

The British Columbia Manufacturing Co., with a capital of \$25,000, will be incorporated, and will operate at New Westminster. Mr. Henry Eckert, the manager, says that at present the company will confine itself to the manufacture of fruit boxes, packing cases, and boxes and baskets, and later, as trade warrants, they will put in a plant for the manufacture of tubs, pails, and cigar boxes. The company will be ready to start operations by January 1, 1900.

A fast daylight service by steamer for passengers between Victoria and Vancouver is being arranged for.

When Mr. Shaughnessy, of the C.P.R., was here last month, the Vancouver Board of Trade presented a memorial to him containing the following request from merchants:

For some time past, since the phenomenal development which has taken place in the Kootenay and Boundary districts, the shippers of Vancouver and other British Columbia coast cities have felt the vital necessity of closer and more direct connection with these important sections of the Province. In consequence of the long and circuitous route which passengers and freight are compelled to take, we find that business that legitimately belongs to coast cities is diverted into other channels, largely American, owing to the length of time necessary to transport freight and passengers by the present route. We therefore consider the time has arrived when active steps must be taken to secure for this and other coast

cities the full advantage which would accrue to them by the construction of a more direct line to Kootenay and Boundary districts, connecting with the present system under construction. We therefore respectfully request that the Canadian Pacific Railway Company will convey to us some definite information as to their intentions in connection with this road.

Mr. Fred Buscombe spoke of the high freight rates on merchandise going into the Kootenays and the vexatious delays in transmission, which greatly inconvenienced local merchants. The company charged freight on a mileage basis, and freight from Vancouver had to travel 600 miles before reaching its destination in the Kootenay, whereas with a direct line not more than 300 miles would have to be covered. With reference to the delays, he cited instances of goods shipped from this city in February that were not delivered until the May following, or three months afterwards. This was a matter of supreme importance to merchants of this city, and there was urgent necessity for closer and more direct connection between the coast cities and the Kootenay and Boundary districts. On account of the circuitous route which at present was in use, trade was diverted to Eastern and American cities.

Mr. Shaughnessy, in replying, said he would personally look into the complaints about freight rates, and as to the new line, its construction was a big affair and would be considered by the company.

The Empress of China, which arrived from Hong Kong and Yokohama November 16, brought over a large cargo, including 2,589 bales of silk, 258 cases of silk goods, 350 bales and barrels of furs.

Mr. McCandless, of McCandless Bros., formerly Gilmore & McCandless, Victoria, B.C., clothing, men's furnishings, etc., has been in Eastern Canada the past fortnight, and called at THE REVIEW office.

### POSSIBLE NEW HOSIERY YARN MILL.

Mr. Mallison, of Mallison Bros., Limited, Manchester, Eng., has come to live in Toronto. It is on the cards that this firm will erect a cotton mill for hosiery yarn. This, with the enlargement of the Montmorency mills and the new mill of The Merchants Cotton Co., will make things lively in this branch of the textile industry. The knitters will be able to get some cheap yarn.

The advantage to a merchant of being able to do more than simply buy and sell goods is often exemplified. Mr. Morgan, head of the well-known dry goods house in Montreal, is building a large addition to his premises, and does the whole of the planning and architecture himself, only leaving the architect to put his plans into execution. This is a great deal for such a busy man as Mr. Morgan, as it means considerable time and attention.

The Northrup Loom Works have changed their management. Mr. Biglowe, the late manager, came from the United States. The gentleman who is to take his place is Mr. Charles Bethell, of Warrington, Lancashire. He has been with The Laurie Engine Co. lately. The looms manufactured by this company are doing splendid work, and, now that the mill hands are accustomed to them, it is next to impossible to get them back at the old style of loom.

The Eastern Township Corset Co., of St. Hyacinthe, P.Q., have taken up a new department, and are now putting a line of shirts and collars on the market. They have been making these for over a year, but have only lately begun to place goods upon the market. Their shirts are known as the "O. G." brand, and they make both colored and white.

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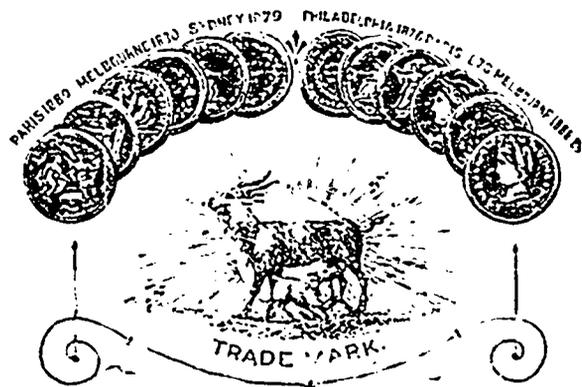
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Actuary

J. K. MACDONALD,  
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## A PRACTICAL TALK ON TECHNICAL EDUCATION.

THE QUESTION FROM A BUSINESS MAN'S STANDPOINT.

Reported for THE DRY GOODS REVIEW.

**D**URING the past year, in Canada, much has been said about technical education. At the root of it lies the felt necessity of men to increase their capacity for daily work. Technical education is a term which sounds scientific. I have read and heard several definitions of it. They have not always been made clear enough or comprehensible enough to satisfy the common mind.

Why, for instance, are merchants interesting themselves in the subject? Why are boards of trade drawing up reports and making recommendations? Because the whole business world of Canada has a direct concern in the introduction of new systems of teaching. It may mean—in fact, does mean—the enrichment of the whole community. From this broad standpoint, I have seen or heard nothing recently so practical, so comprehensive, and betraying so close an insight into the whole matter, as a lecture delivered in Toronto a few evenings ago by Mr. James D. Allan. I am only able to give a condensed report of it. The condensation does less than justice to what was an able and eloquent effort. The ideas are Mr. Allan's, but he is not responsible for any failure in the report to make each point clear and emphatic, because, judging by the approval of the audience when the address was delivered, and the comments since, it deals with the subject exactly as a merchant or business man would like it treated.

To begin with, Mr. Allan pointed out that the educational system was not producing good all round men for tradesmen and merchants, but was rather following the classical course, with the inevitable result of overcrowding the so-called learned professions. It being the duty of the community to give every citizen an education that will enable him to achieve the highest possible success, the methods of training ought to have a direct bearing on problems that will meet a man in life's battle. Once education was intended only for the wealthy, but, now that the true dignity of labor was recognized, better days have dawned. It behooves Canadians to reflect that their products had to compete with the products of other countries in the markets of the world, and that to meet this competition our youth must have the same scientific and technical education as is furnished to those who are competitors.

He then examined carefully the basis of education in Germany. Specialization lies at the base of the German industrial system. The wonderful results of industrial and commercial growth in Germany are practically traceable to the national system of technical education. At first it was thought that the expansion of Germany was due to cheap labor. But inquiries dispelled that view. It was found to be due to superiority in skill and technical training. In the great industrial establishments, superintendents, foremen, and even the heads of the gangs of laborers had all been prepared for their special tasks in scientific schools. Germany's success in manufacturing had led to wonderful increase in exports all over the world. The German cities had increased in size and population, some 80 per cent., some much more and one even 260 per cent. In textile manufactures the weight of fibre consumed has more than doubled in 20 years, in cotton she has distanced all continental countries and has at present 4,700,000 spindles employed. Production

in the textile industries increased 110 per cent. between 1875 and 1895.

The system of education which had contributed to these marvelous results is practical. The elementary schools come first, then the higher schools, which lead on to the university. This corresponds to our own classical course. But the German child may go from the elementary schools to the technical schools, where the exact sciences are taught and technical training is imparted. Various classes of schools are under the protection of the Government, and even the practical working of the lead, copper and silver mines are used to impart instruction to students. Then, there are manual training schools for almost every industry. As an instance to show how Government direction turns education to practical purposes when the tanning industry seemed to be on the decline, a few years ago, a tanning school was established, chemists directed the work and the German skins regained the position formerly held by them. Then, when mechanics who made a living by carving cuckoo clocks were displaced by the introduction of machinery, a clock-making school was set up with practical benefits to the workingmen. It seems to be the policy when any industry languishes to at once supply remedial measures in educational training. In no land is scientific chemistry so generally cultivated.

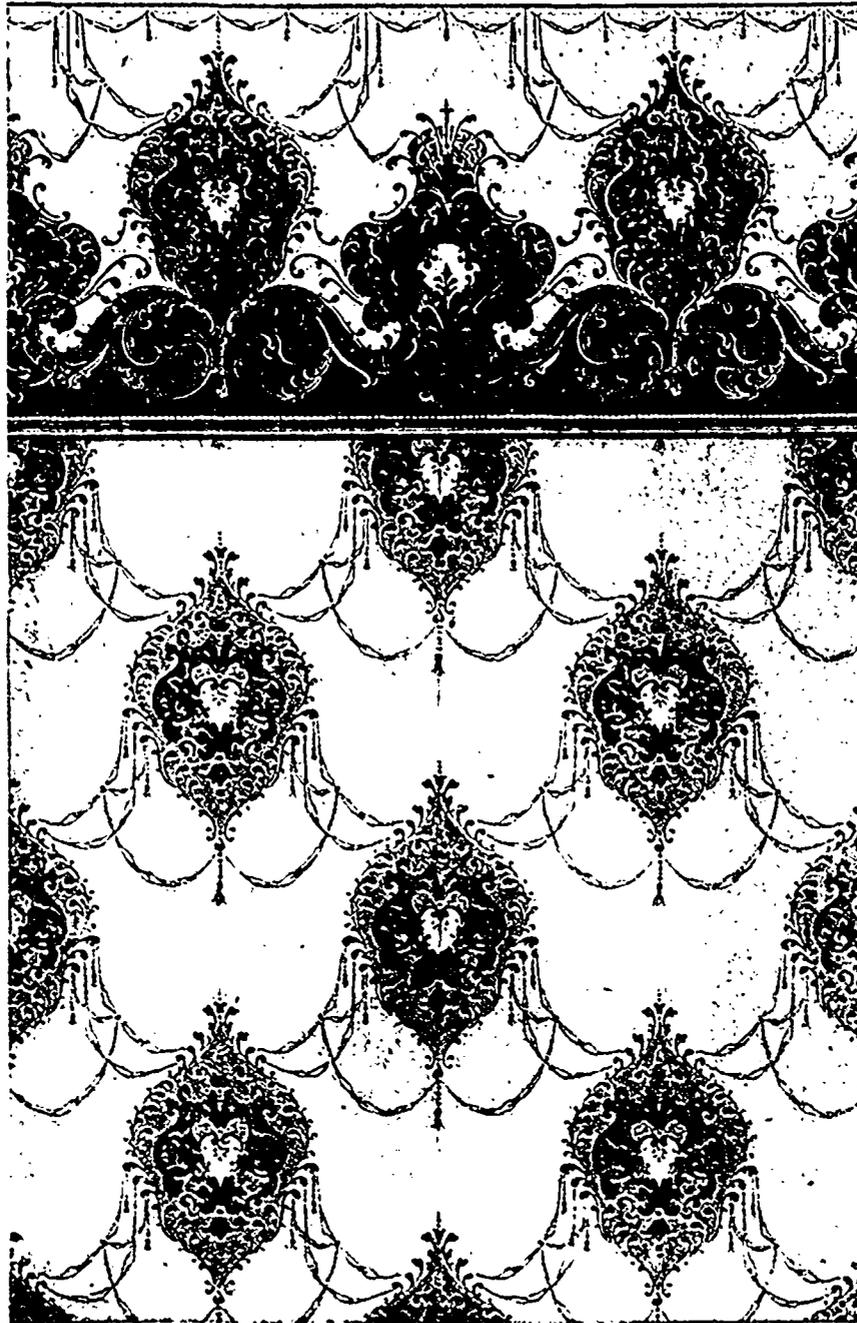
Hermesdorf, the greatest dyer of blacks in the world, secured his fame by placing chemists beside his practical dyers. By utilizing waste materials the manufacturing of many articles is cheapened. In every industry technical and scientific men are employed, one dyeworks making dyeing products employing 100 chemists with a university education and 25 engineers with a technical education. The German student enters upon his work with a different spirit from many students here, who think more of athletic contests than real education. In Germany money is not invested in expensive buildings for educational purposes.

Mr. Allan considered what should be done in Canada from a merchant's standpoint. If technical education is necessary to the mechanic, it is equally so to the merchant. The Germans look a long way ahead and we might imitate them by introducing elementary technology into the public schools, as soon as possible. We do elementary work now in the kindergarten, but this training is not continued in the regular course. Manual training, being a factor in technical education, should have a place in the public schools. Sir, Wm. Macdonald's offer to establish schools of this kind was a good beginning—teachers could be got from Sweden, where the common schools value handwork as an auxiliary to mental development. The real object of a technical school is not to impart knowledge, but to cultivate the ability to acquire knowledge. The laboratories in our universities should not be the only places of that kind, but there ought to be similar facilities in connection with the common schools. Then, for girls, domestic science ought to be studied instead of educating girls in lines that bring them into direct competition with men. It would also improve the mental calibre of the sex. In British schools girls were trained to perform household duties. The success of Canadian dairy products abroad was attributed to technical education imparted by the scientific cheesemakers and buttermakers throughout the country. Commercial education, that is, the business plan of teaching accounts made men useful in trade, and this, too, should be introduced into our elementary schools. A system of agricultural bookkeeping to instruct the farmer in the commercial aspect of his occupation would be of great service.

Our youth should be taught something of the industries,

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products, means of transportation, business methods and commercial demands of foreign countries. Finally, the creation of a commercial museum, working after the fashion of the wonderful institution in Philadelphia, should be set up. Mr. Allan concluded by pointing out that the development on the right lines of our resources will outrun the dreams of the wildest enthusiast. C.

#### THE "NORTHWAY GARMENT."

When service and common sense are combined, it is then that we see practical results. Perhaps, in no other field is this more true than in that of our clothes.

A decade ago few, if any, of our best-dressed people would think of wearing anything but what was made by their own dressmaker or tailor.

To-day, this is almost entirely changed, and the question naturally arises, why? It is only when you come into contact with such practical men as Mr. John Northway and his son, and become better acquainted with the practical methods which they adopt to secure perfect results, that you can realize how easily the great discriminating public can be reconciled to buying their clothes already made. When you have seen the care exercised to arrive at certain conditions, both by scientific and common-sense plans, it will no longer be necessary for you to wonder how a firm, perhaps 1,000 miles away, can make for you a garment that will fit as perfectly as though they had you there to try it on. John Northway and his son are both practical men, and have surrounded themselves with a staff that are also endowed with common sense, so that, when a certain size of bust and waist, with the other necessary measurements, are given, you get an almost absolutely perfect-fitting garment.

Mr. Northway brings into constant use in the superintendence of this business his years of experience and knowledge of the best markets, not only in which to buy his goods, but also where he can get the ideas of the brightest minds, who are working along the same line as himself, and, as a result, Canadians are getting in the "Northway Garment" a costume that is of the very latest fashion, and as perfect in fit and finish as skill and good workmanship can produce.

The "Northway Garment" varies in price according to the material used, but never varies in fit and finish. These essentials are as carefully maintained in the lesser-priced goods as they are in the more expensive, and that is why the Northway costume is now worn by our best-dressed ladies in preference to those made by their own dressmakers.

#### MR. R. A. BROCK GOES TO MONTREAL.

Mr. Reginald A. Brock, who has represented his father's firm west of Winnipeg for some years, goes to the Montreal house of The W. R. Brock Co. December 1, where he will be in charge of a department in the warehouse. Mr. R. A. Brock has just returned from a trip through the Atlin district of British Columbia. In reply to queries of THE DRY GOODS REVIEW, Mr. Brock said that Canadian houses were going to get a share of the Atlin trade in the future, the business at first having been in the hands of United States exporters. This was due partly to the presence of so many United States miners who wanted and asked for United States goods. Some of these goods have brands, and the miners ask for them by the name of the brand. Stocks in the camps are often large, and the stores, usually wooden buildings with tent roofs, often import in carload lots. Travelers from Victoria and Vancouver will now go into the district regularly, and, as the population is 5,000 at least and on the increase, considerable trade should be done.

## OBITUARY.

#### THE LATE ROBERT LINTON.

IN the death of Mr. Robert Linton, of Montreal, there has passed away a gentleman who, for a great many years, held a leading position in connection with the wholesale dry goods trade of Canada.

Mr. Linton was born at Newton Limavady, Ireland, in 1834. He came to Canada with his parents a lad, and completed his education in Montreal. He received his business training in the establishment of William Stephen & Co. On the death of William Stephen the business was continued by the firm of George Stephen & Co., of which Mr. Linton became a partner about 1867. On the retirement of Mr. George Stephen (now Lord Mount Stephen), the business of Andrew Robertson & Co. was combined with the firm of George Stephen & Co., and continued under the firm name of Robertson, Linton & Co. Upon the retirement of the late Andrew Robertson, a few years before his death, the firm became Robertson, Linton & Co., and finally Robert Linton & Co., under which name the business was carried on until a year ago, when it was liquidated and wound up. The deceased gentleman had been over 40 years in business, and enjoyed an enviable reputation among the merchants of the city, as one of its most able and respected members. The funeral, which took place November 17, was largely attended, among those who paid their last tribute of respect being Messrs. E. B. Greenshields, John McDonald, John Cassils, Robert Mackay, S. O. Shorey, John Turnbull, John Black, James Brown, S. Cowan, A. McDougall, J. B. Stevenson, D. T. Harris, J. P. Cleghorn, Thomas Brown, W. F. Robertson, J. E. Hunsicker, Robert Adair, Charles Cassils, David Morrice, sr., B. A. Boas, James Slessor and T. Trimble.

#### THE LATE JAMES WHITE, OF WOODSTOCK.

We record with deep regret the sudden death at Woodstock, Ont., November 19, of Mr. James White. Mr. White was at his place in the business establishment of John White & Co. (where he had been for about 35 years) the day before, as usual, and was feeling perfectly well. He was actively engaged, and showed no signs of coming illness. The cause of death was heart failure. Deceased was the fourth son of the late James White, architect. He was born at Peebles, near Edinburgh, Scotland, 63 years ago. Mr. White was a man of very high character, and his death will be regretted by a large circle of friends.

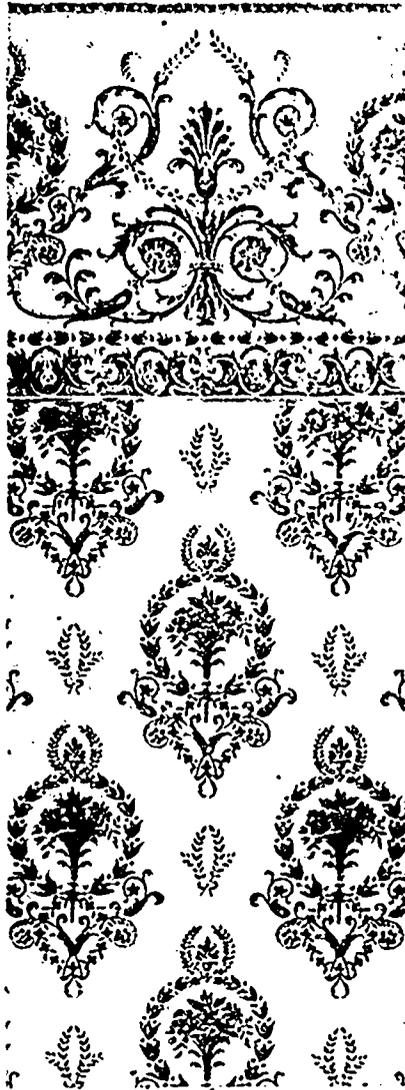
#### THE LATE THOMAS DICKISON.

The death of Mr. Thomas Dickison, of the well-known firm of Dickison & Nicholson, wholesale milliners, of London, Ont., occurred November 10. Mr. Dickison was injured in a railway accident near Easton, Pa., last November, and had been in poor health ever since. He was 54 years of age. He came to Canada from Scotland 30 years ago, and for some time was traveling salesman for a Montreal wholesale house. Eighteen years ago, he and Mr. Nicholson established their business in London. Mr. Dickison had long been known throughout the Dominion as one of London's most successful business men.

#### THE LATE WILLIAM VASSIE.

William Vassie, head of one of the oldest wholesale dry goods houses in St. John, N.B., died November 13. He was born in 1845, and was a son of John Vassie, a Scotchman, who established the house under the name of Lawton & Vassie. The beginning of the concern took the form of a limited liability company. Deceased leaves a widow, three daughters and one son. He had made 52 trips across the Atlantic on business.

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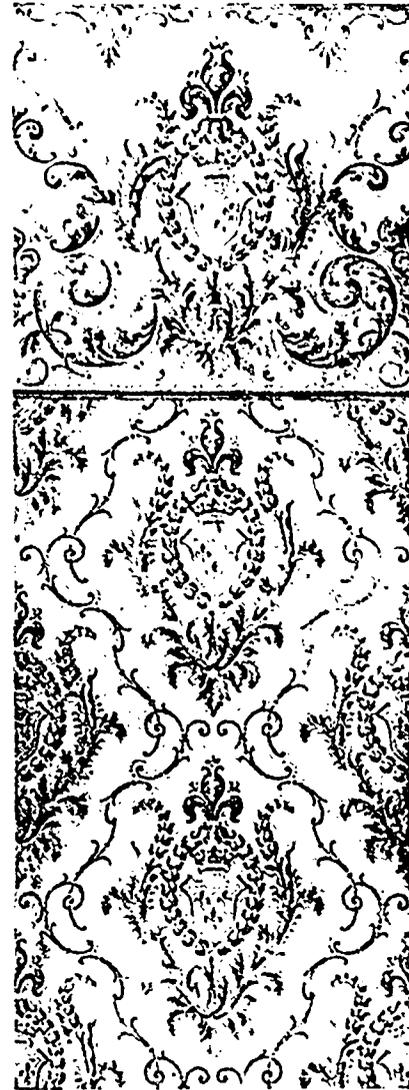


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### MONTREAL AND TORONTO, DECEMBER, 1899.

#### PROPOSED UNION OF KNITTED GOODS MILLS.

THE report of a proposed union of the knitted goods mills in Canada is again in circulation. Some statements are being made that are inaccurate. As far as we have been able to discover, the leading knitted goods mills are not moving in the matter.

But capitalists, who are anxious to invest money, are asking options upon the various plants in the country. This is done with a view to forming a union of the mills whereby the management could be centralized, the expenses of conducting business minimized and the cost of production greatly reduced, so that the consumer would really get cheaper goods. Everyone knows how the multiplication of expenses in connection with a large number of mills each working the same goods serves to increase the cost of manufacture.

It appears that while at this date (December 1) no definite step has been taken, options have been secured on the most extensive knitted goods mills in Canada, and, that, in the course of time, the question will be on a definite and practical basis.

#### GERMAN VS. BRITISH.

It is a curious commentary on changes in trade that a German line of woollen cloths should distance an English line of the same class. But, the fact seems to be that in the heavier vicuna overcoatings the German make has the prefer-

ence. The fashionable grey vicuna, this season, is much in vogue, and in the heaviest weights the German goods have a finish and a feel which render them very popular.

#### THE PAYING OF DIVIDENDS.

The Farmers' Binder Twine Company, of Brantford, an institution formed to save the poor agriculturist from the grasp of the cordage monopolist, it is announced, have declared a dividend of 100 per cent. on last year's business. It is not known how far the farmer was saved, but the monopolists have been made envious.

THE above is quoted from a leading Canadian daily, not for the purpose of discussing a political question, but rather of commenting on certain economic conditions. The circumstances of any case are, of course, to be taken into consideration before a verdict as to the dividend paid can be rendered. Capital may be small or it may be large.

The desire is, however, to draw attention to the advisability during the present prosperous epoch of manufacturing firms saving their strength, and paying moderate dividends.

The most conservative and cautious individual has by this time been forced to the admission that the prevailing prosperity is no dream, but an actuality which has made itself universally felt. It is not open to an intelligent person to doubt that depression, and good times recur periodically quite irrespective of Government legislation, and to argue the point constitutes the part of the candidate for Parliamentary election. But the great danger lies not in the unwillingness of the timorous set to believe in and take proper advantage of the present chance. Their failure to buy up the opportunity carries along with it no particular risk to themselves or others. The result is simply that they miss something which they might have had.

The difficulty is to persuade some of the more eager of the fact that present conditions cannot in the nature of things last for an indefinite period. They may continue for a term of years, and it is to be hoped they will. There is no indication from any quarter of a turn in the tide; but the turn is as certain to come as night is to follow day, and when it comes it will be well for the man who has his affairs ordered in anticipation of the event.

The day of big profits and small volume is past, and will never be recalled. Merchants in all lines have recognized this, and are content to make the basis of their system that of small gains here, there and everywhere throughout a large field. The same argument holds good in the matter of dividends, and it is a subject for congratulation that so many firms have become convinced that the wise course is to husband their forces by not launching out too deeply.

No one needs warning in hard times about economy. He has got to practise it from the exigencies of the case; but persons are frequently led into mistakes of over-confidence when things are swimming. Actually, there are those who insist that everything will be all right for the next quarter of a century. It sometimes seems to be overlooked that the same rules pertain to companies as to individuals, and more than one concern has recently gone down as a result of flying too much sail.

## SHALL DUTY BE CHARGED ON COMMISSIONS?

THE importing firms, especially in dry goods, fancy goods and hardware, are discussing an important question with the Customs Department. The matter, stated briefly, is whether the commissions paid by Canadian importers to British and foreign firms for certain lines of goods should be added to the invoice price of the goods for duty-paying purposes.

Some time ago, instructions were issued to Canadian appraisers at the various ports to this effect :

"Commissions charged by exporters on goods invoiced by themselves to the importer in Canada form part of the invoice price, and are to be included in estimating value of goods for duty purposes. Provided that commissions for services rendered in the purchasing of goods bought in the name and on the credit or account of the importer and so invoiced and exported shall not usually be held as forming part of the value for duty when such charge is not in excess of 5 per cent."

There is a feeling amongst importers that duty should not be charged upon commissions. The Customs authorities, in the above memorandum, practically admit that, in some cases, the commission should not be added to the invoice. The importers both in Montreal and Toronto have discussed the question.

The Customs Department have been asked to state on what section of the Customs Act the new ruling is based. To this question the following answer has been sent out from Ottawa :

"The value for duty on imported goods, liable to an ad valorem duty, appears to be a matter to be ascertained and estimated by the Customs appraisers, or collectors acting as appraisers, under Sections 57, 62, etc., of the Customs Act, subject to the importer's right of appeal against the appraisal under Section 74 of the Act. Commissions charged by an exporter on goods exported and invoiced by himself, would usually form part of the selling price of these goods, if sold in the same condition by this exporter for home consumption in the country of export. The requirement as to invoices is set forth in Sections 35 and 41 of the Customs Act, Section 41 being as follows :

No entry shall, except in cases in which it is otherwise provided herein, or by regulation of the Governor in Council, be deemed perfect unless a sufficient invoice of the goods to be entered, duly certified in writing thereon as correct by the person, has been produced to the collector and duly attested, as required by this Act, and, in the case of consigned goods, verified by the oath of the consignee

"A commissionaire's invoice ordinarily represents the transaction between himself and the importer for the goods in the condition reported. The appraiser is at liberty to deal with each case according to the circumstances, taking into account whether the transaction is for cash or credit, the

general rule laid down for the guidance of appraisers, in order to promote uniformity in the matter, being :

Commission charged by exporters on goods invoiced by themselves to the importer in Canada form part of the invoice price, and are to be included in estimating the value of the goods for duty purposes. Provided that for services rendered in the purchase of the goods bought in the name and on the credit or account of the importer, and so invoiced and exported, shall not usually be held as forming a part of the value for duty when such charge is not in excess of five per cent.

While not professing to be experts either on the legal meaning of statutes, or the intricate questions of commercial practice, we cannot help thinking that the importers have strong reason on their side. Has it been the habit of the Customs authorities to charge duty on commissions previously? If not, there should be some new law on the subject before a change of policy is entered upon. It is, besides, unsatisfactory to give collectors all over the country discretionary powers to interpret a law in a new sense, a law long on the statute book, but whose meaning was not revealed to the Department until lately. Are not all commissions—in principle—paid "for services rendered" by the exporting houses? Do those exporting houses, in charging the commission, not take the place, for the time being, of a permanent agent of the Canadian importer, a member of his staff residing abroad as it were? The Customs would not dream of asking a Canadian importer to add to his invoices the cost of a London office. Yet, don't commissions really take the place of a salaried man acting for the importer abroad?

Besides, will not the enforcing of the new interpretation lead to evasions by calling the commission a salary, and thus not charging it on the invoice?

### BAZAARS.

The action of His Grace Archbishop Bruchesi in prohibiting the holding of church and charity bazaars will meet with approval on all hands, and many are only sorry that there is not a Protestant potentate who would have power to utter his voice to such good purpose when occasion calls.

Recent developments in Montreal have made it plain that the gambling evils connected with such means of raising money are many, and insidious in their nature, and police intervention has become necessary. But, apart altogether from the harm of lottery wheels, etc., the decree is of interest to the trade, because of the effect which these bazaars have on their business.

Especially at this time of the year, when holiday presents of all kinds are in demand, do people throng such places, and the injury to the trade is of a double nature. Not only does the dealer lose the amount of purchases which are made at the fair, but he is forced to contribute his quota of material to the same, whether interested or not.

It amounts to little less than blackmail, when rich lady customers come and demand anything from handkerchiefs to a piano for charity. Fearful lest he should lose a good customer, the merchant is obliged to acquiesce "for charity's sake." Cases are on record, in different towns throughout the

country, where the smaller tradespeople have been put out of business by such agencies as the "talent" system.

This sort of thing cannot, with justice, be upheld, and the sooner churches, hospitals and like institutions are able to break free from such questionable methods, and persuade their constituents to support worthy objects in a worthy manner, so much the sooner will a great deal of animus withdraw from the name of charity.

#### VALUE OF ASSOCIATION IN TRADE.

**T**HIS is the era of societies and associations, world without end, one more demonstration of the interdependence of us all. Adam found certain difficulties in getting on alone, and the same conditions prevail to day.

The absolute impossibility of individuals living out of relation to their fellows is now fully recognized: Hence the formation of unions and brotherhoods. But what is not so fully recognized is the equally important fact that these unions are eventually just as dependent on other agencies as the units of which they are composed. Men are apt to think that, once banded together for mutual defence and benefit, they have acquired complete control, but—well, dear me, this is branching out into a treatise on economics, and all I intended was to remark that the Shirt and Collar Manufacturers' Association was an example of numerous like organizations which are found to be of considerable benefit. Only it is well to note that influential men are liable to be members of different societies which may have conflicting interests. Such, however, does not seem to be the case with the above mentioned association.

It is only a matter of a couple of years since some of the wise heads among the shirtmen came to the conclusion that it would advantage them in divers ways to unite. This was done partly to effect a better understanding among themselves, and partly with a view of bringing influence to bear upon the Government which might lead to an improvement on the present regime. In the latter respect it has failed entirely, and manufacturers have some hard things to say of a Government that admits, on the one hand, that the regulations affecting certain classes are unsatisfactory, and, withal, does nothing to make them better.

But the success of the association in other ways has been marked. Every one of the members says so. They have come to know each other in a friendly way, and have found out that their interests are not separate but one. They are no longer suspicious one of the other. Many a good turn can be done without any self-sacrifice by one merchant to another. Someone comes in to buy a certain line of goods. Perhaps the merchant may say: "Well, I have not exactly the article you are looking for, but my friend Mr. So-and-So has goods more in that line." Not that an association is necessary to produce such feelings of friendship, but it presents a fair opportunity for the same; and a man will be more likely to say a word in favor of one whom he knows personally from acquaintance, than from a stranger whom he looks upon only in

the light of a dangerous rival that must be guarded against by every means in his power.

There is nothing to prevent comparison of prices, and so forth, when it becomes recognized that real policy is to sustain each other rather than seek to cut each other's throat. Neither is there anything to prevent members of such a fraternity from doing all in their power to concentrate trade to their own business by all lawful expedients. These are the ideas, not of an outsider who theorizes upon the subject, but of members who are wideawake to their own interests, and keen business men; and kindred industries might do worse than follow their lead.

#### EXPANSION VS. RETRACTION.

The present increase of Canadian industries and interests in general is talked and written of the world over, and we are glad to recognize the evidence of this policy in the wholesale dry goods trade.

The W. R. Brock Company, Limited, of Toronto, have always been to the fore in this respect, and their latest move is an additional proof of their constant endeavor to maintain that position. We refer to their amalgamation with the firm of James Johnston & Co., of Montreal.

The two businesses will be conducted separately, as heretofore, each now possessing the advantages previously inherited by the other. This should be of immense assistance to both houses, and be the means of not only augmenting their trade very largely, but also that of their customers. Having Toronto and Montreal as bases of supplies, with warehouses in each city carrying large stocks the year around, should greatly facilitate them in distributing their goods throughout the entire country.

Mr. James Slessor, as managing-director of the Montreal house, will take charge there, and THE DRY GOODS REVIEW desires to add its congratulations to the many already received by both firms, and to wish The W. R. Brock Company, Limited, of Toronto and Montreal, the success anticipated by all. The fact that this company have followed a policy often advocated in these columns, that of admitting as shareholders and directors the bright young men who, as heads of departments, help to build up the business, is another reason why their success is a matter for congratulation.

#### CASHMERE HOSIERY.

Further advances in cashmere hosiery are reported. One instance recorded recently is where a large wholesale house desired a cut of 3d. per dozen on a thousand-dozen order of one line. This was cabled for permission when the reply came back to advance 9d. per dozen on the original price instead of giving the cut requested. This on a six-shilling line means quite an advance. There is an actual advance of 10 per cent. since November 1, and a further advance is prophesied by persons who are not agitators, but who know what they are talking about. Retailers may, the jobbing trade contend with confidence, purchase their Spring hosiery on this side before placing import orders.

## THE DRESS GOODS SITUATION.

**D**URING November stocks have been much reduced. The W. R. Brock Co., Limited, offered a number of odd lines of fancy dress goods and silks, both low-priced and better stuff, at greatly reduced prices, so as to clear before stock-taking. These lines are such as the travelers have sold the bulk of, and the ranges having been broken the samples were thrown away. A few of them are left, which are being taken into stock on the same basis and are being sold at a low figure to make room for daily arrivals of Spring goods. The firm are still holding a considerable stock of many of their staple lines in plain dress goods and are giving their customers the advantage they have on them in regard to price.

As to Spring goods, enough has been said and written in regard to advances, and both the retail trade and the general body of consumers realize the fact. The Brock Co. have been fortunate in securing stocks of most of their old lines, and a number of new ones, in a few instances, at old prices, and others at a slight advance. This was due to their buyer realizing the advantage of an earlier visit than usual to the markets. In consequence, there is not a line of plain goods in this department which can be repeated to-day at anything like the price paid, and they estimate that 15 to 35 per cent. is about the advance that would be demanded. The firm are particularly strong on cashmeres, serges, boxcloths, sedans, coverts, ladies' cloths, poplins, velours, mohairs and vigoureux, and show in all these a complete range of shades, including the new Spring colorings. Special attention is drawn to novelties in plain materials, and they desire that every buyer should see their numbers F.M. 3 mylouette, F.M. 1 frou frou (this they think specially well of and anticipate a large demand) F M 5 sebastopol, G. 516 Cronstadt coatings, 7 197 nerosa, and W.D. 75 wool taffeta. In all these cloths an enormous Spring business has already been done with the large wholesale houses in London and New York, and it is thought the Canadian market will closely follow suit. Regarding fancy makes, The Brock Co. have the largest range they ever put before the trade, including the most desirable makes in mohairs, satins, lustres, reps, soleils, blister and soufflé effects, and silk and wool figures. While the demand for fancy colored goods will be smaller than in previous seasons, quite a few have sold and good orders have been booked from the nice range sold. A new feature, which has developed of late and will continue for early Spring trade, is the business in costume tweeds, principally for skirts, in rough, heavy materials with very large mixed checks, in brown, grey, heather mixture and a few bright colors. This firm show a remarkably attractive line of these.

In silks, the market tendency is still upward, but this firm are in a good position to offer their old makes of surahs, peau de soies, gros grains, faille francaises, bengalines, satins, mervs, etc., and have some little lots of fancies at lower prices than before. In printed dress muslins, The W. R. Brock Co., Limited, are showing an enormous range in English, Scotch, American, and French goods. Large orders have already been received. A big season is expected, and precautions were taken to be able to supply the demand. They are particularly strong in plain, colored, and printed dimities, which

were scarce last season, and which are likely again to be so, as deliveries are slower and repeats almost impossible to get.

John Macdonald & Co.'s range of black and colored dress stuffs for Spring, 1900, is now in the hands of their travelers, and is undoubtedly the best collection they have ever got together. Notwithstanding the enormous advance that has taken place in all lines of goods, more especially those manufactured from fine Australian yarns, in most cases they are in a position to quote old prices. Anticipating an advance, the buyer was in the European markets one month ahead of the usual time, consequently was able to place contracts on the most favorable conditions. They are showing the same range of black alpacas as last year, which were considered remarkable value, also navy alpacas and striped alpacas, French brocaded silk and wool fabrics, magnificent silk and wool crepons, wool and mohair fabrics in newest designs, a large range of high-class silk grenadines, French repps, costume cloths for tailor-made dresses, a large variety.

"Seabelle" serge for skirts and costumes is now so well-known that no up-to-date dress department can afford to be without it. Only the very best materials and purest dyes are used in the manufacture of it, and John Macdonald & Co. are the sole agents for Canada.

On December 15, S. Greenshields, Son & Co. will open up a large range of tweed effects in qualities suitable for skirts and tailor made suits. These goods are in both imported and Canadian-made cloths, and are fashionable and suitable for present wear.

On December 1, will be opened up all their new silks suitable for evening wear. These comprise stripes, plain effects, and shots; also, pongees, tomalines, peau de soie, and a large range of satins, both in blacks and colors, all at old prices.

One of the features for the dress goods trade for Spring, 1900, seems to be a large demand for serges in the various makes, coating and estamene finish, in navy blues and blacks. In this department, Priestley's makes are much superior in both quality and price to French-made goods. The advance in cross-bred yarns, from which this class of goods is made, has not been so serious as in Botany yarns. Nearly every week, however, shows a further hardening in price, and merchants would do well to place orders early, in order to get good delivery. Mohair yarns for April and May are up 10 per cent., and advices from Bradford are to the effect that things are on the boom. There is no change. Prices are still on the up grade.

Mr. Brophy, of Brophy, Cains & Co., has just returned from the Old Country, and has brought back with him a large assortment of dress goods. Though the fashions in this country cannot invariably be counted upon to follow those of Britain and the Continent in every particular of color, etc., they always do in a large measure. The wearing of high-class stuffs has, of course, a more limited range here. Just now, the prevailing fashion for evening wear is in two colors. All kinds of fancy black over very light ground is in great favor. Gold, light fawn and cerise are the common colors for the ground, and the over-black does away with any glaring effect. Fringes are universally used in trimmings. For ordinary wear, black is by all odds the most widely used, and dark blue comes next. The figures are much smaller than they have lately been, though the Americans still continue to buy in the large. Canadians are apt to prefer the English style in this respect. The embroidery work on robes will be less pronounced than at present.

NEW PRICES FOR CANADIAN PRINTS.

THE rise in the cotton market has again affected prints. The Canadian prints have once more risen, and a circular was issued by the selling agents of the Magog mills, November 29, putting in force a new price affecting five lines. The October list was as follows:

	Old Price.	New Price.
	Cts.	Cts.
H cloth.....	4 3/4	5
No. 1 cloth.....	5 3/4	6
No. 2 ".....	7 3/4	8
C ".....	9 3/4	10
INDIGOES.		
No. 1 indigo.....	6	6 1/2
S C ".....	7 3/4	8
D C ".....	9 3/4	10
FANCY LINES.		
N N sateen.....	10	10 1/2
Princess piques.....	9 3/4	10
A A duck costume indigo.....	9 1/2	10
A A " " aniline.....	9 3/4	10
H drill.....	10	10 1/2
Heavy moles.....	11	15
Extra heavy moles.....	18 3/4	19 1/2
Twill cretonne.....		6 1/2
Crash suitings.....		11
SLEEVE LININGS.		
No. 11 sleeve lining 9.40.....		7 1/2
No. 22 ".....		9
No. 22 X ".....		9 1/2

In modification of these prices, the November 1st is:

	Old Price.	New Price.
	Cts.	Cts.
H H H regattas.....	8	8 3/4
H H H aniline fancies.....	8 3/4	9
Princess piques.....	9 3/4	10 1/2
Ledas tweeds.....	10	10 1/2
Ottoman cretonnes.....	8	8 1/2

THE WATKINS SALE IN HAMILTON.

George W. Robinson, of Galt, was the purchaser of the Frederick W. Watkins stock at the auction sale in Hamilton, November 15. He paid 70c. on the dollar for it, and it is valued at \$125,500. There were merchants present from Toronto, London, Woodstock, Galt and other places. Robert Peebles started the bidding at 50c., and remained in until over 60c. was reached, and among the bidders were T. H. Pratt, John White & Co. (Woodstock), G. A. Case (Toronto). The last-named offered 70 1/4c., but the terms of the sale were against less than a 1/2c. bid. By the terms of sale, the purchaser must sell the goods in the Watkins store, which he shall lease for at least two years.

ARE YOU LIVING TOO FAST?

At 40, men begin to feel the strain of hard work. If they have been careless or reckless, they are liable to break down. Another critical period is 60, when those holding positions of responsibility, who are too absorbed to take proper rest, go to pieces. Yet, a man who has lived to that age ought to continue for ten years longer, provided he takes care of himself.

It is the pace that tells. It would be laughable if it were not so serious to see staid bankers and merchants rushing along to save a few minutes delay, or, like General Scott, in his famous letter of acceptance, "swallowing a hasty plate of soup" for luncheon, or constantly smoking long, black cigars,

as did Governor Flower, or dictating to a stenographer on an ocean steamer, as was Mr. ———'s custom. When I watch these human machines, running at top speed, with every electric light burning, and carrying on operations that affect the whole continent, I ask with Artemus Ward: "What does it signify?" Can Americans never learn to make haste slowly and to work easily and smoothly? The secret of strength is poise and self-command, and hustle and bustle indicate lack of balance and reserve powers.

A leading New York dry goods merchant has hardly taken a holiday in 20 years, and often works on Sundays. He broke down a year ago, and now enjoys a leisurely lunch with his family and a half-hour nap. On Washington's birthday I called on a New York merchant, who said it was the first day he had not been at his office in years. One may well ask such men, "Is life worth living?"—U. S. Correspondent.

A NEW INDUSTRY.

Under the name of The Barrie Wickerwork Manufacturing Co., Limited, a new industry has begun operations in Barrie.

The object of the company is the manufacture and sale of wickerwork chairs, baskets and furniture of every description. The company have just been incorporated, but have already manufactured a quantity of wickerwork. The promoters and shareholders are H. H. Strathy, J. H. Plummer, G. H. Esten, Samuel Wesley, O. H. Lyon and John Rogerson.

ADVANCES IN COTTON GOODS.

On November 14 advances in butter and cheese cloths were made by the Montreal and Merchants companies. Montmorency mills advanced some numbers of greys. On November 6 the Dominion company increased yarns and carpet warps. Wm. Parks & Son advanced the price of 10 numbers of saxonies on November 15, in accordance with the higher prices prevailing for these goods in this market.

Japanese silks have advanced 20 to 33 1/2 per cent.

A board of trade for the Eastern Townships of Quebec Province is proposed.

A. J. Lee has started the manufacture of celluloid collars and cuffs in Perth, Ont., to be sold retail.

The Eagle Knitting Co., Hamilton, have withdrawn quotations both on men's and women's goods.

A. T. Grant has left Halifax to take charge of Gordon & Keith's branch establishment at Sydney, C.B.

A clever device for retail stores, called the "Century" sampler and pricer, is being put on the market in Canada. It works quickly and cutely, and is of much use in the store. John Macdonald & Co. are selling agents for the novelty.

McCurdy & Co., of Antigonish and Sydney, have leased a fine store in the latter town, being in connection with the building erected for the Commercial Bank. This new brick store will cost upwards of \$30,000. Mr. McCurdy will go to England about January 15 to select stock for the new store.

Wm. H. Scroggie, Montreal, has got his business under way again after the accident in very quick time. About six weeks ago the building collapsed, and, though no one was hurt, much damage was done to goods. Everything is now proceeding as before, and, from the look of the store, people are trying to make up for lost time.

## THE MILLINERY TRADE.

### THE CANADIAN OUTLOOK.

THE retail trade reports are favorable, as weather of one kind or another does not seem to influence business so much when there is money to spend. The use of fur in millinery this Winter is as prevalent in Canada as reports from Paris, London, and New York show it to be there. Muffs often match these fur hats. From those markets also come predictions of a demand in Spring for flowered and brocaded ribbons; for English fine straws and chip hats, and for other fashions, which are, of course, still somewhat indefinite in details. Owing to good trade conditions in Canada, the feeling is very confident that Spring business for 1900 will prove remarkably profitable.

### REMARKS ON PRESENT AND SPRING MILLINERY STYLES.

"Time passes quickly when we are busy," said a director of S. F. McKinnon & Company, Limited, to a representative of THE DRY GOODS REVIEW, when he called to hear the latest in millinery circles. "It only seems like a few days, although a full month, since we had our last talk on the millinery situation. Speaking strictly along the millinery line, we would say from observation and experience that the November trade has been good, and that satisfactory results will be shown. Where millinery departments are kept separate and distinct from others (which, if we dare venture our humble opinion, should always be done), of course, the heavy end of the jobbing trade has been done for the season, yet, we may reasonably expect that, as usual, a fair sorting trade will be done up to the new year for such goods as are in favor and in demand for millinery and evening wear. This trade we expect, and have provided liberally for, our stock being thoroughly assorted with the present trade requirements.

"There is another feature of the December trade, at least, as far as we are concerned. In addition to our being able to supply the latest popular demand, we make a great effort to clear our stock of every odd or undesirable line throughout the warehouse, even at a big sacrifice. This we do in order that we may show a clean face for the next season. We might venture a suggestion along this line from long practical experience which might be useful to young firms throughout the country, that we attribute a large measure of the success which has attended our business efforts to cleaning up our stock at the end of each season, and thereby keeping it free from old goods. Every buyer will make mistakes, if ever so careful, as a buyer has to venture more or less, and we might therefore add, would not be a successful buyer if he did not make occasional mistakes. But our experience is, we believe, the experience of, at least, everyone in the dry goods or millinery business, that when a mistake has been made the loss should be met at once, as this class of goods never gather selling strength from being put up on the top shelf and allowed to remain there. Turn them into money, even at a loss, if under cost. These remarks are even more applicable to the trade of to-day than that of ten or more years ago, as there are few consumers, indeed, in any part of the country who want to buy what are termed off or old goods.

"In accordance with our forecastings for the November trade, which, if you remember, we said were not hard to foresee, the principal articles of trimmings were silk velvets, velveteens, plain ribbons, taffeta silks, liberty silks, plain satins, liberty satins, ostrich effects, with a leaning in each case to white, cream, and black. You are perfectly safe in advising your wide circle of friends and REVIEW readers to pin their faith to the same character of goods for December trade, with a gentle hint that they are equally sure of finding any of the different lines in our stock.

"We are a long way from Spring yet, but it is coming, and you may be surprised to learn that the samples of our purchases for Spring are all forward and in the hands of our representatives, and, from the good work being done, and the large orders coming in, we have undoubtedly made another big hit in the selection of our Spring stock. It is hard to give an intelligent description of our collection, it is so extensive, and what I have said up to this point will take up a good bit of your valuable space. But, as your valued journal is an acknowledged medium through which sound information is imparted, you can safely give a few guiding ideas to the trade.

"The more staple articles of trimmings will be taffeta silks and satins. Also, strong features in the silk and satin class are soft liberty effects, which have been working their way up to favor this season. This character of goods make a rich, soft, ladylike trimming combination when applied with flowers and feathers. Chiffons, plain and fancy, and gauze effects are showing in great abundance and promise to be more popular than ever. Ribbons are a leading feature, many soft, rich makes following along the same line as silks and satins, as described above. Fancy ribbons will be much used. Many entirely new designs are contained in our collection. Flowers have weakened none, if they have not developed strength, for the coming season, and, if that can be possible, are truer to nature than those of any previous offering. So far, we have sold more ostrich goods than for many seasons. New features in this department which promise well are straw and grass montures.

"You asked how our manufacturing interests were progressing. The only answer to that is that we have had a most successful and satisfactory season. The last chat we had in speaking about this department, I told you that we had the correct mould, and that the McKinnon made jackets were taking the country by storm. Our great strength lies in the style, fit, workmanship and finish of our garments. Every day brings repeat orders from some part of the Dominion, to the utmost ends of which their fame has spread. You say, 'what about the German-made goods you used to sell so many of?' I assure you it is not a vain boast, when I say that indications are that the domestic tailor-made goods are fast driving them out of this market. You need not look so hard at me, it is a fact, and quite natural. We have demonstrated beyond the shadow of a doubt that we can put in better cloth, produce better styles, give perfect or perfection fit, workmanship and finish infinitely better, at a lesser price, leaving little room for argument. We have just produced and put into the hands of our representatives a collection of Spring jackets, costumes

WHOLESALE MILLINERY

# Spring Campaign

We have already fired our first gun of the Spring Campaign. Our representatives have been out during the past three weeks with

full range of samples for Spring and Summer season. Reports received to date are sufficient proof of its effectiveness, vastness, variety, value.

KINDLY RESERVE ORDERS.

THE D. McCALL CO., LIMITED

Our travellers are now on the road with the largest and finest range of Samples we have ever shown.

PLACE YOUR ORDERS EARLY.

**CAVERHILL & KISSOCK.**

WHOLESALE MILLINERY and FANCY DRY GOODS. 91 St. Peter St., Montreal.

**Hamilton Cotton Co.**

HAMILTON.

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

**CHENILLE CURTAINS**

AND

**TABLE COVERS**

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent **W. B. STEWART**  
27 Front Street West, TORONTO.

**MILLINERY--Continued.**

and skirts which, when put on the scales of merit, will, we think, outweigh any collection of goods in this class ever submitted to the Canadian trade."

**SORTING AND SPRING TRADE.**

The D. McCall Co., Limited, are doing an excellent sorting trade this Fall. They are in a good position to meet this trade, having in stock a full range of ribbons, in failles, double satins and taffetas in all widths and prices, of colored satins and taffetas, and a large stock of new and attractive lines in fancy silks and chiffons, which are being used extensively for evening wear.

The travelers of this firm are now on the road, showing a complete line for Spring trade. From the orders received so far, the range they are showing seems to be meeting with much favor in the trade.

**PLACING ORDERS FOR SPRING BUSINESS.**

There appears to be a disposition on the part of both wholesale and retail dealers to be prepared for every season's business very early this year. The present season started fully a month earlier than usual, and already the Spring season has started off with leaps and bounds, in the way of placing orders. It would seem that retailers throughout the country are determined, as far as possible, to have the goods in their store so as to be ready to meet any attempts of the large departmentals to forestall the season. This preparedness seems the best policy, in view of business methods of the present day. In recognition of this feeling in the country, The John D. Ivey Co., Limited, are making preparations for Spring business. Their travelers, who have been out for three weeks, have met with phenomenal success, which indicates that business is in a healthy condition. Referring to the present season's business, this firm expressed pleasure in being able to say that it has been the largest in the history of their house in the way of returns, while payments could not have been better. An equally good Spring season is looked forward to by this house.

**COTTON AND WOOL.**

THE state of the cotton and woollen trade is as firm as ever. One of the large cotton companies has humorously placed a large armchair at the entrance to their premises, with a placard: "This is for the use of those who wish to wait until prices are reduced"; and it does, indeed, seem as if the wait would be a long one. It is claimed that the mills making lower classes of goods have now no excuse for not raising prices, as shoddies from the lowest grades have advanced 20 to 30 per cent. The woollen mills using cotton—and their name is legion—have to pay 15 per cent. more on raw material.

November 20.—The advance of cotton in the United States is still going on, and it is really not a question of goods at a price, but of goods at all, in time for Spring delivery—that is, from first hand. Print cloths are strong at 2½c., best quality. The same class, in 38½ inches, are 4½c. in grey, as against 2½c. last March.

November 23.—The woollen manufacturers in the United States wont make quotations for next Fall goods, owing to the extraordinary condition of the wool market. In New York, 64 square regular print cloth has been raised to 3c., with the probability of another ¼c. shortly.

Information from headquarters leads to the belief that before our January issue appears there will have been a decided general advance in all kinds of wool, which manufac-

tured goods will be compelled to follow. So far, the mills have not raised prices to correspond with the rise in raw material. It is said that goods which were 40c. per yard a year ago will be 55c., and others in proportion.

There has been a mistake in the estimate of the cotton crop in the United States. Instead of the mills' estimate of 12,000,000 bales, it turns out that the Government estimate is only 9,500,000. The chief trouble is, however, that the market conditions require a better class of goods all around, whereas better raw cotton is simply unattainable, even at 40 per cent. advance from quotations of four months ago. It is, of course, open to wholesalers and retail men to scoff at such statements on the part of manufacturers, thinking they are only made with a view of immediate sales. But this has been so far a phenomenal season, and a pronounced sceptic in matters of price might let himself in for a serious loss. Besides the element of raw cotton, all sorts of supplies are to be dealt with, which are used in manufacture, and these are also up. Tallow, starch and chemicals are all advanced, and even in the matter of packing cases and burlaps for baling the same story is to be told. The only item not moved is German dye stuffs.

The loss of the Manchester City has been quite a blow to some merchants, as a large amount of goods in wool and cotton, insured in the ordinary way, was destroyed, and cannot be replaced without an advance. Besides, it is next to impossible to get delivery in certain lines from England and the continent.

The wholesale clothing trade report a change in the feeling of their customers in favor of a better class of ware. They say the \$3.50 suit is condemned to oblivion—a rather strong term, but that expression was used—and in place of it the best values are sought from \$7.50 to \$12. The cry is gone for what is the lowest thing made. Now it is, what is the best value at a certain price?

**HAS WON FAME WITH MERCHANTS.**

One of the most unique articles of the present age, and one that has met with unbounded success all over the continent, is the Boeckh patent adjustable display table. They are in use by nearly every dealer, wholesale and retail, who has up-to-date ideas of store decorating and window displays. Merchants who have them in use say they now sell more goods in a day than they formerly could in a week. Owing to their neatness in design, and finish in several colors of wood to match store fixtures or counters, and several angles and positions which they can be easily adjusted to, they are found suitable for any lines of business, and are seen all over Canada, from ocean to ocean.

THE DRY GOODS REVIEW is informed by the manufacturers, Boeckh Bros. & Company, of Toronto, that sales are constantly on the increase, both through their travelers and letter orders. Messrs. Boeckh issue a neat illustrated booklet showing 11 different styles and designs, also valuable illustrations and ideas of how to decorate stores or windows.

On November 23 the Dominion Cotton Mills Company advanced cotton carpet warps, and single and double yarns ¼c.

Baker & Brown, Montreal, manufacturers' agents, have dissolved.

On page 67 of our last issue a typographical error occurred in the article on "Woollens and the Canadian market." In the first paragraph c is substituted for d in quoting prices, an item which creates considerable difference.

# McKinnon-Made

We have now almost reached the end of the second season since the amalgamation of the manufacturing interests of S. F. McKinnon & Co., and Alexander & Anderson, and the formation of S. F. McKinnon & Co., Limited

From the starting point of the Company, Mr. J. M. Alexander (the Vice-President), has taken full charge of its manufacturing interests, which have developed rapidly under his management.

The great essentials of Style, Fit and Finish, which the McKinnon-Made Garments possess, have made their fame Dominion wide and earned for us the distinction of being pre-eminently leaders in those as in all other lines handled by us.

Before we sound the Cloak Trumpet for Fall 1900, we hope to occupy our large New Combination Factory and Warehouse (now being erected by the President of the Company), which will be the largest and best appointed of its kind in the Dominion

When with doubled space and capacity and under the same management, we dare now predict that our Jackets, Costumes and Skirts will on their merits find distributing centres in every City, Town and Village in the Dominion.

Owing to the high pressure in our factory for present season's goods, there has been a little delay in getting out our Spring samples.

But again, McKinnon-Made is in the air, and our large range of Spring Jackets, Costumes and Skirts are in the hands of our representatives, and every dealer who handles this class of stock and desires this department of his business to develop and be a centre of attraction, then McKinnon Made Garments must be there.

The best in the country is worth waiting to see.

---

## S. F. MCKINNON & CO., Limited

York and Wellington Streets, TORONTO.

S. F. MCKINNON,  
President.

J. M. ALEXANDER,  
Vice-President.

R. MILLICHAMP, WM. GUTHRIE,  
J. S. MCKINNON,  
Directors.

## Carpets, Curtains and Upholstery.

### THE CANADIAN CARPET TRADE.

THE activity of business in other lines is also perceptible in carpets, curtains, and housefurnishings generally. The English tapestry mills are reported so busy that they cannot take orders under three months' delivery. Hemp carpet prices have advanced and chenille tapestry goods have taken a jump upwards of 10 per cent., with the prospect of a further advance. British advices also state that the oilcloth and linoleum manufacturers have met and decided to raise prices another 10 per cent. on linoleums, and that tapestry carpets will be advanced immediately on completion of present orders. It is reported that a large Canadian manufacturer of chenille goods is like'y to advance prices. The Canadian carpet factories are all busy with orders and doing a good trade.

### DEATH OF JACOB BRIGHT.

The death of Jacob Bright, of John Bright & Brothers, carpet manufacturers, Rochdale, Eng., aged 78, removes a notable man. Besides being in Parliament for 30 years, and much respected as a public man, his fame, however, being quite overshadowed by his illustrious brother John, Mr. Bright has been a conspicuous figure in the British carpet industry. He was always the leading factor in the business of John Bright & Brothers, and was well known for many years in the United States in this connection. His firm were large manufacturers of tapestries, brussels and velvets, and were the first to carry out on an extensive scale the idea of printing tapestries after the cloth had been woven.

### SCARCITY OF BURLAPS IN THE UNITED STATES.

The great trouble in obtaining supplies of floor cloth burlaps, says The American Carpet Review, continues, and is even worse. The problem confronting the floor oilcloth and linoleum manufacturers is serious, and, if the present condition obtains for any length of time, the output of floor cloth will be very greatly reduced. The American manufacturers are much dissatisfied with the treatment accorded them by the Dundee burlap makers. They think the latter are giving better service to their home trade than to their customers on this side, and there is some talk of providing against a future recurrence of the present trouble by establishing a burlap manufactory in which the floor cloth makers will be interested. The Chelsea Jute Mills, of New York, have the only machinery for floor cloth burlap in this country, but their production is but a bagatelle compared to the needs of the American manufacturers. A largely decreased crop of jute, abnormally large consumption of burlap all over the world and recent labor troubles in Dundee all contribute to the present shortage. Obviously, the floor cloth market is exceedingly strong at new prices.

### CANADIAN MOSS MUST PAY DUTY.

What seems a rather arbitrary ruling was the decision rendered by the Board of United States General Appraisers a few weeks ago in reference to an appeal on the substance known as sea moss, which is being largely used in the United States for mattress stuffings and upholstering purposes generally. The appraisers of New York levied a duty of 10 per

cent. on a shipment brought in by the Penada Atlantic Transportation Co., under Paragraph 81 of the Dingley Bill, which reads: "Sea moss 10 per centum ad valorem." Heretofore the goods have been brought in under Paragraph 617,

which places moss, sea weeds and vegetable substances, crude or manufactured, not otherwise provided for in the Act, on the free list.

Roy & McClure, of Isle Verte, Canada, are large handlers of Canadian sea moss, and Hilaire Raymond, of the same place, is a big shipper of a similar substance designated Sea Island Moss, and both of these firms maintain that the goods are not subject to duty. Nevertheless, the statement is made that when the excellent quality of the moss is considered as an upholstering material and the low prices at which it is offered, American consumers can pay the duty on them and still have a most valuable material at a close figure.—American Upholsterers' Journal.

### QUALITY IN CARPETS AND RUGS.

In carpets, as in many other lines of dry goods, recent years have demonstrated the facts that the Canadian trade is seeking continually an improvement in quality, and that the manufacturers in this country are quickly responding to this demand by an improvement in the quality of their manufacture.

The increase in the sales of Smyrna rugs in the country is an instance of this. Up to last year none of these goods were made in Canada, and, though the trade was small, it showed steady development. The Toronto Carpet Manufacturing Co., Limited, recognized the possibilities of this business, and last season started the manufacture of a few patterns of 30x60-inch Smyrna rugs.

The making of these goods at home made it possible to reduce prices, with the result that a large business has been opened up in them. This season, this company is making between 30 and 40 designs of this size, and have commenced to make two larger sizes, 9 x 10½ feet, and 9 x 12 feet. The extent of the demand may be gauged by the fact that the company now make 120 of the smaller sized rugs per day.

A representative of THE REVIEW, who was shown through the new premises of this company, had an opportunity of examining the rugs, etc., they have now in their warehouses. There are two qualities of the large size Smyrnas, the "Tecumseh" and the "Eanscliffe." Both are of good quality, but the latter is a particularly superb creation.

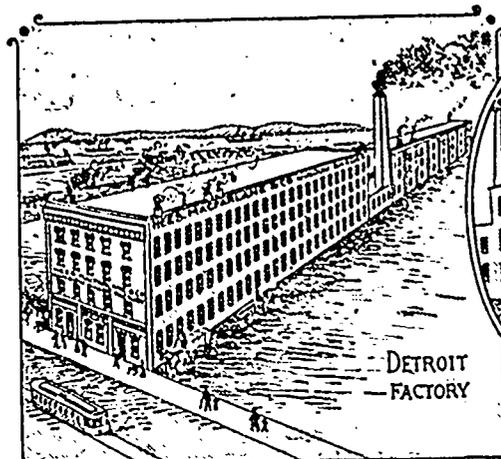
The close texture and fine finish of material in this rug lend themselves to harmony and beauty of coloring so excellently that the designs created are at once soft and rich.

These Smyrna rugs are now being used on old floors as well as on the new hardwood ones. On the old floors, a plain or Terry carpet is used, and the rugs placed over it. The effect is very elegant. These Terry carpets are made in 14 different shades, so as to harmonize with any shade of furnishing in the room. Though these carpets are now made in Canada for the first time, they have already been received with much favor.

The demand for high-class carpets this season also shows that the trade is demanding better goods than ever. Manufacturers are meeting this demand with improved goods. This company are now making a two-ply wool carpet which

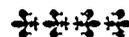
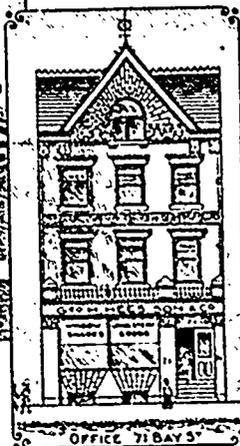
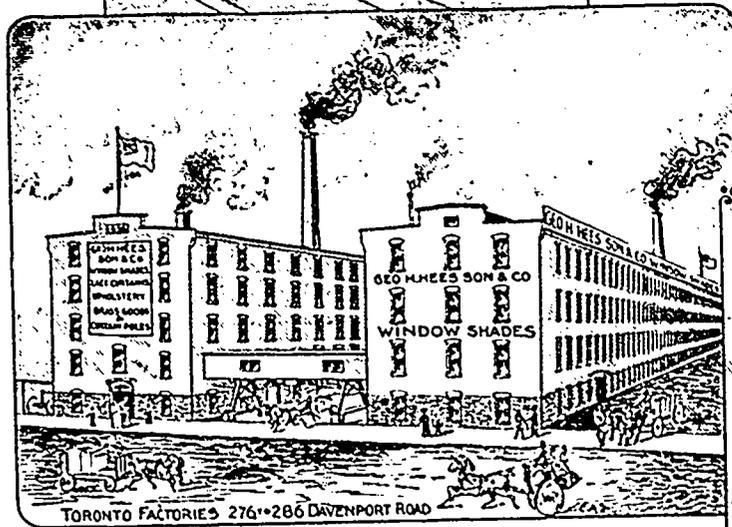
# Geo. H. Hees, Son & Co., Toronto

HAVE THE PICK OF THE MARKET.



71  
Bay  
St.

...Toronto



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

See Our  
New Illustrated  
Catalogue.

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

LACE CURTAINS and NETS,  
FURNITURE COVERINGS,  
TAPESTRY CURTAINS and  
TAPESTRY 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.

**IMPORTANT NOTICE**—The plant of "The Montreal Weaving Co. has been removed to Valleyfield and added to our new upholstery plant of that place. Mr. Henry Durverger, the former manager of the removed plant, associated with Mr. Farner Torrence are our Selling Agents, with Offices and Warehouse No. 43 St. Sacrament St., Montreal.

You are cordially invited to visit our Sample Rooms:

**GEO. H. HEES, SON & CO., 71 Bay St., TORONTO.**

## 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.

We manufacture everything in the line of Window Shades, and sell them to the trade at a price that affords the retailer a large profit.



# W. TAYLOR BAILEY

—MILL AGENT—

## Upholstery and Drapery Fabrics.

Upholstering Goods  
Drapery Fabrics  
Lace Curtains  
Frilled Muslin Curtains  
Printed Lappets

## Window Shades...

Our latest addition will be a full stock on hand of STANDARD HAND-MADE OPAQUE SHADE CLOTH, in 50-yard lengths—leading Colors and widths. Also plain, dado, laced and fringed Window Shades, mounted on Hartshorn Spring Rollers.

The New Factory for the GRANBY WINDOW SHADE CO. was completed at Granby, P.Q., on May 1st. We have adopted the latest American improvements, and we are now making Shade Cloth equal to the best on the market.

27-29 Victoria Square, MONTREAL.

**BEST** ( MATERIAL  
WORKMANSHIP  
RESULTS

are combined in . . .

# Perfection Brand Comforters Cushions and Tea Cosies

See the goods and  
be convinced.

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

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

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

Our Wool-filled Quilts are cheap and comfortable.

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

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

## CANADA FIBRE COMPANY, Limited

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

**MONTREAL.**

# ROYAL CARPET CO.



GUELPH.

Manufacturers of . .

INGRAIN

# Carpets

Two and  
Three . .  
Ply . . . .

Art Squares,  
Rug Fringes,  
Carpet Bindings,  
Rugs, Mats, Hassocks, Etc.

OUR SPECIAL LINE : **"THE CANADIAN BRAND"** *The best wool carpet in the world BEWARE OF IMITATION*

# The Empire Carpet Co.

St. Catharines,  
Ont.



Pioneers of Ingrain Weaving  
in Canada

We make only **one** line of Carpets—Ingrains.  
All our time, energy, experience, and capital are devoted to producing this **one** line **right**.  
We believe in doing **one** thing at a time and doing it **well**.  
Our samples for Spring **have** been on the road for some time.  
Orders so far indicate a large increase in our trade for the coming season.  
Values, designs and colorings are right.  
Prompt delivery of Spring orders is assured our customers.

Wait for our Travellers, they are coming your way soon.

THE . . .

# EMPIRE CARPET CO.

# The Guelph Carpet Mills Co.

LIMITED

FINE BRUSSELS, WILTONS  
AND INGRAINS . . .

which appeal to the most discriminating buyers. 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.

OUR SAMPLES ARE READY.  
OUR SALESMEN ARE OUT.



WAIT FOR THEM.

The Guelph Carpet Mills Co., Limited  
GUELPH, ONT.

**CARPETS AND CURTAINS - Continued.**

weighs 23 oz. to the yard. This, they state, is the heaviest and best carpet of the kind that has ever been made in Canada.

In colors, as in texture, there is a feeling for a better, richer, product. All shades of greens, blues and reds now have the preference. In designs, there seems to be a revival of the taste for floral effects and a decline in the popularity of Oriental patterns and effects.

In Kensington art squares, too, a new departure is being made this season. This company has started to make, in addition to the "all-over" designs of previous seasons, a design showing as a central figure an elegantly worked medallion. This is a beautiful creation, and is naturally proving popular.

**REMOVAL OF THE MONTREAL WEAVING CO.'S PLANT.**

The plant of Mr. Henry Duverger has been removed to Valleyfield and added to the extensive plant of George H. Hees, Son & Co., who are manufacturing their new line of upholstering goods in that place. Geo. H. Hees, Son & Co. are producing at their Valleyfield mills some new goods in tapestries that are creating an era in this class of goods for their beauty of design and execution and splendid finish which reflect great credit on the manufacturers. By manufacturing such goods as Geo. H. Hees, Son & Co. have recently put on the market shows that Canada is forging ahead, and producing many lines of goods that were formerly imported. This addition of the plant of The Montreal Weaving Co. will give this progressive firm increased facilities for supplying their rapidly-increasing business in these new lines.

They have rented premises at 43 St. Sacrament street, Montreal, and are fitting them up for offices and warerooms, where they will carry samples and take orders, not only for the goods they manufacture in Valleyfield, but also their full lines of window shades, lace curtains, curtain poles and trimmings, and brass goods, and everything pertaining to the upholstering line, which will be in charge of their selling agents, Mr. Henry Duverger and Mr. Ferrier Torrence, who will be glad to have the trade call on them.

In Sweden yarn is not allowed to be sold if it contains 0.0009 per cent. of arsenic. A carpet has been condemned by the inspectors because it contained one-thousandth part of a grain of arsenic in 16 square inches—that is, one grain in a piece of carpet 10 feet square.

The Prussian Government is about to start sewing-schools for the peasants. It appears that while nearly £200,000 worth of gloves are made in Breslau each year, the gloves have to be sent to Austria and Belgium to be sewn, the German girls never having acquired the knack.

The manufacturing plant of metal goods formerly owned by H. M. Flock & Co., has been sold to George H. Hees, Son & Co., who have added it to their factory on Davenport road, Toronto, where they will manufacture stair plates, curtain poles, drapery pins, and many of the articles connected with their trade.

The Lockwood Cotton Mills, Waterville, Me., one of the most conservative mills in the United States, are to equip their whole mill with Northrop looms. Over 1,000 will be required. The work of installation will begin in December.

**THE POWER OF ILLUSTRATIONS.**

**T**O catch the eye is the first thought in the construction of an advertisement, to bring trade the prime object, to convince the consumer is an absolute necessity.

The illustrating of advertising matter greatly enhances its value. Illustrations attract attention, make plain the idea, photograph the object itself on the mind, while the text tells the story. Few retail merchants in the smaller towns place a correct estimate upon the value of illustrations in advertising. Very seldom do you see a local advertiser embellishing his advertisements with attractive cuts, but, when he does so, his advertisement is by far the most prominent on the page. Almost any advertiser of experience is, or ought to be, aware that, in order to induce the buying public to read his advertisements, he must first make the advertisements capable of attracting attention. Where 10, 12, or more, advertisers are clamoring to be heard in the columns of the newspapers, the only way to make one particular advertisement attract more attention than the rest is to make that particular advertisement stand out. The illustration, then, is a logical sequence. Use illustrations; use plenty of them; use them in illustrating everything that it is possible to illustrate. If you catch the eye, you catch the mind. Even those who cannot decipher a letter can read a picture. A cut makes one read the advertisement without really intending to do so, and is, therefore, of inestimable value.

The large department stores here and in the United States fully appreciate the value of cuts, and frequently in the great dailies, where space costs from \$3 to \$5 an inch, one-quarter to one-half of their space is occupied with attractive cuts. In the smaller towns, where newspaper space is cheap, at least one enterprising man should avail himself of the enormous advantages of the use of cuts. If your advertising has not been bringing the results you think it should, we would advise you to try the effect of illustrations. The cuts are cheap, and can be used in newspapers, dodgers, circulars and all sorts of printed matter for years to come.

A cut of yourself or of your store is a good advertisement. Every merchant can use profitably some illustrations, and to any who desire cuts of any sort we recommend The Standard Electrotype Co., of Wilmington, Del., U.S.A., whose advertisement appears on page 48 of this issue. Write them. They say they take pleasure in answering inquiries.

**WINDOW ATTRACTION.**

Mechanical Toy that will bring everybody to look, will be sold at half price.

**NORTHWAY, ANDERSON & FALLS,**  
Simcoo, Ont.

**A GOOD AGENCY OPEN.**

A large firm in Great Britain which manufactures a splendid line of Waterproof Jackets, Mantles, Costumes, etc., is open to receive applications from responsible houses for their Canadian Agency. Communications addressed to

"Waterproof," care "The Dry Goods Review," Toronto, will reach them.

# Earnscliffe Smyrna Rugs

A high-class grade, close pile, made in sizes 30 x 60,  
36 x 72 and 9 x 12 feet carpet.

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# Tecumseh Smyrna Rugs

A popular line, attractive colorings, made  
in all sizes up to 9 x 12 feet.

We can deliver at once for Xmas trade your choice  
of 30 designs and Colorings in floral and oriental designs.

— WRITE US. —

**TORONTO CARPET MFG. CO.**

TORONTO.

LIMITED

**BOUGHT OUT THE MONTREAL GLOVE CO.**

An important business transaction has just been completed by which The Hudson Bay Knitting Co. have further demonstrated their policy of enterprise and expansion in securing the entire business, machinery, fixtures, stock—in short the complete plant—of The Montreal Glove Co. It has been ascertained that the price paid was \$12,000, the purchase being made from the Banque Ville Marie, which, until lately, controlled The Montreal Glove Co.

**CHILDREN'S MILLINERY.**

The hats and hoods provided for infantile wear this season, says The London Millinery Record, are mostly in white felt and beaver, velvet or cloth. The better class styles in creme and white felt or velvet have the inevitable silk-fringed scarf as the chief ornament. Ostrich plumes are also much used, and, for children of very tender years, cords and pompons of white silk are much favored. For boys' wear, Spanish turban shapes, edged with silk cord and ornamented with ostrich tips or pompons, are very ready sales.

Drawn velvet brims and loose full crowns, banded with corded ribbons and ornamented with feather or silk tufts, are very popular for girls' wear. Next to white and creme beaver, colors are favored for juvenile styles, while cardinal-red is more often found in the lower-priced goods.

The little Dutch bonnet, so long in fashion, has quite gone out, the successor being the large Empire or Directoire bonnet with high crown and quaintly-formed wide brim. These are usually made in velvet, drawn upon wires and lined with fluted or gathered pongee or liberty silk. Some best class models are in satin or velvet antique, with chiffon linings and large rosettes. Other high-class models are in velvet bordered with grebe or feather trimming. These styles are repeated in

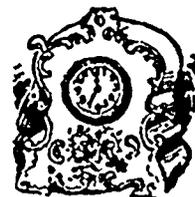
lower numbers in velveteen and imitation furs and marabout or coq feather trimmings.

Tams show no specially new features, and are not nearly so popular as they were. The smartest lines shown in these are made of felt cloth, with a narrow rouleau headband of velvet or, in some cases, the same material. Curved quills, rather than straight ones, are chosen to ornament these, and in some cases the quill is absent, its place being filled with a stitched bow made of the cloth. Creme silk hats for boys and hoods for girls have applications of white guipure, and some handsome models have their crowns embroidered with silk braid and filosele in rich designs.

**BRITISH TRADE WITH CANADA.**

The British preferential tariff of Canada came into actual operation on August 1, 1898. In principle, it had been in force from April 23, 1897, but from that date until July 31, 1898, it had to be extended to Germany and Belgium, and to all other countries having treaties with Great Britain in which the colonies came under the most-favored-nation clause. Figures are now available to show the effect of the lower tariff rates on British trade. The exports of British and Irish produce to Canada from August 1, 1898, to July 31, 1899, were £6,178,684; in the same period in 1897-98 they were £5,707,106; and in 1896-97, £5,038,138. Thus the exports show an increase of over 8 per cent. for 1899 over 1898, and of 22 per cent. for 1899 as compared with 1897.—English exchange.

W. J. McCart, Avonmore, Ont., has got out a fine catalogue of goods and prices. Mr. McCart's enterprise should bring lots of new business to the "Good Luck Store," as his establishment is called.



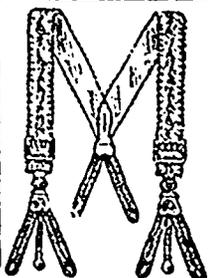
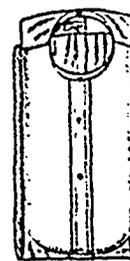
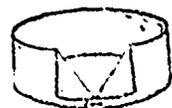
**RETAILERS!** Illustrate your advertisements.  
**JOBBERS!** Illustrate your price lists.  
**MANUFACTURERS!** Embellish your advertising matter with illustrations of your products.

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 build ing, of any article of merchandise? If so, write for estimate. Send photo, if possible, and state what size you want the cut to be made.

Retailers and jobbers will do well to write for proof-sheets of stock cuts. We are now getting out proof-sheets of nearly 200 special cuts suitable for holiday advertising. This sheet contains proofs of cuts of all kinds of toys, games, sets of books, and other holiday wares. Price of half column cuts is 20 cents each. Lower price in quantities.

**SPECIAL OFFER.**—We will send (post-paid) the 23 cuts surrounding this ad., upon receipt of \$2.25 (money order).

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



**Standard Electrotype Co., Wilmington, Del., U.S.A.**

MANUFACTURERS OF  
*All Wool and  
Union Flannels.*



*Tweeds, Serges &c.*

A.H. BAIRD,  
SECY TREAS

H. STROUD,  
MANR

*The Paris Wincey Mills Co.*  
*Paris, Ontario.*

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.

W. A. BAKER 43 St. Sacramento Street

Manufacturers' Agent,

MONTREAL

Representing—KRAMBICHT, WERTHEIMER & Co., Bradford, England, Italians and woollens, FRIEDWICHT & FULDA Plauen Germany, 1860. HENNAL, COLLADAY & Co., Philadelphia, U.S.A., manufacturers of dress trimmings, fringes and upholstery goods. STANFELD BROWN & Co., Bradford, Eng., carriage cloths, meltons, etc.

R. H. COSBIE

Manufacturers' Agent  
Manchester Building, Melinda Street  
TORONTO, CAN.

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

FRED. R. WILLIAMS & CO.

Manufacturers' Agents

Representing

246 St. James St.

Farnham Corset Co., Farnham, P.Q.

MONTREAL, QUE.

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

Dry Goods Commission Agents.

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

W. E. WALSH

13 St. John Street, MONTREAL

Manufacturers' Agent and Importer of Foreign Novelties:

PURSES, POCKETBOOKS, DRESSING CASES, AND FANCY LEATHER GOODS.

A. ROLAND WILLIAMS

Manufacturers' Agent,  
Room 509 McKinnon Bldg  
19 Melinda St., Toronto

Woolens, Silks, Ribbons, Gloves, Fancy and Staple Linens, Felt Hats, Dress Trimmings, Canvas, etc.

General Merchants . . . .



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

THE CANADIAN GROCER.

THE CANADIAN HARDWARE AND METAL MERCHANT.

THE BOOKSELLER AND STATIONER

THE CANADIAN PRINTER AND PUBLISHER.

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

The MacLean Publishing Co., Limited

MONTREAL,

TORONTO.

F. ROBERTSON & CO  
20, FRONT ST. WEST  
TORONTO

ILLUSTRATED LACE LISTS ON APPLICATION



## Men's Furnishings

IN conversation with THE DRY GOODS REVIEW the other day, a leading Montreal merchant said that, during the recent cotton convention held in that city, he had sold over \$2,000 worth of men's furnishings to the American visitors. This is a tolerably good item of business for one short week, and it struck THE DRY GOODS

REVIEW man as interesting. The American trade has become quite an important feature in the high class departments of the above line, and it is well known that Americans are, for the most part, good buyers of high-class wear.

Some merchants even go so far as to say that if it were not for the regular patronage bestowed from that quarter they could not possibly maintain the high standard, in the matter of stock and display, which they are at present enabled to do. Others, again, assert that we have an exceedingly good Canadian set of buyers, who are amply sufficient, as a class, to warrant the keeping of the very best articles; but, however this may be, all are at one in agreeing that American travelers are among the most welcome people who enter their stores.

Every Summer, hosts of tourists come and stay at our hotels, and, again in the Winter time, for about six weeks, many come to enjoy the sleighing and other Winter sports, which are assured by the continuous cold weather.

And why is it the case that people who are away on pleasure and not on business should buy such quantities of goods rather than at home, where the same, or nearly the same, are to be seen? The Americans insist upon having English goods, and the leading New York houses keep the English styles on hand, but they are forced from the high duties to place two prices upon their wear. Merchants have advised THE REVIEW not to compare prices, as the public will simply laugh at the idea and not believe there is such a difference as in reality obtains. However, it must be plain to anyone of ordinary intelligence that, where there is instead of a 25 per cent. duty one of 80 per cent. ad valorem and 40 per cent. specific, there must be a

proportionate inequality in prices. It would be easy to enter upon a detailed account of the comparative prices of gloves, for instance, or shirts, but it is forbore to do so, though the perusal of American price lists would satisfy the most skeptical. We have good reason to be proud of our men's furnishings stores. There are no finer to be seen on the continent in regard to variety of stock; and the best advertisement they could wish is furnished when our Yankee cousins return to their homes clad in the latest Canadian styles.

Speaking of tourist trade in general, an interesting example of how impossible it is to account for the agencies which may affect certain lines, or divert business into particular channels, was brought to the notice of THE REVIEW lately by Mr. R. J. Tooke, of Montreal. It happens not infrequently that strangers in town ask their cab-driver to direct them to some reliable store where they may purchase certain articles, and the cabbies, being mostly French, are accustomed to drive their patrons to the east end. The consequence is, that quite a brisk trade is carried on by the French stores in that part of the city. Mr. Tooke has a branch there, and it reports large sales, especially to visiting customers.

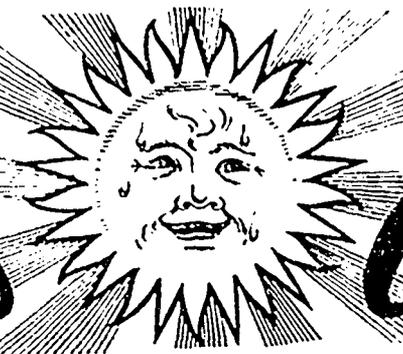
### Christmas Methods.

Numerous methods are being adopted by city merchants to increase their holiday trade, and an air of unusual briskness begins to pervade the stores. Though it is still early, some establishments are already procuring increased help, and it is just as well to take time by the forelock. Nothing makes people more annoyed than having to wait to be served. Goods not usually included in men's furnishings are being displayed. One suitable line is furs, chiefly ladies', coats, collars, capes, muffs, etc., and another, special attractions in children's wear.

A good scheme for sales is adopted of having a separate box for each article. This is especially workable in neckwear, suspenders, garters, etc. Ladies' garters, one pair in a box, look exceedingly pretty and attractive. This system requires a little extra room and a little more outlay, but many are of the opinion that it pays. One city merchant has arranged so that ladies can purchase goods now and have them stored, labeled and dated, until Christmas time, free of charge. There are a lot of boxes packed already, with the names of manufacturer and of purchaser affixed. This is a matter of great convenience to present buyers, who prefer, either for lack of room or for reasons of secrecy, not to take their purchases home. This dealer has also got an electric light plant especially for holiday trade, and will keep open during the December evenings with the object of giving an opportunity to those who cannot easily shop in the daytime.

Other stores are making their windows very attractive with lines of smallwares, such as brushes, whisks, shaving mugs, perfumes, pocket cases, cigar cases, etc., and are drawing attention by means of photographs and pictures. An up-to-date furnisher has photos of the Canadian contingent as it left Quebec, and of different detachments of the same. A method which is not new at all, but which is found to work well some-

# COOK LOU AND COMPANY



NECKWEAR  
MANUFACTURERS



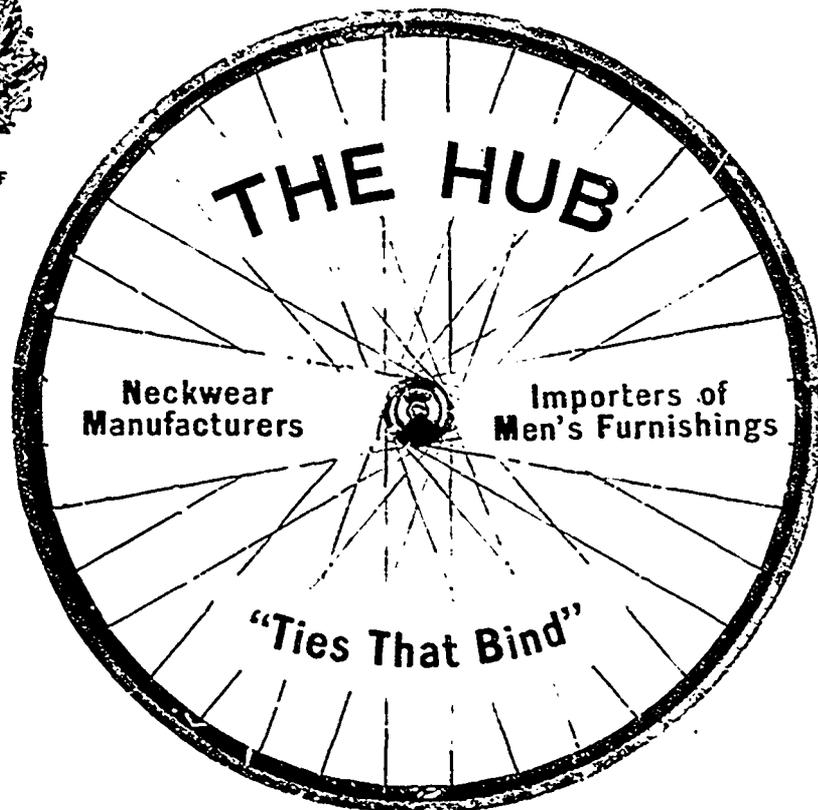
IMPORTERS OF  
MEN'S FURNISHINGS

14 ST. HELEN  
STREET

...MONTREAL



MAPLE LEAF  
BRAND



Letter  
Orders

PROMPTLY  
ATTENDED  
TO.

## Neckwear

Has hosts of friends, extending from Newfoundland in the East to Victoria, B.C., in the West.

## To the Trade . . .



We gratefully acknowledge the support the Trade has given us during this year.

We have many "Ties That Bind" us to our customers. We wish each and all a very Happy Xmas and prosperous New Year.

# COOKSON, LOUSON & CO.

**MEN'S FURNISHINGS—Continued.**

times, is to have standard books which are either sold cheap or practically given away with cash purchases amounting to a stated sum. Fad pins are quite in order, the latest fad being football pins.

**Seen in Dealers' Windows.** Colored shirts with with pique fronts and cuffs, new for Christmas.

China silk ladies' evening dress protectors.

Fowne's driving gloves, specially made. Also Fowne's silk-lined kid gloves, \$1.

Children's "Middy" suits, German manufacture, up to \$13.

Ladies' chiffon neckwear, and Dent's plush silk-lined gloves for ladies; specially suitable for Christmas presents

New American toques, 50, and 75 cents; also children's leather tams.

Underwear, Scotch wool, spliced knee, elbows and seat double thread.

Genuine French cambric shirts, \$1.50.

Ceylon flannel pyjamas, Welch, Margetson & Co., \$2.50.

Belfast handkerchiefs, soft yarn, corded edge, hemstitched, \$1 per dozen;  $\frac{3}{4}$  size sell 50c. half-dozen.

Double-breasted vests, rolling collar, buttons close to neck, also fancy vests, flannel-lined and quilt-lined.

Socks, very heavy Scotch wool, 50c.; also fancy socks, superfine, \$1 and \$1.50.

Nutbrown cashmere undershirts, \$1.

Silk suspenders, silver mounted, silk ends.

Buck mitts, fur lined and lamb-lined.

Hand-embroidered cashmere socks, extra fine, 60c.

Reversible mufflers in two colors.

Special lines of boys' stockings, with cross knee stitch.

**Dealers' Experiences.** Some of the men's furnishers find that the keeping of smoking-jackets and dressing-gowns costs them more than it is worth.

They say ladies come in and spend interminable time looking over stock, and generally end up by not purchasing. This, at a busy time like the present, is extra waste. There is no use employing additional help to attend on a department which is not found to warrant it; and more than one dealer has expressed the intention of dropping this line in future. The larger stores are, perhaps, better patronized in this respect, but the goods are expensive, too expensive for presents from lady friends, and the gentlemen do not buy themselves.

The colored shirts with pique front and cuffs are enjoying more popularity than the white shirts with same front. The latter line has not commanded very large sales in a good many quarters. Just why this distinction should exist is not quite plain, but men seem to prefer, when wearing white, to remain conservative, and avoid change.

Evening dress protectors for ladies are comparatively new, and it is a wonder, for they are certainly quite as needful as gentlemen's. These will make very nice Christmas presents for lady friends, as the season of evening entertainments of various kinds approaches.

All dealers agree that the present season has been a splendid one for gloves. A very large percentage of purchases are made by American buyers. One merchant sold 500 dozen of

Dent's gloves to people from across the line. The values have been the best which were ever able to be given.

One shirt manufacturer says that 90 per cent. of his Spring orders have been sold on 30 days. This is splendid business. Needless to say, attention is paid to such customers rather than to the old familiar four-months-with renewals men.

The price of overalls is very stiff, and about equal that of two years ago. It is much above that of recent months.

A favorite tie just now is the puff Ascot used with a pin, and tied by the wearer himself. It is made by a well-known firm in England, and sells at 75c. and \$1; also, in hand-woven silk at \$1.25.

Puffs and loose end Ascots still take precedence over other varieties, and are still shown in pretty, bright colors, all shades of red and purple prevailing.

Quite a tendency is noted in some quarters towards black silk and satin bows for evening dress, instead of the ordinary white. But the latter still holds strictly first place, and is, as a matter of fact, the only really proper dress for the purpose.

Collars are being worn very much higher now than for some time past,  $2\frac{1}{2}$  to  $3\frac{1}{4}$  inches being the ordinary size demanded. The straight stand-up is the kind most in request, as it suits the long-necked man better than any other.

There is a great profit in the line of studs, buttons, links, and such like. A merchant remarked the other day that there is as much profit in the sale of a 25c. collar button as there is in that of two 25c. neckties.

**New York Neckwear.**

The following combinations in neckwear, says a trade contemporary in New York, are considered desirable and safe: Black ground figured purple, cerise, Yale blue, white, scarlet; navy figured white, olive, cardinal, crimson, cerise and gold; cardinal figured white, black, cadet blue, purple; Yale blue figured, black, white; purple ground, figured white heliotrope. White two-toned effects are specially desirable, some very rich things are shown in three colors, and to give variety to a stock it is almost necessary to have them. For instance, black ground, figured cerise and white, purple and white, scarlet and white, purple and olive, cerise and Yale; navy ground, figured heliotrope and cardinal; white and cardinal; purple ground, figured lilac and white, black and white, olive and white; cardinal ground, figured black and white, olive and white. The effect is enhanced in these when the two figures are fairly close together and forming nearly one large figure, and these well-spaced. In many cases one may be solid and the other colored outlines, filled self.

**A Buyer's Experience Abroad.**

Mr. Clode, who represents Messrs. Glover & Brais, Montreal, has returned from England and Germany, where he has spent some time buying the latest things in men's furnishings. He visited many parts of the Continent, and saw all the preparations for the Exposition in Paris. The buildings, he says, are all of solid stone masonry, and must cost a fabulous sum. This is, however, by the way, as were also his remarks about French railway sleeping car accommodation: his experiences in this regard were not to his taste. He has brought home with him samples innumerable in every department.

In neckwear the following may be noted: Derbies and lombards, swivel stripe crossways, of ducape silk; puffs and flowing ends, swivel stripe straight. In these the colors are:

*C. H. B.*

TORONTO.

# SNAPS

We are clearing out all odd lots of Underwear and Hosiery at prices that will interest you, after stocktaking.

This, in the face of the rapid advance in market values, affords a rare chance to sort up and secure trade helps for holiday business. Do not delay, as best will naturally go first.

TRAVELLERS' AND LETTER ORDERS SOLICITED.

## CAULFEILD, HENDERSON & BURNS

17 Front Street West,

TORONTO



H. K. HAGEDORN, Manager.

## FALL SAMPLES



Now on the road.

We are showing the

## Latest Novelties

— in —

Suspenders, Buttons and Neckties.

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



"We Fear Not Foe."

The

Berlin Suspender and Button Co., Berlin, Ont.

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

RETURNED

**THERE'S A DIFFERENCE  
 IN GLOVES.**



**SEE THAT  
 YOU  
 GET THE  
 RIGHT  
 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.**

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

**BUSINESS FOR SALE.**

Well Established General Store Business (buildings included) in one of the most prosperous towns in the Northwest Territories. Stock about \$9,000 00; could be reduced to suit purchaser. Apply to "General Store," care of "The Dry Goods Review," Toronto.

**THERE IS MONEY IN IT.**

**HOTELS FOR COMMERCIAL MEN.**

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



THE  
*Brais*  
 BRAND

## For Xmas Trade

Have received our Neckwear—Dainty Flowing Ends in light and dark shades; also Derbys, Puffs, Cut Handkerchief Scarves.

Fine selection of Dressing Gowns, Smoking Jackets, Bath Robes, Rich Umbrellas.



## For Spring

Complete range of Shirts, Collars, Neckwear, Underwear, Half-Hose, Braces, and Handkerchiefs.



# GLOVER & BRAIS

194, 196, 198 McGill Street

❧ ❧ MONTREAL



**MEN'S FURNISHINGS—Continued.**

Black and white, black with white stripe, black with cardinal stripe, blue with white stripe, white with blue stripe, white with cardinal stripe, white with lilac stripe.

New combination bow, surah silk, different colors interchanged at ends. These are in navy blue and cardinal, black and cardinal, blue and white, bronze green and black; also shots in green, black, cardinal, purple, pale blue, maroon, etc.

Roman striped flowing ends and derbies of Spittlefield silk, of which the ground is in various colors.

Bow, square end, represents hand-tied, 1½ inches in width, soft and fluffy, not flat. Bow, pointed end, with one end dropping.

Fifty-cent knot, pinched in at side, represents well tied four-in-hand, square bottom and top. Also a 25c. knot, bunched up in similar way.

J. w puff for Christmas, back covered with silk, not with lining, crosses equally in front, puckered up at side. White ducape silk, flowing ends and puffs, to be retailed at 50c. Fleur de lis on surah silk ground, in maroon, white, black and navy blue.

In collars, English and American round corners, stand-ups and high turndowns.

Umbrellas, horn and celluloid handles. A special line of transparent celluloid handles. Congo sticks, cherry, firwood, natural handles.

Suspenders, fancy and staple lines of suspenders, ranging in price from 75c. per doz. to \$9. Special 50c. line, white ground with fleur de lis, crescents, etc., neatly embossed in blue, heliotrope and cardinal. A 25c. line of slide-buckles, light and dark.

Vicuna rubber coats, velvet collar, \$12. Mercerized stripe sweaters, fancy lines, for boys and men.

Socks, plain colored cashmere in blue, pearl, white, cardinal, tan and turquoise blue. Fancy socks, woven stripe instead of the usual printed stripe. Underwear of every texture and color.

**Christmas Trade.**

Hardly four weeks until Christmas! Already, mothers, wives, sisters, fathers and brothers are thinking of what presents they will give; already, the pushing furnisher is preparing his stock and his store for a special campaign to persuade a good share of these present-givers that his goods include a great variety of articles suitable for gifts; already, windows are taking on a Christmas like appearance, and advertisements are suggestive of preparations for this trade. Are you preparing? There is no need to ask if you are interested. You are. If you reach out for this trade, you'll get your share; if you don't reach for it, you won't. Moreover, if you don't, customers who are attracted to competitors to buy possibly only a few Christmas presents may transfer their custom to that competitor.

How should a furnisher reach for a good share of Christmas trade? In general terms, the answer is simply to have the right goods, and to make (not let) the public know that he has them.

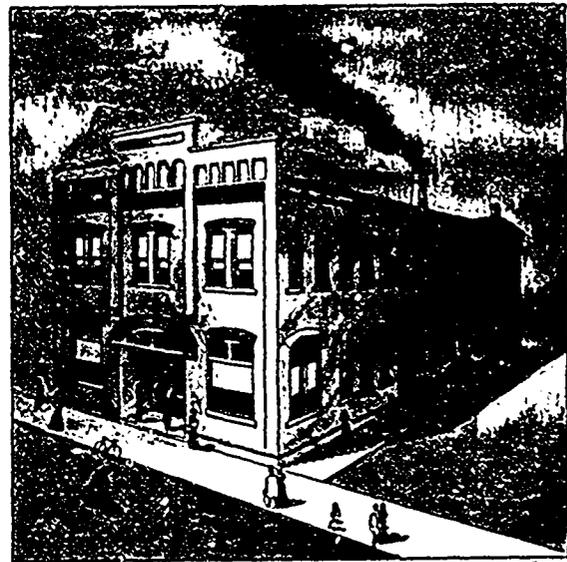
What are the right goods? Of course, every furnisher knows that neckwear, gloves, handkerchiefs, cuffs, and other articles of men's apparel, are salable stock at this season. But to an even greater extent cuff links, collar buttons, perfumes, pocket-knives, etc., are the right goods for the furnisher to give prominence to at this season. Some

furnishers do not handle these goods. Many do, and find them paying lines, too, especially at this season.

How is the public to be made to know that these goods are offered for sale? There are many ways to advertise this fact. They should be worked in unison. The advertisement in the local paper should comprise a statement of the kind and quality of goods offered, and should extend an invitation to all to examine them. The window display should be so attractive as to make this invitation an enticement. The store should be so decorated and the stock so arranged that those enticed within should be induced to buy. But the pressure to buy should end with this. Proprietor or clerks should never press customers to buy. It is an established fact that the stores where all are free to examine without buying are popular stores.

**A New Factory.**

The Dominion Suspender Co. and the Niagara Neckwear Co.'s new addition to their present large factory is herewith illustrated. Size, 150 x 40 feet, two floors, or 12,000 square feet floor room, in addition to the old factory, which is 15,720 square feet. This is necessitated by the large increase in demand for both suspenders and neckwear.



Niagara Falls, where this factory is situated, through its immense water-power, developed and in course of further development, is destined to be one of the greatest manufacturing centres on earth. Each side of the river has located on its banks some of the largest mills and factories in the world, and others are in course of erection, producing all descriptions of goods.

**A Live Company.**

At various periods in her history Canada has welcomed live Americans who have begun manufacturing here. In the furnishing line, for instance, there is the Williams, Green & Rome Co., shirt, collar and cuff manufacturers, who established themselves in Berlin, Ont., during the year 1882. Each member of the concern had received a thorough education in both the constructive and selling departments of their profession in the United States, and they put American methods in force in the land of their adoption. They gave their competitors new ideas, and reserved a large portion for themselves. Consequence is, etc. The Williams, Greene & Rome Co.'s

Genuine . .  
**Celluloid**

**Collars, Cuffs and  
Shirt Bosoms**

All Fine, Fresh Stock.

GENUINE GOODS are  
stamped with our TRADE MARK  
Trade Mark.



The Miller Bros. Co., Limited  
30 DOWD STREET, MONTREAL

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

**Beautiful  
Costume Cloths**

Pure Wool. 54 Inches Wide.

Our large trade in Dress Goods is due to the fact that we show a range quite different from the ordinary.

**HOMESPUNS** in Plain, Check and Overchecks.

**TWEEDS** in various choice designs.

**FRIEZES** in all shades, including New Heliotrope Mixture.

A great many of our designs are produced exclusively for ourselves, and all our new colorings are made after a careful study of correct color effects.

In addition to the above, we have secured a shipment of reversible

**GOLF RUGS**

which will prove an attractive novelty for the holiday season.

**HUTCHISON,  
NISBET & AULD  
TORONTO.**

ANOTHER...

**Christmas!**

*HOW TIME FLIES!*

The Season Approaches.  
Holiday Times need Holiday Goods.



*What About These Creations in Silk?*

*Silk Mufflers, Silk Suspenders, Silk Handkerchiefs,  
Silk Half-Hose, Silk Shirt Protectors, Silk Umbrellas,  
and New York Neckwear of yesterday,*

The sort that, placed in a window, compels the admiration preceding purchase.

*Nice Things in Wool, Linen, and Cotton, too.*

**MYRON McBRIDE & CO.,** WHOLESALE MEN'S FURNISHERS, WINNIPEG.

**MEN'S FURNISHINGS—Continued.**

factory is one of the largest and best appointed of its kind in the Dominion, and their numerous customers know that all their products, plain or fanciful, are of the best quality and foremost in fashion.

**Neckwear For Australia.** We note with satisfaction a further shipment from Toronto last week of Canadian-made neckties, amounting to 50 cases, which will leave Vancouver on December 14, by ss. Warrimoo, for Australia. On inquiry from the manufacturers, Messrs. E. & S. Currie, we learn that their Australian representative, Mr. F. P. Evans, will leave by the same boat, and that they hope to make a very large shipment by the January steamer from Vancouver, when they will ship the balance of Australian orders, together with orders from Tasmania and New Zealand. It is certainly gratifying to all Canadians to find their manufacturers showing the enterprise they are now doing in foreign markets, and the reception that E. & S. Currie are getting for their goods in the open markets of the world, proves beyond doubt that the merchants of Canada were right in their appreciation of domestic neckties, and it certainly shows the confidence this firm have in their goods when they send travelers to such distant markets with nothing but neckties.

**Men's Neckties.** The predictions made in this journal in our last issue have certainly been verified to a greater extent than we imagined. Purple was what we said, and purple it certainly is, and purple it is sure to be for the next two months. Blue is selling well, but purple is king, as a royal color should be.

One year ago, red was what purple now is, but, this year, red is not meeting with the favor it usually does at this season.

Regarding shapes, the style is as clearly defined as it is regarding color. Flowing ends are correct, and all stripes cut on the bias, and made as large and generous as the price will allow. Thus, to retail at \$1 and upwards, a large English square is shown; at 50 and 75c., a good-sized flowing end, cut bias, with long pointed end, while, at 25c. and thereabouts, a short, narrow imitation flowing end, which, to still further save silk, is cut straight.

**A Fine New Factory.** Tooke Bros., Limited, Montreal, expect to enter their new factory during the month of December. The workmen will be out of the building in the course of a week or two, and everything is now in readiness for a good start. The Mutual Insurance Company sent and inspected the place, and have pronounced the whole of the buildings entirely to their satisfaction, and to be the best shirt and collar factory ever inspected by them. The factory comes under the head of "mills," and has been built under what is known as the "slow-burning" system, which means that it is composed solely of wood. To the uninitiated, at first thought, it would seem that a wooden building would be demolished much more quickly than one of iron, but such is not the case. It takes a long time for a fire to burn through a heavy timber beam, whereas, when the iron supports become heated, as they do very soon in a conflagration, they immediately bend and twist, and the collapse of the building results.

Tooke Bros., Limited, are busy getting out a new catalogue for collars and cuffs, which will comprise all present ranges

with the addition of new styles. They are offering to the trade a new range, which will be a surprise to buyers.

In the neckwear department, the factory is full of orders. The output is increasing every week, and it is generally admitted that the stock has made a great impression.

Reports from the shirt department are to the effect that orders up till now are in excess of anything ever before attained.

It is understood that this firm have been fortunate enough to contract for all cottons for a year ahead, so that the trade can depend on getting the usual good value in purchasing.

In the matter of blouses, the introduction of novelties is of weekly occurrence, and so great is the demand that Tooke Bros., Limited, have found it necessary to set apart a whole flat in the new factory for this line alone.

**Children's Goods.** I don't believe the majority of furnishers give as much attention to children's wear as they should. While the amount and value of goods worn by each child does not compare with that bought by the average man, the aggregate value of purchases for the dressing of children is very considerable. Some of the furnishers seem not to have recognized this. Others have realized the importance of this trade, and are making an effort to get a share of it. Boisseau & Co., on Yonge street, Toronto, are among this latter number. They have in their store this week a display of boys' wear that is conclusive evidence that such a display can be at once dignified and attractive. At the back of the window, underwear and hose are shown, the contrast of the black of the stockings and the light colors of the underwear being increased by showing here and there a few bright colored toques. On the floor, in front of this stand, boys' caps, leggings, shirts, braces, etc., are shown. A central figure is a bust showing the usefulness of a certain kind of shoulder brace. Two window cards are used, drawing attention to the fact that this firm carry a complete supply of "fine furnishings for boys."

**Weather and Neckwear.** The effect of the continuance of warm weather so long this year on the purchasers of neckwear is interesting. When the weather is cold, and the wearing of overcoats and mufflers is necessary, many young men are not so particular about their neckwear as when the warm weather makes it necessary to wear less clothes, and so show the tie worn. On the other hand, a season of cold weather brings a rush for underwear, gloves, etc., and a good salesman is able to sell neckwear to many of these buyers. As each of these results about counter-balance the other, manufacturers of neckwear state that they do not care much "how the wind blows."

**A Unique Style.** What's in a name? J. M. Kinsman, furnisher, 374 Yonge street, Toronto, has found in his the possibility for a hit in the way of firm style. The style he has adopted, as shown by his store window, etc., is "Kinsman the Mensman." The originality of the last word, and its similarity to the first causes many passers to stop, examine the three words, and, after catching the meaning, they smile as they pass on or they examine the stock displayed in this window. As a good display is always on view many sales are made in this way. Mr. Kinsman opened in this stand only a few months ago, and has already worked up a nice business.

**Bright Notes Here and There.** The bankrupt stock of James Swoid, furnisher, Toronto, which was sold on November 8, was purchased en bloc by Chas. Cummings, who is now selling out the stock retail on King street west. Mr. Cummings has not decided whether or not he will permanently carry on the business.

Samuel Sea, jr., furnisher, Victoria, has admitted F. A. Gowen into partnership. The style is now Sea & Gowen. Geneureux & Co., furnishers, Montreal, have sold out.

# Gents' Umbrellas

ONE RAINY DAY  
soon reduces your stock.

We can ship orders same day as received. All prices, \$4.50 to \$100.00 per dozen.

## The Irving Umbrella Co.

Manufacturers Limited.

20 Front St. W. . . TORONTO

FOR LADIES

**OXFORD  
TWEEDS**

(Beware of Imitations.)

FOR GENTLEMEN

**WESTERN** Incorporated 1851  
... ASSURANCE COMPANY.

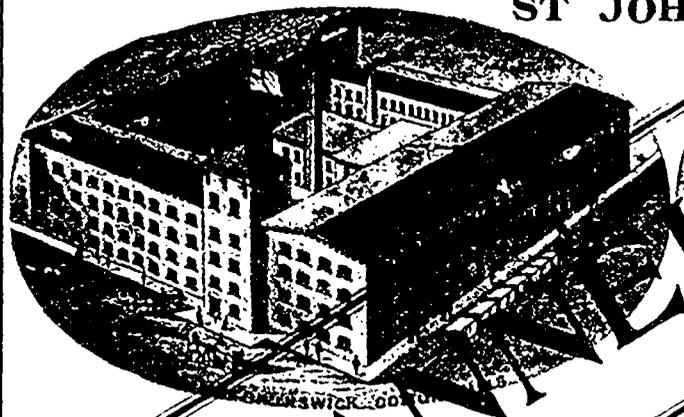
**FIRE  
AND  
MARINE**

<i>Head Office</i> <b>Toronto, Ont.</b>	Capital Subscribed - \$2,000,000.00 Capital Paid Up - 1,000,000.00 Assets, over - 2,320,000.00 Annual Income - 2,300,000.00
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HON. GEO. A. COX, President.  
J. J. KENNY, Vice-President and Man. Director.  
C. C. FOSTER, Secretary.

# W.M. PARKS & SONS Limited

ST JOHN, N.B.



**Cotton Spinners,  
Bleachers, Dyers  
and Manufacturers**

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

THE ONLY "WATER TWIST" YARN MADE IN CANADA

Agents . . .  
J. SPROUL SMITH, 225 Yonge Street, Toronto.  
DAVID KAY, Fraser Building, Montreal.  
JOHN HALL, 83 Front Street East, Toronto, Special Agent for Beam Warps for Ontario.

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

## MILD WEATHER IN MANITOBA.

IT CHANGES TRADE BUT CANNOT AFFECT GOOD TIMES—WINNIPEG BUSINESS BRISK—PRICES TO CONTINUE HIGH—THE FUR SALES.

From THE DRY GOODS REVIEW'S Special Correspondent.

WINNIPEG, November 23, 1899.

YOUR correspondent sent no letter last month because it was between seasons and the very warm weather up to that time had somewhat deferred genuine Fall trade. The weather is still very mild. It is many and many a day since the Red was winding its peaceful way unobstructed by ice or snow on November 22. This condition of things has considerably altered the class of trade. Business has been very good, nobody has a complaint to make unless it should be the fur and coal men. The long-continued fine weather has allowed all kinds of outdoor work to proceed. Railway construction has been continued fully a month later than last year and under much more favorable conditions. Building operations have continued to progress, and to such an extent is this the case that many buildings have the exteriors finished which it was not hoped to complete until next season. This will mean more work also during the actual cold months as the interiors will be completed. This lengthening of the working period has, of course, increased, to a very large extent, the buying capacity of people in cities. In the country also crops have been well saved, well threshed, and much Fall ploughing has been accomplished, so that everything is in fine shape for next season.

### MILLINERY.

Millinery has profited by the fine mild weather and the sorting trade has been excellent. D. McCall & Co. report the season fully a month longer than last Fall and with a specially heavy sorting trade. The rage for rough-riders and big tam crowns seems to have passed, and the call is for close walking, sailor and turban shapes. Three quarter plumes are in good demand, and the Prince of Wales effect is seen on many hats, particularly flat black velvet shapes with black plumes.

Mr. Wilson, of Stobart, Sons & Co., has returned from his first trip as European buyer for the house. He reports things good in the Old Land, with prices advancing in all lines. His purchases will arrive during the month. French goods particularly show marked advance. French black woollens are decreasing in popularity, and plain and covert effects will be shown almost exclusively in Spring goods.

R. J. Whittle & Co.'s staff are making preparations to move into their new quarters on December 15. The travelers are all on the road with Spring and sorting samples and lines specially adapted for Christmas trade, such as fancy silks and the like.

### THE PRICE MARKET.

Mr. Campbell and Mr. Binns have returned from their buying trips in Europe, and report everything advancing in price, particularly woollens. The shortage of the fine Australian wool, and the fact that so many Australian sheep-raisers have entirely gone out of the breeding of small sheep producing this wool, seems to indicate that the matter of higher prices for woollens must continue for several years at least. In cottons, silks and linens there is a present scarcity of raw materials which is materially affecting prices. In addition to all this, the general condition of prosperity is largely increasing the

demand for goods of a superior quality, so that it would seem the reign of high prices is likely to be permanent for some time at least.

Dry goods houses report trade very satisfactory. While the warm weather has curtailed purchases in some lines they have been fully made up in others.

The sale of furs is, of course, very much delayed, and will, to some extent, be permanently affected, because there are always a number of purchasers who, if they do not buy before the middle of November, do not buy at all for the season.

### MEN'S FURNISHINGS.

Myron McBride & Co., men's furnishings, report business fairly satisfactory, although heavy lines are deferred, owing to the weather. Their travelers are on the road with a handsome range of sorting goods, suitable for the holiday trade. Among these are novelties in American neckwear for men. There are many of them in basket pattern checks, but wide stripes, and the wider the better, are the very latest thing in neckwear. Almost every color is shown, but there is preponderance of clear red and black in broad stripes, and also of black and white. Silk suspenders, in fancy tints, with gold-plated buckles, are also among the holiday goods, while silk socks, handkerchiefs and mufflers, dress shirts and white kid gloves are in good demand. Fur wristlets are the very last thing out.

This firm is getting out for the Christmas trade a novelty in the advertising line, in the shape of a very handsome illustrated booklet. The illustrations are half tone, and the cover a fancy rough paper, with the name of the firm and seasonable greeting in a chaste gold design.

### NOTES.

Mr. Frank Robby has arrived to take the Northwest Territory routes of the D. McCall Co. He has occupied an important post in the house in Toronto for some years, and is deservedly popular. Mr. Robby will have headquarters at Winnipeg.

Retailers are all making extensive preparations for the Christmas trade. E. C. H.

### TAKING AN ADDITIONAL WAREHOUSE.

Owing to the enormous increase of their general business, Messrs S. Greenshields, Son & Co., have found it necessary to secure the large warehouse at 138 McGill street, formerly occupied by the late firm of Doull & Gibson. They will occupy these premises, in addition to the three warehouses they now have on St. Helen street, until their new warehouse on Victoria Square is completed, which will probably be about May 1.

### NOVEMBER PANSIES IN MANITOBA.

A striking evidence of the mildness of Manitoba weather is a bunch of pansies brought into the Free Press office yesterday. They were plucked from an open air garden.—Free Press, Winnipeg, November 22.

Wishing all our Customers



A  
MERRY  
CHRISTMAS  
1899

REGISTERED

TRADE MARK



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

Registered Trade Mark, as above.

This Trade Mark means that the goods are

# Salt's Belwarp Cloths

and are made at the famous mills of

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

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

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

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

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



## Clothing and Woollen Trade.

THE advances in the wool market, which have affected fine goods for some time, are affecting coarse wools, so that the prospects of a general advance seem reasonably certain. Canadian tweeds have advanced 5c. for 34 goods and 10c. for 64 goods in fine medium qualities. The Canadian mills are now getting ready to show their range of samples for Autumn, 1900. Already, the clothing manufacturers have seen some of these goods, and placed orders for them. This month it is probable that the mills will be ready to show the wholesale trade the full range of samples.

Some of the Winter lounge suits, says a New York correspondent, will be worn with double-breasted waistcoats, cut rather low, with a double row of three or four buttons; the coats will be either single or double-breasted; if single, will button with three buttons, short and cut rather high in the neck; this insures comfort when the weather is cold, while when the coat is thrown open indoors it supplies an opportunity for display of necktie and shirt. The single-breasted lounge coat will be worn to some extent, but the double-breasted style promises to be the most popular.

Colored shirts, of course, will continue to be worn; they are better adapted to business, as they do not soil as easily as the white; but I would depreciate the wearing of colored shirtings except in the mornings. Narrow stripes in red or purple (both fashionable colors at present) are always neat and quiet in effect.

The newest sticks are made of heavy dark wood, either knotted or plain. One has a rather sharp crook at the top, tipped with silver, and with a silver band below the curve. Another is of plain smooth wood perfectly straight. Still another has a handle at right angles to the stick. They should be carried with the frock coat and with evening clothes, but are, I think, out of place in the morning, except when used by men of advanced age, or when the English morning suit is worn. Umbrella sticks are made of very much the same shape as the walking sticks and of the same woods.

Grafton & Co., Owen Sound, have on exhibition in the window of their place of business a collection of firearms of ancient and modern design. One of the number is an old gun obtained from Thomas Armstrong, of Holland. The gun has been in use for seal hunting and is six feet in length, the barrel measuring over four feet. The gun is an odd looking instrument when compared with the guns now in use.

The rise in the price of wool at the September sales has been promptly followed by a corresponding advance in yarns, says Minister's London Gazette. Woollen merchants have

consequently been favored by two, and in some cases three, notices of further advance within the last six weeks by every woollen and worsted maker, and these, coming on the top of former ones, make up a pretty aggregate for the tailors to pay presently. These aggregates vary, of course, greatly according to the class and weight of goods, but it is not too much to say that 1s. to 1s. 6d. more per yard on "Summerweights" will have to be paid next Spring as compared with a year ago. It is on next year's Winter goods, however, that the most serious advance will occur. The wholesale market for that season is just now commencing in and around Golden Square, and we have it on the best authority that from 1s. 6d. up to 3s. more per yard is asked for high class heavy overcoatings. This sounds cheerful. Tailors with plenty of capital cannot, therefore, invest it to better advantage than by laying in stocks of standard goods against next year.

The seeds for a further and permanent rise are meanwhile being laid in Yorkshire, where 38 firms of woolcombers and topmakers have just amalgamated under the style of The Yorkshire Woolcombers' Association, Limited, with a capital of £2,500,000. The object stated is, as usual, a desire to prevent undue undercutting, and it is expressly said in the prospectus that there is no intention to raise prices. Well, we shall see. It may be so for the present, especially as the amalgamation does not include a number of important firms. But let these once come in—and capital is specially reserved for the purpose—and prices will be put up by leaps and bounds.

The A. S. Campbell Co., Limited, Montreal, is being incorporated with \$150,000 capital. The incorporators are Messrs. A. S. Campbell, F. R. Lannigan, B. W. Byer, M. Murdoch and J. W. Blair.

Oxford, Cambridge, and steel-grey mixtures, continues the same English authority, are the most fashionable materials for ladies' costumes at the present moment. They are made in chevots in all the usual plain weaves and with stripes and checks; also in Venetians, when the ground is a mixture with lighter grey overchecks in the usual combinations. These greys look rather "mannish," and are, therefore, immensely popular with the tailor-made section of the sex; but they require smart cutting and making, also great simplicity of style. Velvet collars add much to their appearance. In plain materials, browns, shades of the havanas, chocolate or nut brown type are most generally worn. But for the early Spring, amaranth red, which is a scarlet with a touch of crimson in it, is intended to be pushed as the fashionable color.

## We Can Do It

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

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

**The C. Turnbull Co.,**

of GALT, Limited.

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

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

## OUR SPECIALTY



**MEN'S**

**BLACK AND BLUE**

# Worsted Suits

Write for Samples.

THE ...

## G. A. Thorpe Mfg. Co.

Wholesale Clothing  
Manufacturers.

57-59 Bay Street

**TORONTO**



WE HAVE JUST CLOSED THE  
DOOR OF 1899 WITH

THE LARGEST YEAR'S BUSINESS  
IN OUR HISTORY.

THESE ARE THE LINES WE MANUFACTURE

**"TIGER BRAND"**  
**UNDERWEAR**

PLAIN AND FLEECE-LINED.

EIDERDOWN SPECIALTIES and SHOE LININGS.

SOLD DIRECT TO THE TRADE.

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

## It Has Been Our Constant Aim

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

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

**WE MANUFACTURE:**

Overcoatings  
Venetians  
Overcoat Linings  
Whipcords  
Scotch Suitings

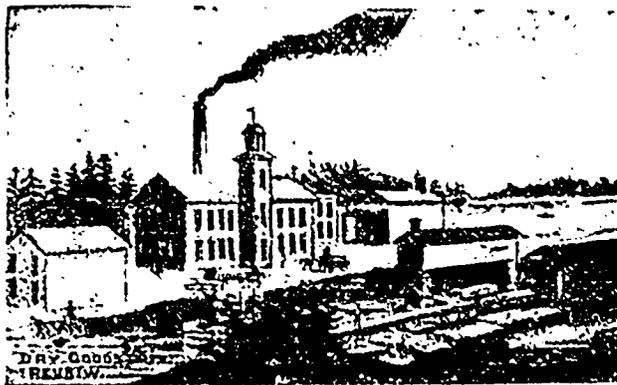
Serges, Fancy Vestings  
Dress Goods  
Steamer and Travelling Rugs  
in tartan and other designs

**ALL MADE FROM PURE WOOL.**

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

## BOYD CALDWELL & Co.

Clyde Woollen Mills, LANARK, ONT.



3 POINTS regarding the  
COSTUME CLOTHS made by

## HARRIS & COMPANY, ... LIMITED ROCKWOOD, ONT.

They are made from Pure Wool only, carefully selected.

They are well put together by skilled labor and improved machinery.

They are shown in a choice variety of colorings by the mill's sole agents,

E. J. Dignum & Co., 27 Melinda St., Toronto.

## Finley, Smith & Co.

Importers of . . .

**WOOLLENS** and  
**TAILORS'**  
**TRIMMINGS**

29 VICTORIA SQUARE

WM. C. FINLEY  
J. R. SMITH

**MONTREAL**

Solo Agents for

Trafalgar, Britannia and Royal Navy Serges.

## John Fisher, Son & Co.

Cor. Victoria Square and St. James Street

**MONTREAL.**

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**Woollens** and  
**Tailors'**  
**Trimmings**

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

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

To temper this in itself rather flaming shade, it is mixed with greys and blacks, and thus made unobjectionable. Diagonal weave cheviots, plain and with grey overchecks of various sizes and constellations, look both smart and novel in this new color. Delicate pastel shades will be the thing for early Summer, Wedgwood-green for choice.

**A BRIGHT CAREER ENDED.**

Many readers of THE DRY GOODS REVIEW will learn with sorrow and regret of the death of Mr. James Watkins, who, for sixteen years, held the responsible position of cashier with the large wholesale firm of S. F. McKinnon & Co., of Toronto.

Mr. Watkins was a young man of more than ordinary ability—brainy, and of a bright, quick understanding. In addition to his good business qualities, he had a pleasant, genial manner, which made him a general favorite both in business and social circles.

About 18 months ago he had several attacks of hemorrhage, which quickly reduced his strength. In August, of 1898, he was advised by his doctor to go to the Gravenhurst Sanatorium, but, after a stay of two months in that institution, he returned not much improved, if any. Early in the Fall of the same year he went south to Phoenix, Arizona, thinking that there he might regain his former strength, but the dread

disease had taken a firm hold, as he returned to Toronto early last Spring, if anything, worse than when he went away.

From the time he returned, it was plain to those who knew him that he was slowly, but surely, losing ground, and, in the home of his aged mother, where all was done for him that could be done, he lingered on until the morning of November 22, when he quietly, without suffering, passed to his rest.

**READY FOR CHRISTMAS TRADE.**

Boulter & Stewart are showing a fine range of silk waists, French flannel waists and eiderdown coats and cloaks for Christmas trade. All for immediate delivery. Also, now in stock, flannelette underwear of all kinds for sorting.

Tailor-made suits, made in homespuns and all the latest plaids, now in stock at Boulter & Stewart's.

Separate skirts, made in six different cuts, in all the swell styles, homespuns and plaids, for immediate delivery at Boulter & Stewart's.

Mr. Geo. Breton, of Quebec, has moved into much more commodious premises on St. John street, and, in addition to tailoring, he has added a full line of fine men's furnishings.

Messrs. Delage & Gauvreau, of Quebec, have got nicely settled in their new establishment, which is one of the most modern dry goods stores in Quebec. One thing which is very noticeable is a boy neatly dressed in livery, who opens the door and directs the patrons to whatever department they may wish to go.

The Northway Costumes are always perfect in fit and finish



"We are in close touch with the best markets in the world."

# THE NORTHWAY GARMENT

Our aim is to supply those merchants in Canada who want to build up their trade by handling reliable goods, made in the very latest and most fashionable style, and to make it unnecessary for them to go to foreign countries to get the newest and the best.

## WE MAKE THEM.

The steady increase in our repeat orders is evidence that our efforts are being appreciated, and, as those orders come from leading houses who have built up their trade by handling only the best, is exceedingly gratifying.

**THIS MONTH** we call particular attention to our Tailor-made Costumes in

**IMPORTED CHEVIOTS—HOMESPUNS—  
TWEEDS—and VENETIANS**

**in all the new colorings.**

They cannot be excelled in the world for fit, style or finish. Our travellers are on the road, but if you cannot wait for them write us for samples and prices.

# JOHN NORTHWAY & SON

32 Wellington St. - TORONTO.

Every garment we sell is made on the premises and  
this label is your guarantee.



WHAT  
TO BUY.

# "Tiger Brand" Clothing

The warerooms are well sorted with most everything the trade could need in Ready-Made Clothing—for man or boy—and we are ready to give orders—large or small—for present delivery quick and careful attention. Will you write?—see our traveller?—or come to the house?

HOW  
TO  
BUY.

WHERE  
TO BUY.

## E. Boisseau & Co., Toronto

TEMPERANCE AND YONGE STS.

The trade is waking up to the fact that it pays to  
have the high-quality Clothing to Sell.

# Good Advertising

## For Wide Awake Retailers

By F. James Gibson.

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

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

A GENTLEMAN named Adolph Hirsch has an article in the November number of *Business*, the New York office paper, in which, referring to department stores, he advocates, or rather suggests that, as newspapers have certain postal privileges, their right to receive private advertisements be taken from them. This, he appears to think, would be the best way to curb the department stores. Assuming that the department stores need to be curbed, this seems to be just about the most feasible plan yet suggested. If this plan proves anything, it proves that Mr. Hirsch very correctly measures the power of newspaper advertising for building up a business. Newspaper advertising is indeed a great lever. It is probably the greatest influence in the world at the command of a business man. Newspaper advertising has made many hundreds of small stores large stores, has made many large stores still larger. This great aid to business is almost entirely neglected by 90 per cent. of the people in business at the present time, and it has always been thus. Of course, every merchant who puts up a sign over his door advertises at least to that extent whether he knows it or not, but 10 per cent., I am sure, is a very liberal estimate of the total number of retail and wholesale dealers in merchandise who have any really intelligent idea of what good advertising is. And yet advertising properly applied is the dynamic force of business. When will merchants, generally, wake up to its great importance? In the meantime, those who have awakened are for the most part experiencing what some of their competitors term "a great run of luck." Those who are yet asleep need to have prices stuck into them continually.

\* \* \*

Christmas time trade will soon be here. As the coming festival is the retailers' great harvest-time, a few remarks about holiday trade advertising are in order. The main thing for a dry goods merchant to remember in connection with Christmas business is, that he should aim to make his whole store a Christmas store. This he can accomplish in two ways. First, he ought to make it clear to his possible customers that nearly everything in his stock is suitable for gift giving. He must combat the idea that jewelry, fancy goods, books, toys, and such like goods are the only things desirable for presents. One of the things for example to bear down on hard, is that nothing is more suitable for a Christmas gift to a woman than a dress-length of silk or what is commonly called dress-goods. Cut these lengths off in good time before the rush begins, put them into neat pasteboard boxes nicely labeled with the firm name and tie them with rare-colored ribbons. Make the announcements in the regular holiday trade advertisements

that dress-lengths in silks and other materials, in certain specified lengths, can be bought for so much the length and so on. Make the suggestion that one's wife, or sister, or mother, would probably be pleased with a gift of one of these. This is merely a hint of the many things that can be done in the same direction by the wide-awake retailer. Secondly, the dry goods merchant who is "out" for Christmas trade should bring forward in his advertising and in the store itself those lines of goods which are more particularly suitable for gift purposes, and temporarily withdraw into the background such of his stock as is not likely to find much favor for present-giving. But, as I have just said, he ought to aim to give his whole store a festival holiday-like appearance. As a matter of fact, people are often at their wits' end to know what to buy for Christmas presents. In view of this, a retail drygoodsman can't do better than to go carefully through his stock a few weeks before Christmas and select what he thinks is particularly appropriate for presents. These he ought to specially mention in his advertising. A good plan is to divide them into, say, four classes—goods for men's presents, women's presents, children's presents, and everybody's presents. In one day's advertising he could say something like this:

### SOMETHING FOR THE MEN.

Don't forget the men these days of festival preparations. Husbands, sons, fathers, brothers, and sweethearts are important persons and may be they wouldn't like it if Santa Claus should neglect them. We want you to remember that this is a man's store as well as a woman's store. To prove it, just read over the following list of appropriate things for men. Note how price-enticing many of them are.

(Here follows a list of men's goods with the prices.)

The next day you might run a list of special things for children. Next day women's things and so on. After you have got through, if you are a daily advertiser, you can go over the ground again in a little different way right up to Christmas Eve. One of the things to remember is that where there is such a rush to buy there is usually less serious scrutiny of prices than is ordinarily the case. Therefore, you have a better chance than usual for profits.

\* \* \*

One of the greatest helps for holiday trade is in interesting the children. Christmas is after all almost purely a children's

# WREYFORD & CO.

ROMAINE BUILDING, King Street West  
(Between Bay and York)

Wholesale Men's Furnishings and Underwear

DR. JAEGER'S SANITARY WOOLLEN SPECIALTIES.

WE HAVE IN STOCK

## Young & Rochester's

leading lines in Neckwear and Collars,

Pyjama Suits, Smoking Jackets.

Their noted "Facile" Dress Shirt,

\$12.00 doz.

Full ranges Spring samples ready.

DOMINION AGENTS

## TRESS & CO.,

Manufacturers

LONDON, ENG.

High-class Hats and Caps,  
Ladies' Walking Hats.

TRIMMINGS  
LININGS  
AND SPECIALTIES

## Flett, Lowndes & Co.

LIMITED

61 Bay Street.

TORONTO.

## PATON'S ALLOA WOOLS

USED  
ALL OVER  
THE  
GLOBE.



LONDON, 44 JEWIN ST., E.C.

MANCHESTER, 7 MOSLEY ST.

MELBOURNE, 187a FLINDER'S LANE.

WORKS: KILNCRAIGS FACTORY  
ALLOA, SCOTLAND

AGENT FOR CANADA . . .

PHILIP DE GRUCHY

207 ST. JAMES STREET,

Who holds Stock.

MONTREAL

## "MARITIME" WRAPPERS

FOR SPRING 1900.

Range more extensive than ever.

Each number a "Trade-Winner."

Do not fail to see our Bicycle Skirts  
made from the famous "Oxford  
Mills All-wool Homespun."

THE . . .

## Maritime Wrapper Co.

WOODSTOCK, N.B.

ONTARIO AGENT: J. H. Parkhill, 46 Toronto Arcade, Toronto.

**GOOD ADVERTISING—Continued.**

festival. If there were no children in the world, this great festival would lose the greater part of its interest, apart from its religious aspect. You must interest the children in your store, if you are to reap the fullest possible benefit of the occasion. A good way to interest the children is to have goods suitable for children's presents prominently displayed, both inside the store and in the windows. Another way is to give souvenirs to those children who come with their parents or guardians. Do this once a week for, say, three weeks before Christmas. Advertise the giving of these souvenirs in the papers and always give something nice. If it is something that has your name on, so much the better. People who are acquainted with families where there are children know very well that the children are really the most important persons in the house. Therefore, make your store a children's store as much as you can. And not only at Christmas time but all the time.

\* \* \*

A mistake which some dealers make at Christmas time is in not having enough salespeople to wait on the customers. This applies particularly to the last few days before the great day. Many people put off buying till the last moment. At anyrate, whatever the cause may be, the last few days before Christmas are usually too busy for proper attention to all customers. Avoid this as much as possible by increasing your staff of salespeople as fast as the increase of business demands it. It is a good plan always to have some assistance in reserve—"up your sleeve" as it were. These things, however, must all be arranged beforehand.

\* \* \*

Owing to the great prosperity prevailing throughout all of Canada at present, it is anticipated that the holiday trade of the present year will be the largest on record, other things being equal. The man who does the best advertising in his community will get the lion's share of this great business.

\* \* \*

Here is a good advertisement from Guelph :

## It is Your Own Fault

If you haven't Underwear that fits

It is here at 50 cents a garment, from that to the finest wool at \$2.50. Fleece-lined at 50 cents, 34 to 42-inch breast measure; pure wool, plain knit 75 cents, 34 to 42-inch, and extra fine wool at 95 cents to \$1.00. 34 to 44-inch. Are three of our specialties. But our special specialty is that you can bring back whatever doesn't fit, doesn't wear, or doesn't suit in any way.

Our fine fur felt stiff hat in three shapes, black only, at \$1.50. is flexible, and conforms to the head at every spot.

Thornton  
& Douglas  
QUELPH

There is considerable waste space in it and it looks as if it had been written to fit a certain space, but there is a lot of good common horse sense in it. The only other criticism I

would make is that the heading does not suggest the nature of the goods advertised. I have had occasion to refer to Messrs. Thornton & Douglas' advertisement before. It is always much above the average in quality.

\* \* \*

This is the way a New Brunswick firm seek to utilize the war now raging in South Africa :

## WAR IN THE Transvaal

means sorrow in many homes. As members of GREATER BRITAIN—a United Empire—our homes will re-echo the loss of her sons.

### Mourning Goods.

#### BLACK DRESS GOODS.

Henriettas,	Poplins,	Crepons,
Serges,	Brilliantines,	Broadcloths,
Coatings,	Sicilians,	Venetians.

#### BLACK SILKS.

Faille Francias,	Gros Royal,
Peau de Soie,	Marvelieux, Surah.

#### KID GLOVES,

Carmen—Laced,  
Thelma—2 Dome,  
Suede—4 Button.

#### FABRIC GLOVES,

Cashmere, Wool  
Lined or  
Unlined.

#### HOSIERY.

Black Cashmere, Plain and Ribbed,	In
Wool and Worsted,	all
Fleece-Lined Cotton.	sizes.

There are a number of things wrong with this advertisement, several of which I shall refer to in the order of their importance reversed. In the first place, there is as yet no war in the Transvaal. It may get that far in a few months, but it is not there yet. At least, it was not there October 13, when the advertisement was published. Accuracy is just as important in advertising as in other things. In the second place, an advertisement of mourning goods is not likely to be profitable to the firm advertising, on account of the war. How many people living within shopping distance of this store have relatives among the Canadian contingent? Even if all of the contingent were from this particular locality in New Brunswick, it is very bad taste to advertise mourning good on October 13 to the relatives of men who can't get to the theatre of war before December 1, at the earliest. But, these are only minor objections. The principal objections are that the writer of the advertisement endeavored to mix up patriotism and business. Patriotism just as much as religious and political discussion should be kept entirely out of one's advertising, because advertising is, or ought to be, business and nothing but business. The practice of some advertisers in seeking to drag something else besides business into their advertising is all wrong. Sometimes it is the news of the day that is dragged in. There are few items of news more interesting to the average shopper than are GOODS AND PRICES. What buyers want to know from advertisers is: What is for sale? What is the price? And the question of prices is probably the most

**GOOD ADVERTISING—Continued.**

important feature of a dry goods advertisement. This advertisement from New Brunswick though "long" on patriotism, is certainly "short" on prices.

\* \* \*  
 Finley Acker & Co., Philadelphia, Pa. are one of the "Quaker City's" leading grocery houses. Mr. Acker started in the grocery business a few years ago, and in a very small way. Since then he has rapidly forged ahead. At the present time he has probably the best business of the kind in the whole of the United States. Of course Mr. Acker is a good grocer and a good business man, but, I will venture to say, that he owes the most of his success to the fact that he is also one of the best advertisers in the world. Anyone engaged in merchandizing, whether drygoodsman or grocer can easily benefit by a study of Mr. Acker's advertising methods. Besides a very moderate amount of newspaper advertising, Mr. Acker seems to place his reliance on his weekly publication, called Acker's Weekly, which, he says, is issued every Monday for up-to-date housewives. Mr. Acker's advertising in addition to fine typographical display, is remarkable for its businesslike as well as literary excellence. Here are some examples, clipped from a recent issue of his weekly paper :

**At Your Service.**

Is our standard too high?

We purpose that your order shall always be delivered on time.

That every article you receive shall be in perfect condition.

That every request or complaint you make shall receive prompt attention.

That every salesman, clerk, driver or messenger boy shall courteously render you the most helpful service.

In fact, we purpose that trading in every detail shall prove both delightful and advantageous to you.

But occasionally we fail, notwithstanding our clear instructions and regulations.

At such times, won't you promptly drop us a note or postal card marked "personal"?

This will help you, and us, and the one who is at fault.

No task is too difficult for us to undertake for rendering you the very best service it is possible to offer.

And we heartily appreciate every criticism and suggestion you offer for our improvement and development.

FINLEY ACKER & CO.

SPECIAL NO. 7  
**DEMONSTRATION—ACKER'S**  
**500. BLEND TEA.**

450. lb. } This Week  
 5-lb. box, \$2.10 }

"Equal in quality to what is generally sold at 75c.!" can truthfully be said of this celebrated 500. tea.

It combines richness, smoothness and fragrance which well pleases almost everyone.

Special price this week, 45c. lb., 5-lb. box, \$2.10  
 Try it at demonstration booth.

Note—Other teas at 35c., 40c., 50c., 60c., 75c., 80c., \$1 and \$2.

SPECIAL NO. 8  
**DEMONSTRATION—ACKER'S**  
**DRY-ROAST**  
**American Mocha Coffee**

250. lb.; 5-lbs., \$1.20. This Week.

This grade is generally sold as the genuine Arabian, because of its fine, rich flavor.

Some even like it better than the Arabian, because the flavor isn't so distinctive.

Absolutely dry roast.  
 Try it at demonstration booth.

Regular price, 29c.  
 This week, 25c. lb.; 5 lbs., \$1.20.

NOTE.—Other Dry-roast Coffee, 15c., 20c., 25c., 30c., 35c., 38c. and 40c.

Besides the price quotations and descriptions, Acker's Weekly also contains a column for answers to inquiries, a column devoted to "Acker's Weekly Gossip," and a column devoted to breakfast, lunch and dinner menus. These three columns it is stated are edited by Mrs. Parker Harrison.

Any business man interested in advertising, ought to send to F. Acker & Co. for a copy of their weekly paper.

\* \* \*  
 Messrs. William Berri's Sons, Brooklyn, New York, recently got out a little book advertising their carpet, furniture and upholstery business. This little book is quite different from anything else I ever saw of the kind. DRY GOODS REVIEW readers who are interested in the furniture and carpet business really ought to write to Messrs. Berri's Sons for a copy. No doubt, it will be gladly sent. To show the style of this book I herewith present two or three extracts :

Take the carpeting of a room, for example. Now, a carpet is not merely a floor-covering, it is the basis, the groundwork from which you work up to a perfect artistic whole. Properly selected it is like the keynote in music—it starts you off right. Therefore, in furnishing and decorating a room, commence with the carpet and work up. It is much easier to tint the walls and ceilings to any desired shade than to work the other way. There are many more patterns in wall paper than in carpets, many more patterns in furniture coverings; same with drapery materials; same with everything else that goes into the room. The carpet is the foundation.

Made-to-order furniture is like anything else made to order; it fits better, looks better, wears better.

Supposing you want some new furniture. If you get it ready-made you take chances on it being exactly suitable to the carpet, the walls, the ceiling, the woodwork and the draperies. If you come here and get it made to order you are sure of it being exactly right.

And you can get it quickly.

To help things along we make some suggestions for home furnishings.

**FOR A DINING-ROOM.**

Cheerfulness should be the keynote of dining-room furnishings; it helps the digestion.

Floor—Carpet in blue, with pattern of self-coloring.

Woodwork—Golden oak.

Walls—Old Dutch pattern paper—white background; blue figure.

Ceiling—White; light relief of blue.

Furniture—China cabinet, glass cabinet, extension table, serving table, arm and side chairs and window seats—all in golden oak; upholstery in blue armure cloth.

Draperies—Blue armure cloth relieved by woven band of white.

Floor—India red carpet or rug.

Woodwork—Black carved oak.

Walls—Dark green, border in contrasting color design.

Ceiling—Light green background; fresco, a Renaissance design.

Furniture—China cabinet, glass cabinet, extension table, serving table, arm and side chairs, window seats—all in black carved oak, upholstery of dark red leather.

Draperies—Dark green velour and red leather applique.

Students of business literature will find these examples from the "City of Churches" well worth reading.

Dining-room suggestion No. 1

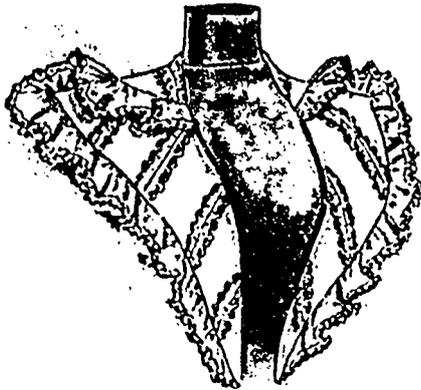
Dining-room suggestion No. 2

## ENGLISH NOVELTIES IN LACE GOODS.

From a London Correspondent.

**T**HE present popularity of lace, especially lace novelties for the neck, is very great. They form the feature of pretty evening dresses, and some of the new creations are most charming. Ladies' cravats of white chiffon are trimmed with lace, and so are nearly all the collars, bows and jabots. The combinations are most artistic. Then nothing is more delightful than the lace scarves which are worn around the neck.

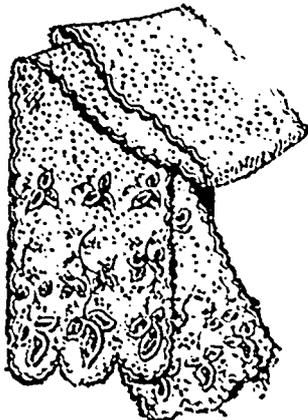
I have seen a great many of these lace goods being worn and the present London novelties surpass anything which have



No. 107—White Silk Collar, trimmed Black and White Lace.

been previously seen here. I have examined the different lace goods which are to be seen in the warehouse of E. & H. Tidswell & Co., Wood street, London, and the illustrations herewith will convey a better idea than any written description could of the lovely novelties which are at present being offered to the trade.

It appears that the growth of Messrs. Tidswell's business has obliged them to secure the whole of the building next to their present warehouse on Wood street, and they are making the necessary alterations and arrangements connected with the amalgamation of the two buildings. Previous to this increase of warehouse accommodation, a special sale of a



Lace Scarf.



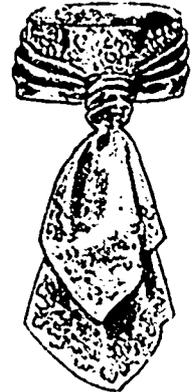
No. 99-363  
Net Jabot, Colored Ribbon

number of attractive lines—chiefly shirt waists, aprons, blouses and lace goods—is taking place. As these goods are admirably adapted to Canadian trade, it will interest live merchants there to know that Messrs. Tidswell have issued an extremely useful illustrated circular, in book form, from which the

accompanying illustrations are taken, and which contains the very latest ideas in collars, cravats and veilings. But not only this, for it gives several pages of interesting reading matter upon the manufacture of laces, describing the various kinds, and a dictionary of terms tersely explaining about 70 of the various classes of laces. Any Canadian merchant



No. 816—White Chiffon Cravat.



No. 910.  
Satin Jabot, trimmed Lace.

who wishes to post himself in the new goods of these different classes may receive a copy of the booklet by sending a post card to E. & H. Tidswell & Co., Wood street, London, when one will be sent him.

It might be mentioned that the illustrations in the book include specimens of the new insertions, French laces and veilings, nets, shirt waists of the most ornamental character, collars and cuffs, made-up lace goods of every description, muslin aprons, cravats, lace fans, and belts made of velvet, elastic, leather, web, etc.

One notices here, in connection with almost every social event of importance, where customs are described, that lace forms a part of the most striking dresses. They are not only worn in connection with evening dresses, where often the costume is entirely of lace with a foundation of white silk and chiffon, but laces are worn about the neck, arms and the borders of the dress. Black lace sleeves are brightened with steel and jet, and the combination of black and white, in a very dainty way, is a feature of Messrs. Tidswell's novelties, as will be seen from the illustrations, which, however, only give a partial idea of the



No. K610—Hemstitched Muslin Bow,  
Assorted Colored Borders.

perfect taste and skill with which the novelties have been made up.

It should further be remarked that advices from Nottingham go to show that the lace trade is extremely active at present, not merely in cotton laces, but in silk laces and in fancy millinery laces. So far as bobbinnets and other plain



No. W 2—Lace Bow, White, Butter.

goods are concerned the supply is unequal to the demand, and prices rule high. There is besides great ingenuity bestowed in England just now upon made up laces for caps, ruffles, blouses, collars, etc., such as I have described, and in the manufacture of these Messrs. Tidswell have no superiors.

**BAIRD TIME STAMPS.**



The BaIRD Chronograph is recommended to your use as an absolutely reliable time stamp. Ball bearing, Automatic Ribbon, Portable, Quick in operation, and always in Working Order. It is the best machine on the market for keeping track of the time of receipt of mail and telegrams, filling of orders, etc. By means of a simple attachment the machine can be used in the factory or work-room for timing employees, and job tickets. In use by Reid, Murdoch & Co., the leading Wholesale Grocery House of Chicago, and representative business houses everywhere. For illustrated circular, price list, and further information, address, BAIRD-CHANDLER MFG. CO., 118 South Clinton St., Chicago, Ill.

**ADVERTISING IN WESTERN CANADA**

will be **CAREFULLY, EFFICIENTLY** and **PROMPTLY** attended to, by

**THE ROBERTS ADVERTISING AGENCY,**  
WINNIPEGO, CANADA.

**Crompton Corsets**  
**Fit the Figure**



Their perfection of style and finish are all that could be desired by the most fastidious purchaser.

Keep pace with the times by handling the most successful of all lines: Queen Moo, Victoria, Contour, Yartist, Magnetic and Gebek Corsets, and the famous Hygeian Waists, manufactured only by

**The Crompton Corset Co., Limited**  
TORONTO, ONT.

1890. . . . WINTER SAILINGS. . . . 1900.

**BEAVER LINE ROYAL MAIL STEAMERS.**

Sailing weekly between St. John, N.B., and Liverpool. Calling at Halifax, N.S., and Moville, Ireland, each way.

From Liverpool.	STEAMERS.	From St. John	From Halifax.
Sat. Nov. 11	* MONTROSE	Wed. Nov. 29	Thur. Nov. 29
" " 18	* MONTELEY	" Dec. 6	" Dec. 7
" " 25	LAKE HURON	" " 13	" " 14
" Dec. 2	* MONTEAGLE	" " 20	" " 21
" " 9	LAKE ONTARIO	" " 27	" " 28
" " 16	* MONTROSE	Jan. 3	Jan. 4
" " 23	LAKE SUPERIOR	" 10	" 11

And weekly thereafter throughout the Winter Season. (Carry a limited number of First Cabin passengers only.)

**Rates of Passage.**

First Cabin—Lake Ontario and Lake Superior, single, \$15 to \$30. return, \$25 to \$50; prepaid, \$15 to \$30. Montrose, Montroy and Montegale, single, \$10; return, \$10; prepaid, \$10. Second Cabin—To or from Liverpool or London, \$32; round trip, \$65. Steerage—Outward from St. John or Halifax, \$22 (Liverpool, London or Londonderry), prepaid to Halifax or St. John, \$21. For further particulars as to passage or freight, apply to any Agent of the Company, or to

**ELDER, DEMPSTER & CO., MONTREAL.**



**CATCH PHRASES & IDEAS.**

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

**The following**

is a partial list of the Goods we manufacture :

The Sun Lighting Machine.

(sprinkling system.)

The Beacon Acetylene Machine.

(immersion system.)

The Simplex Acetylene Generator.

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

The Duplex Acetylene Machine.

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

Acetylene Gas Stoves and Ranges.

(for use with the above machine.)

Special Photographic Apparatus.

(beats sunlight for photography.)

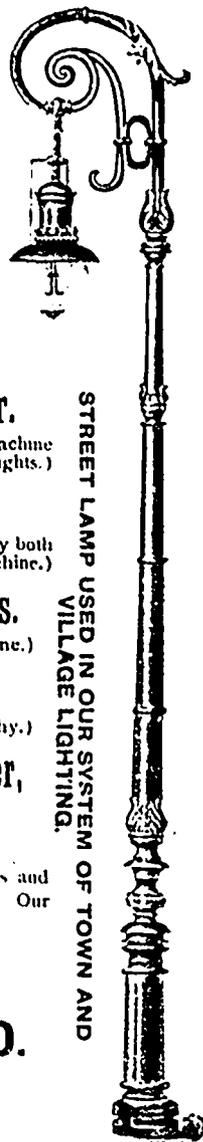
The "Crescent" Acetylene Burner, Acetylene Gas Meters, etc.

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

**THE ACETYLENE MANUFACTURING CO. LIMITED**

Head Office, LONDON, ONT.

Capital, \$300,000.



STREET LAMP USED IN OUR SYSTEM OF TOWN AND VILLAGE LIGHTING.

**PUTNAM'S CLOTH CHART.**

Will measure Piece Goods much more quickly than any other measuring machine in the market, and leave the pieces in the original roll as they came from the factory. It is five times as rapid as hand measurement, twice as rapid as winding machines, 50 per cent. more rapid than any other chart and three times as durable as the best of its competitors. Satisfaction guaranteed, or money refunded. Write for booklet "All About It." No exaggeration. Get one and try it.

**A. E. PUTNAM, Mfr., Milan, Mich.**

Canadian Sales Depot.

**E. J. JOSELIN, 33 MELINDA STREET, TORONTO**

Price, \$4.00 each.



## HOLIDAY GOODS IN IMPORTERS' HANDS.

THE GAULT BROS. CO., LIMITED.

**T**HE GAULT BROS. CO., LIMITED, have some Spring novelties of which they are very proud. Among some of the more prominent they mention :

**Ladies' Belts**—Jet black beaded, and jet steel and black ; also beaded belts with fringes, elastic belts, crepon elastic belts, and fancy nets of all kinds in elastic belting.

**Fringes**—A large assortment of fringes are shown which have been having a great run in Paris, London, and New York. These fringes are used in trimmings. The epaulettes fall on the shoulders, and the fringe, which is knotted at the top, joins the epaulettes, thus forming a very effective yoke for the front of the waist.

They have in stock quite a variety of Battenburg lace doilies, tray covers, tea table covers, and sideboard covers ; also small squares for immediate delivery for the holiday trade.

Flowers on mousseline, that are exact reproductions of nature, is one of the novelties for Spring which is expected to have a large sale. Gault Bros. invite inspection of these goods.

A fine range of stick pins, beauty pins, enameled blouse pins and hair brooches, etc.; also small buttons in jet and crystal, comprising all the latest shades, form an important part of their display.

In lace scarves, muslin embroidered scarves and tissues will be found the latest styles all around.

They would also draw attention to their line of veilings, plain, fancy meshes, and black dotted effects.

JOHN MACDONALD & CO.

The woollen department of John Macdonald & Co. has a new shipment of 54-inch tweed suitings suitable for ladies' dress skirts, and also a shipment of mercerized italians, black and colored. This month, a job line of 50 inch mantle curls, and also one in 3-4 Canadian frieze, as well as a line of genuine Irish frieze, light colors, are shown. Some pretty Canadian checks, 54 inch goods, for dress purposes, are shown. The "Abergeldie" and the "Blairgowrie" are particularly handsome effects. The department reports the sorting trade good. Overcoatings include beavers, meltons, naps and friezes, while there is a large assortment of grey goods, which are so fashionable for gentlemen's overcoats.

In the carpet department, a nice range of mats and rugs is shown. A special mill lot is being cleared at one-third under the regular price, five sizes of smyrna and one size of axminster, also a range of pillow shams and bureau covers to match.

Among other goods which are suitable for the holiday trade, and can be delivered at once, are a range of tapestry, chenille and silk tablecovers and chenille, tapestry and silk curtains, while 100 pieces, odd widths, of domestic floor oilcloths are being cleared below the regular price before the Spring patterns arrive. There are no samples of this line, but they are all selling designs.

The furnishings department shows a nice range of smoking-jackets and dressing-gowns to retail from \$5 upwards ; mufflers and Oxford wraps to retail from 50c. to \$1 are shown,

while the regular mufflers can be had to retail from 25c. to \$1.50. Other holiday goods include braces, done up one pair to a box, retailing from 50c. to \$1.50 ; umbrellas, with fancy handles, to retail at \$5, and, in neckwear, flowing-end ties, derbies, puffs, etc.

A pretty line of handkerchiefs with border lace effects is shown for Christmas trade, while the range of fancy goods include belt buckles, pearl necklaces for children, fancy hair combs, work-baskets, work-boxes, dolls, framed pictures done in color process work, and retailing at 25c.

A very sensible present for Christmas is the Sandow Developer, for which John Macdonald & Co. are the Canadian agents.

During the month of December, John Macdonald & Co. will hold their annual sale of embroideries and white goods of all kinds—clean, new, up-to date goods. No old stock carried over from past seasons. Lawns, nainsooks, India linens, satin checks, piques, apron muslins, comprise a few of the lines they will show, with special popular prices in each line.

Their range of black and colored silks for Spring is, as usual, the very best value obtainable and sold at close, keen prices. They show several ranges of striped blouse silks at 30, 35, and 37 ½c.; also a great many novelties in the higher grades. Special value in black, peau de soie, and merveilleux at popular prices.

MCINTYRE, SON & CO.

McIntyre, Son & Co. draw attention to the large and varied assortment of household linens now in stock suitable for the holiday season. They have the largest assortment in the Dominion, and carry only reliable goods that possess good good wearing qualities.

The dress goods department is well assorted, and in silks and printed flannels are lines to make an attractive show for the coming Christmas trade.

The smallware department is well assorted, and is showing a nice lot of handkerchiefs done up in attractive styles.

Rouillon gloves and Trefousse gloves are well known and are leaders—an assortment kept in stock in leading styles and prices. Now is the time to place advance orders for Spring delivery.

McIntyre, Son & Co. are showing a large variety of white goods and wash fabrics for Spring delivery. Novel designs, artistic coloring, high-class printing and selling qualities.

THE W. R. BROCK CO., LIMITED.

The carpet department of the W. R. Brock Co., Limited, has in stock a range of damask furniture coverings in various makes, including some very handsome effects in duplex goods and merceized finish. These latter, while having all the appearance of silk, are more durable at one third the cost. They are also showing a range of Swiss pillow shams, runners, and bureau cloths. These latter goods are very scarce in the trade, but this firm have got a nice assortment just for Christmas trade. The stock of lace curtains of all classes is complete in all prices.

In woollens, a special offer this month is a line of Scotch tweeds at 50c. on the dollar. In overcoatings, the stock of beavers, meltons, and curls is well assorted, and all at old prices. Special lines in blue and black worsteds and serges, both for present and Spring delivery, are shown.

Buyers of prints, linens, and linings got these lines on the placing trip at a slight advance, but, since then, each mail brings its quota of advances, and retailers will be forced to

# 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.

## Newspaper Information

We can supply you with the comments of the news-  
papers on any subjects that interest you. Personal  
items, political articles; in fact, anything that appears  
in any Canadian publication can be procured from us.  
We read the newspapers for you better and cheaper  
than you could do it yourself. Send a post card for  
particulars.

**CANADIAN PRESS CLIPPING  
BUREAU**

Telephone Main 1255. 505 Board of Trade Bldg., MONTREAL, QUE

THE

# CANADIAN COLORED COTTON MILLS COMPANY

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

Only Wholesale  
Trade supplied.

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

## DYEING DRY GOODS and MILLINERY

Dress Goods, Cloths, Tweeds, Drills, Ducks,  
Cottons, and Velveteens,  
Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP.

Also FEATHERS, SILKS, VELVETS, RIBBONS, LACES, Etc.

And Garment Work of all kinds.

**BRITISH AMERICAN DYEING CO.**

Technical, Chemical Dyers and Finishers.

JOSEPH ALLEN, Managing Partner.

Principal Offices—215 McGill St., Montreal.  
187 Yonge St., Toronto.

121 Bank St., Ottawa.  
47 John St., Quebec.

# HIDDEN HELPS



## BRAIDED WIRE BUSTLES AND FORMS

Correct the bad, emphasize the good.  
Indicate whatever the wearer pleases.  
Are pronounced or suggestive—as you  
wish.

Are reliable, durable ventilators, non-  
heating.

They distribute and relieve the skirt  
weight.

All you see is style, beauty, grace.

What you feel is comfort, ease, satis-  
faction.

For Sale at Leading Dry Good Stores.

Sample Orders Solicited . . .

Sole Manufacturers in Canada.

**BRUSH & CO., Toronto**

# SITUATIONS

in the Business Field are constantly opening to  
those who are qualified to fill them. The

## CENTRAL BUSINESS COLLEGE

TORONTO, received these calls for help within  
three days from Oct. 30th: Bradstreet's Agency,  
lady, stenographer, H. H. Williams, real estate,  
young man, clerk and stenographer; J. D. King  
& Co., lady, stenographer, Gowans, Kent & Co.,  
lady, bookkeeper; King, Darrell Produce Co.,  
young man, bookkeeping and stenography.

Our students secure such places as soon as  
they become qualified for them.

It will pay to prepare for them.

Correspondence Invited.

W. H. SHAW, Principal.

**HOLIDAY GOODS--Continued.**

advance their 10c lines to 12½c. and the latter to 15c. There is no chance at present of prices going back. An attractive range of Christmas lines in doylies, tray cloths, tete-a-tete cloths, and sideboard cloths are seen in this warehouse. A line for presents consists of a tablecloth and a dozen napkins put up in a nice box. They will retail from \$3.50 to \$7. There are some nice goods in hemstitched tablecloths and napkins to match, but sold separately. A large stock of 5-8 and 3 4 size napkins at all prices, to retail from 50c. to \$8 per dozen, new designs, picked principally for Christmas trade, are shown.

During December, the hosiery, glove and underwear department of this company will be offering odd lots and broken ranges that have turned up during stocktaking, and will be cleared out at greatly reduced prices, in order to make room for the Spring goods, large quantities of which arrive during December from early shipments. This year, these odd lines will be particularly interesting to keen buyers constantly on the lookout for trade stimulators, in consequence of the large increase of price in all lines of goods.

The men's furnishings department has opened, and, for the next week or so days, will be continually opening new goods for the Christmas and holiday trade, in fancy neck wraps, cashmere and silk mufflers, creme a la creme neckwear in all styles and latest patterns, ladies' and men's umbrellas in individual boxes (a sensible holiday present), warm gloves, mitts, fancy wool goods, kid gloves, fancy ribbons, ruchings, apron lawns, handkerchiefs galore—in silk, swiss embroidered, Christmas and picture patterns, hemstitched, etc.

The Brock Co.'s immense stock of cashmere hosiery is still well assorted, and those in want of this line of goods, in view of rapid advance, should send to Brock's for samples of various lines, as they are still prepared to give their customers the great advantage of the contracts placed before the markets began to rise.

**LACE NOVELTIES FOR CHRISTMAS.**

Among the newest things which Kyle, Cheesbrough & Co. have put in stock for the holiday trade is a very fine assortment in the latest Parisian lace robes, in black and cream, ranging from \$10.50 to \$15 each; also a large range of plauen robes, which are largely worn on the other side of the Atlantic. They are showing embroidered chiffons for the Christmas trade, in black, cream and black and white. These are goods for the best class of trade, prices ranging from \$1.75 to \$3.60 per yard. They are also showing a nice range of handkerchief sachets in satin, and the newest fad, black and colored beaded handkerchief pockets to wear in the evening. They have no samples on the road of these lines, but will furnish same on application. Mail orders promptly attended to.

**PUTNAM'S CLOTH CHART.**

Merchants who have used this device for measuring piece goods, ribbons, etc., are well satisfied with it. The Southern Trade Record, speaking of its success in the United States, says that the cloth chart placed upon the market by A. E. Putnam, manufacturer, Milan, Mich., is the most worthy and commendable device for this purpose offered to the trade. In view of the superior qualities of this cloth chart, we feel safe in commending it to our inquirers, and would suggest that they communicate with the firm for further particulars." The Canadian agent is E. J. Joselin, 33 Melinda street, Toronto, who will answer all inquiries on this subject.

**THE ENGLISH CALICO PRINTERS COMBINE.**

The calico printers and manufacturers of Lancashire, Eng., have combined into a huge concern with \$30,000,000 capital. The combined firms employ nearly 1,000,000 persons. The subscribers to the association include some of the most influential names in the trade, says The London Drapers' Record. Messrs. F. F. Graplin, G. McConnell, J. H. Gartside, C. H. Nevill, W. G. Crum, F. W. Ashton and W. E. Appleton are powers in themselves, and, without venturing any forecast as to the success or otherwise of the association, it may be admitted that a better start could not very well have been made. Mr. G. McConnell is a director of Messrs. Edmund Potter & Co., Limited, a concern which, along with others who appear to have thrown in their lot with the new combination, stood aloof from previous schemes of the kind.

The firms composing any calico printing combination will, of course, depend principally for their profits upon sales abroad. The following details as to exports in quantities and values during the past five years will, therefore, be interesting:

	Yards.	£
1894	981,979,000	10,767,000
1895	966,882,000	10,498,000
1896	1,072,818,000	11,519,000
1897	891,679,000	9,491,000
1898	958,689,000	9,937,000

An important feature in connection with the print trade is that the proportion of sales to British possessions is much less than that of greys, dyed or bleached goods. Considerably more than half the exports of plain cottons during the past five years have gone to British possessions. In the case of prints, the British colonies and dependencies have taken about one-third of the exports since 1894. India, Brazil, Turkey and Java are the largest markets. Fortunately for the print trade, the development of the cotton industry in the East has not yet extended to the print department. That will come later.

The figures shown on the reference to print exports during the quinquennial period just closed do not necessarily indicate the relative prosperity or otherwise of the industry during that time. The prices of cotton and of cloth require to be taken into consideration in order to arrive at accurate conclusions on such a point, and the varying degrees of intensity in the competition between printers themselves must also be studied.

**Silk Fringes**

THE FASHIONABLE  
DRESS TRIMMING.

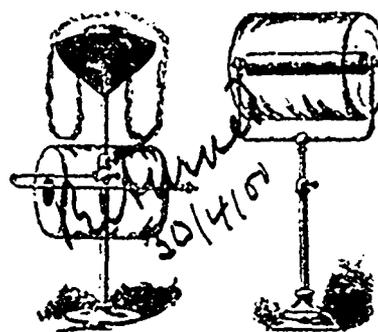


Various Designs, all Widths, Black and Colors.

BRAIDS, BARREL BUTTONS,  
CORDS, ORNAMENTS.

Manufactured by

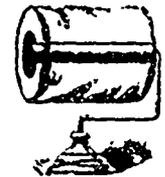
**MOULTON & CO.,** 12 St. Peter St., **MONTREAL**



No. 351.  
Price each, \$1.75



No. 379  
Extension Mull Holder  
Price each, \$1.25



No. 350.  
Mull Holder. Price each,  
75 cents.

No. 341—Cupertine Stand  
with Mull Holder attached.  
Price each, nickel plated,  
\$1.75

No. 379—Extension Mull  
Holder. Price each, \$1.25.  
No. 380 Mull Holder.  
Price each, 75 cents.

Paper Mangle, Wax and  
Metal Window Display Fix-  
tures for every purpose.  
Write for catalogue and  
prices

**Toronto Brass Mfg. Co.,**  
91-95 RICHMOND ST. WEST.

# Dominion Suspender Co

Niagara Falls

Makers of **Trade D Mark** Suspenders  
Guaranteed

Use the "Derby Link," No. 2



Patented Nov. 23, 1893.  
FOR ALL CUFFS.

Use the New "Star" Cuff Holder



Patented.  
For Link and Plain Cuffs

Keep your trousers up with the  
"Automatic" Bachelor Button



WRITE  
TO YOUR  
JOBBER.

NO  
NEEDLE  
REQUIRED.

The New Automatic



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

"Au Fait" Scarf Retainer



Patented.  
Opens Wide at Mouth.

For Sale by Principal Jobbers Everywhere.

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

## The Celluloid Company

30, 32, 34, 36  
Washington Place

NEW YORK

ORIGINAL and ONLY  
Manufacturers of

"CELLULOID" Interlined Waterproof  
Collars and Cuffs . . .

All goods made by us are stamped as follows :

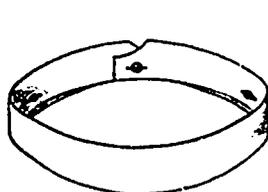
Absolutely No



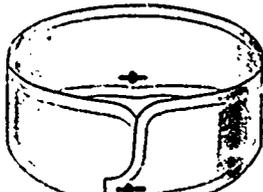
TRADE  
CELLULOID  
MARK.

Others Genuine

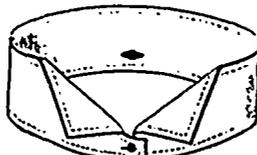
Positively waterproof. When soiled simply wipe off with a damp cloth or sponge.



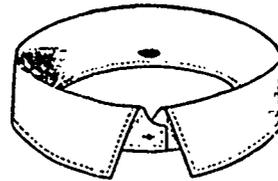
ROMAN



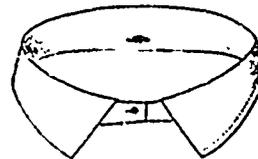
BERKELEY.



TITAN.

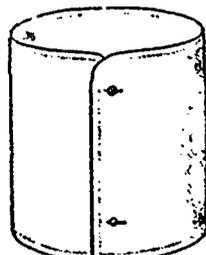


BICYCLE.

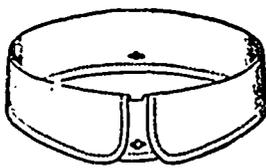


ROYAL

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



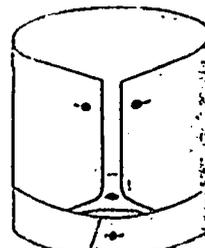
EXCELSIOR.



SAVOY

### CAUTION

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



The Celluloid Company FIFTH AVE.

**TO THE TRADE**

ESTABLISHED 1849

# Christmas

We have anticipated big business for the next three weeks in goods for Christmas trade, and consequently have now in stock a large assortment of Novelties suitable for

## The Holiday Season

Dress Silks, Blouse Silks, Dress Goods, Neckwear, Handkerchiefs, Mufflers, Kid Gloves (fur-lined), Dressing Gowns, Smoking Jackets, Pillow Shams and Bureau Covers (to match), Mats, Rugs, Cushion Tops, Table Covers, Curtain Muslins, Curtain Scrims, Lace Curtains, Linen Table Cloths and Napkins (to match), Table Cloths and Table Napkins.

## Fancy Goods

in a great variety of Work Boxes, Glove and Handkerchief Boxes, Work Baskets, Photo Frames, Toy Cups and Soucers, Dolls, Clocks, Silverware, Ladies' Umbrellas (with fancy handles), Men's Umbrellas, Pocket Books, Purses, etc., etc., all of which are suitable for Christmas presents, and at prices unequalled.

FILLING LETTER ORDERS A SPECIALTY.

**JOHN MACDONALD & CO.**

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**TORONTO.**