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VOL. IX.

MONTREAL AND TORONTO, APRIL, 1899.

No. 4.

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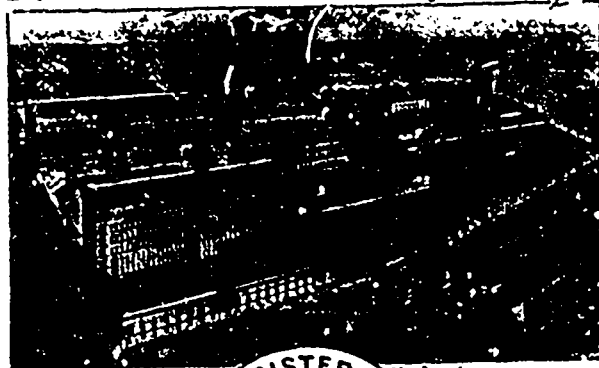
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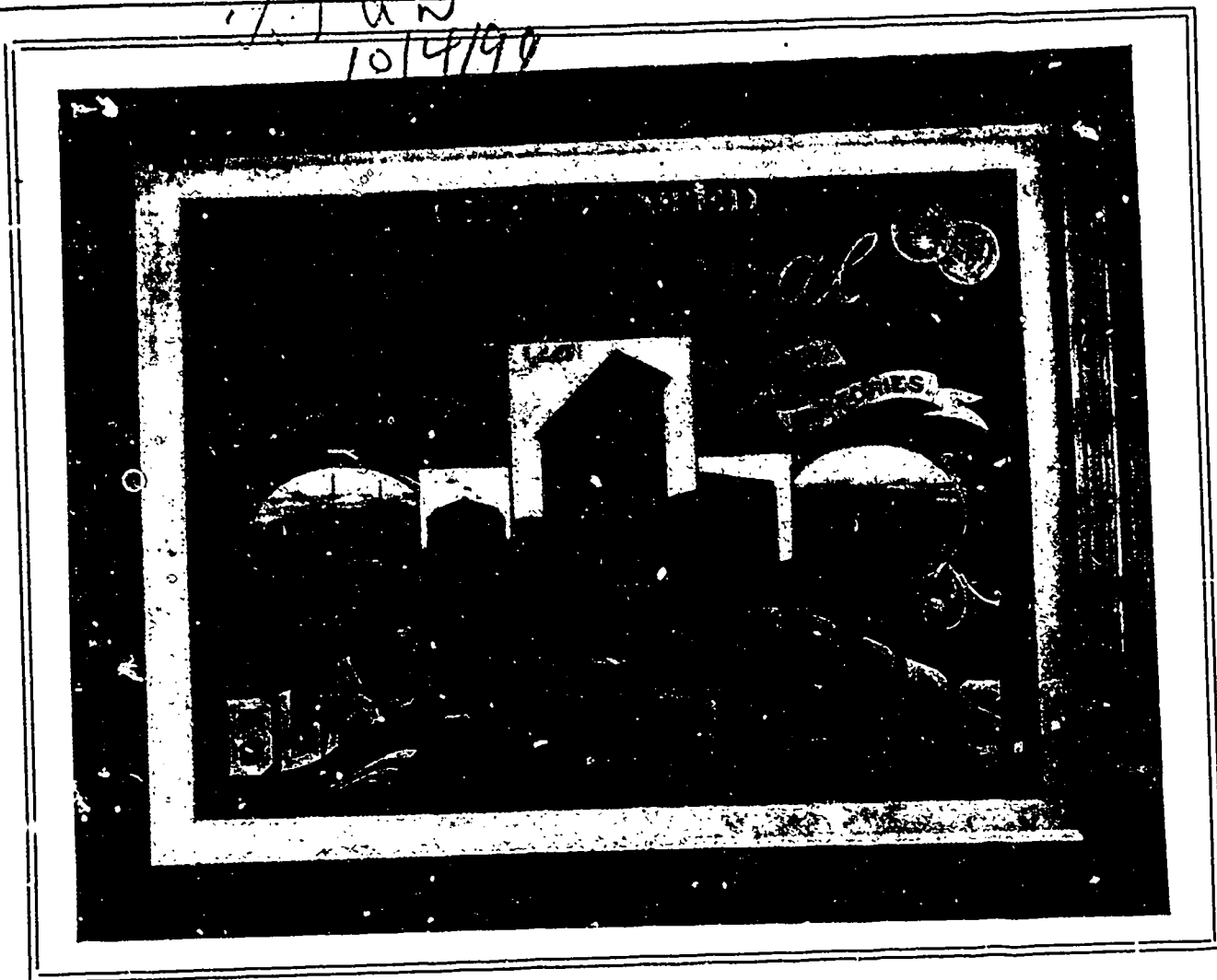
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*A complete line will be submitted to you by our salesman whenever convenient to your goodselves.*

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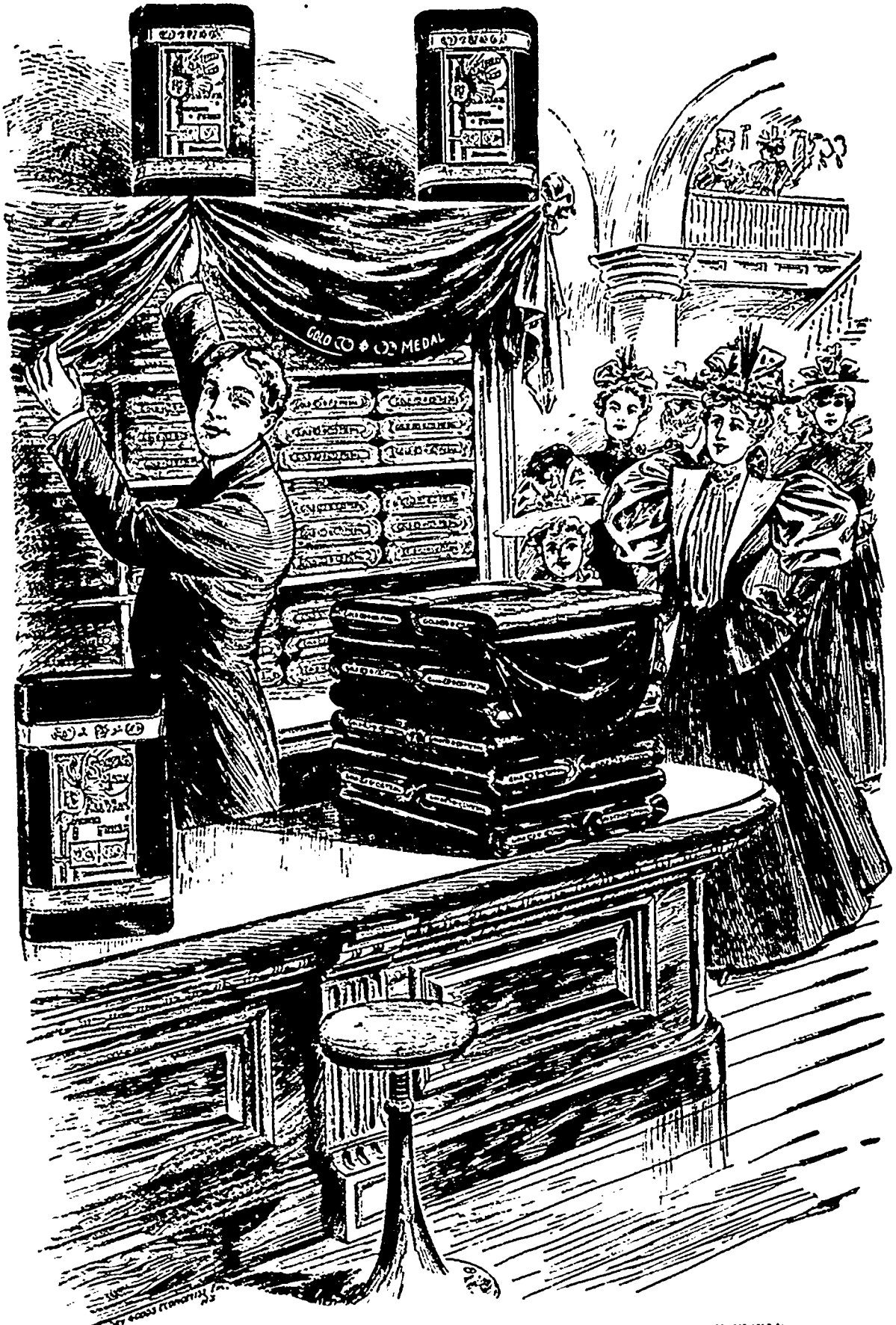
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New Price Lists upon Application.

and Baby Linen



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Celebrated English Skin  
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Sanitary Woolen Underwear  
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Ladies and Children. Very  
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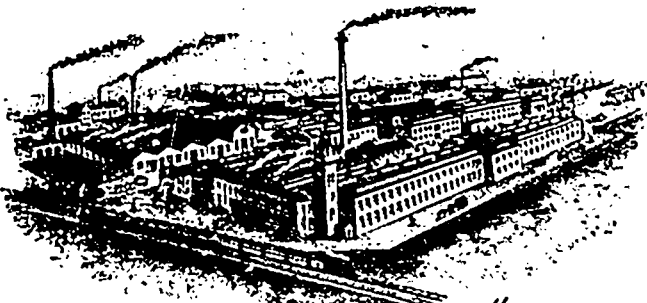
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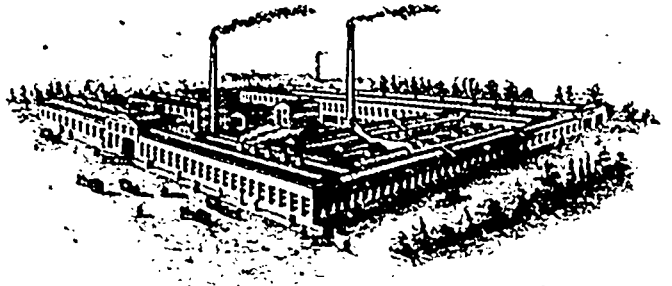
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*By Her Majesty's Royal Letters Patent  
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Goods finished by this process are absolutely cheaper than in ordinary finish, as the extra cost of finishing is far more than met by the improved value and 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.

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we are showing many novelties for Spring wear, having supplemented our stock with new ranges of Coverts and Pirle-finished Cloths, Sedans, Blister Cloths and Silk Crepons.

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**SEE** our stock of Printed and Woven Cotton Goods in the Warehouse or samples with our Travellers.

# THE CANADIAN GOODS DRY REVIEW

VOL. IX.

MONTREAL AND TORONTO, APRIL, 1899.

No. 4.

## THE COLLECTION OF DEBTS.\*

A PLAN TO SIMPLIFY THE LEGAL PROCESS.

By Mr. W. E. Raney, Barrister, Toronto

CHEAP law means encouragement to the people to vindicate their rights. Dear law means discouragement to the people to vindicate their rights. If a man is discouraged from pursuing his legal rights he will in no long time lose the feeling of legal right. Hampden battled against the payment of an unjust tax because for centuries he and his forefathers had battled sturdily for their private rights. National sentiment rises no higher than its fountain head - the individuals composing the nation. Had the Roundheads not had the sense of legal right strongly developed, the Stuarts would probably still be absolute monarchs of Great Britain. A German writer declares with exact truth that in the shilling for which the Englishman stubbornly struggles the political development of England lies. The people who bravely assert their rights in the smallest matters will rest secure in their highest possessions.

Whenever justice is denied or unduly delayed, an injury is committed to the individual's feeling of legal right, and thus indirectly to the national strength, and the community accustomed to such denials and delays will, in time, come to look with complacency, if not with actual sympathy, upon the violator of the law as being like itself arrayed against the state power, the natural enemy of both. That the denials and delays may not be intentional on the part of the Government but only the result of a cumbersome and antiquated system of procedure will make little difference in the result. The general public is not over nice in discriminating between a system and its administrators.

This much in general vindication of the struggle for law procedure reform. The subject is a large one, but to-night we shall be concerned only with that branch of it having to do with procedure in the inferior civil courts.

Ontario has three distinct court systems for the trial of actions. Two of these are inferior courts, that is to say, their jurisdiction is limited. They have to do with the collection of claims up to \$200, and, where the amount is ascertained by the signature of the defendant, up to \$600. They are the courts, therefore, in which the great mass of the people have most interest.

The first question that naturally suggests itself is, why two inferior court systems? The same judges who preside in the County Courts also preside in the Division Courts within their respective jurisdictions. But not only is the procedure in the Division Courts entirely different from that in the County Court,

but a plaintiff's success in recovering his claim may depend upon whether it is below or above the line dividing the two jurisdictions.

In the Division Court a plaintiff may sue for damage up to \$60; on an open account up to \$100, and on a promissory note up to \$200. If his claim be above these figures he must go to the County Court. The line dividing the jurisdiction of the one court from that of the other is thus purely arbitrary. There is no reason whatever for it beyond the fact of its existence.

### THE COUNTY COURTS.

I have said that the procedure in the County Court is different from that in the Division Court. The County Court is in fact the high court in miniature. The same rules govern procedure in both and the lower court has nearly all the frills known at Osgoode Hall. It is therefore unnecessary to say that the procedure in the County Court is even quite as cumbersome as that in the high court, and a glance at the reports of the Inspector of Legal Offices discloses the fact that relatively to the importance of the matters dealt with, the County Courts enjoy the distinction of being the most costly courts in the Province. Thus the total amount of the judgments recovered after trial in the County Courts in 1896 was a little less than \$24,000; the solicitors' costs taxed against the unsuccessful litigants under those judgments were a little less than \$20,000. The total amount of similar judgments in 1897 was less than \$25,000 and the total amount of the like costs allowed, a little more than \$24,000. These figures only, of course, include one set of solicitors' costs, and as in practice both sides in the County Court are always represented by solicitors, it is fair to assume that the costs for which the defeated litigants became liable to their own solicitors, were not less than those which they were ordered to pay to the other side. Thus the rather astonishing result is reached that every dollar for which judgment is recovered in the County Court after trial costs nearly \$2.00 in solicitors' fees and disbursements.

Some specific instances disclosed in the report of the Inspector of Legal Offices for 1897 are worth noting. In the County Court of the county of Bruce it appears that eight cases were entered for trial. In three of these judgments were entered up after trial. The total amount recovered by the successful parties (assuming that the judgments were paid) was \$315.52. The total amount of costs taxed was \$821.16 and the total amount of disbursements allowed \$434.33.

In the County Court of the county of Elgin ten cases were entered for trial. In seven of these judgments were entered up after trial. The total amount recovered by the successful parties was \$478.06. The total amount of costs taxed was \$1,233.15 and the total amount of disbursements allowed \$696.74.

In the County Court of the county of Oxford eight cases were entered for trial. In five of these judgments were entered up after

\*Paper read at the annual meeting of the Retail Merchants' Association, Toronto

trial. The total amount recovered by the successful parties was \$330.86. The total amount of costs taxed was \$585.53 and the total amount of disbursements \$245.81.

In the County Court of the county of Peterborough four cases were entered for trial. Judgments were entered up in these four cases after trial. The total amount recovered by the successful parties was \$119.83. The total amount of costs taxed was \$364.47 and the total amount of disbursements allowed \$166.85.

In the County Court of the county of York one hundred and five cases were entered for trial. In fifty-four of these judgments were entered up after trial. The total amount recovered by the successful parties was \$6,580.38. The total amount of costs taxed was \$5,274.91 and the total amount of disbursements allowed \$1,570.05.

Of course in many cases the costs were in much lower ratio, but the above examples will indicate what is possible under the present County Court system, and if the County Court is not a popular court no other explanation of the fact than these figures will be necessary.

In 1896, 2,286 cases were entered in the County Courts of the Province, of which, however, only 357 went to trial; 101 cases were entered for trial in the Toronto County Court leaving only 256 cases for the 42 other County Courts of the Province, or an average of six cases for each County Court outside of Toronto.

In 1897, 2,266 cases were entered and 410 of these went to trial. Of that number 105 were entered for trial in Toronto leaving an average of seven for each of the other County Courts. In the same year in 16 of the County Courts four cases or less were entered for trial, and in almost every county in the Province outside of Toronto it frequently happens that not more than one case is set down at a sittings to be tried by a jury. The result is that a full jury panel has to be summoned to the county town for no other purpose, in case there should happen to be no criminal business, than the trial of that one civil case which might equally as well and much more economically have been tried before the same judge sitting as he now does in the Division Court in the neighborhood where the cause of action arose, where probably the parties and the witnesses reside, with the assistance of a jury of five men summoned under the provisions of the Division Courts' Act.

#### THE DIVISION COURTS.

As between the County Courts and the Division Courts the latter are undoubtedly the popular courts. The reason is not far to find. They are comparatively speaking cheap, they are local and their procedure is expeditious. The costs in a Division Court case do not usually exceed \$5 00 or \$10 00, even for claims up to the limit of the jurisdiction of the court. The sittings of the Court are held where the parties reside or the cause of action arose, and if trial by jury is desired it is to be had at a trifling expense by a jury of five men. The circuit of the Division Courts in each county is required to be made at least once in two months so that parties do not have to wait long for the determination of their causes. In one respect, however, the procedure in the County Court has the advantage over that in the Division Courts. In the County Court a plaintiff may by paying sixty cents issue his writ against any number of defendants. He may then serve the writ himself or through his solicitors without permission from anyone. In the Division Court on the other hand he can only (except in cases involving \$10 or less) set the legal machinery in motion by paying a deposit of several dollars to cover the clerk's and bailiff's fees. He is not permitted to serve the summons himself, or, if as a special concession he is, he must pay the bailiff's charges just as though the work had actually been done by the bailiff. In other respects too the Division Court, particularly in cases involving small amounts, say \$50 or less, is too costly. By a late amend-

ment to the Act the costs other than bailiff's charges in cases where \$10 or less is claimed, were limited to \$1.25. This was a step, though a very short one, in the right direction.

#### THE ENGLISH COUNTY COURT.

England has only one inferior court system. The country is divided into about 500 districts for County Court purposes. There are 57 County Court Judges, each of whom presides over from one to a dozen districts. Sittings are held in each district once a month and every action must be brought within the district where the defendant resides or carries on business, unless leave of the court to commence it elsewhere is obtained. On payment of one shilling in the pound of his claim, a plaintiff may issue a summons endorsed with a short statement of his cause of action. He may enter his claim with the clerk of the court either personally or through the post and in cases involving not more than two pounds there are no solicitors' costs. The weakness of the English County Court system, like our own County Court system, is that it too much affects high court procedure. It has a complete and elaborate system of pleading and proceedings for obtaining discovery, etc., and costs, except in the petty cases last referred to, are ascertained by taxation, that is to say by putting a premium on circumlocution.

#### A NEW INFERIOR COURT.

With the Ontario County Court and Division Court Acts and the English County Court Act to draw upon, it would be an easy matter to frame a new inferior court system for this Province that would answer all the requirements of the case.

To start with, Ontario only needs one inferior court. That court should be called the County Court, but, like the English County Court, and like our own Division Court, its sittings should be local. In other words, the County Court judges should try all cases up to the limit of the County Court jurisdiction in the immediate locality where the cause of action arose or the parties reside.

The English system, under which the creditor can commence his action by simply taking or sending a memorandum of his claim to the court and paying a shilling in the pound deposit to cover court costs, is a great improvement over the practice in both our inferior courts. If that plan were adopted here, a man with a claim of, say, \$20, would pay on entering his claim, \$1, and then would be quit of court expenses, except witness fees in case there should be a contest.

High court procedure ought to be abolished from the inferior court. The theory is, that under the present elaborate system of pleading and rules for obtaining discovery, each side comes to trial with notice of the case the other side is seeking to make. The fact is that pleading and discovery in nine cases out of ten are the purest farces, and are productive of nothing but solicitors' costs. The court ought to have power, on the application of either party, to order pleadings or discovery of documents, but unless costs were given on such applications, it is safe to say, they would not be very frequent.

#### THE QUESTION OF COSTS.

And that suggests the question of costs. At present, there are no costs in the Division Court, except that, in cases involving above \$100 which go to trial, the judge may, in his discretion, allow a counsel fee up to \$10. Something is to be said in favor of the indemnification of a party, whom another's default or wrongful conduct has compelled to seek redress in the courts, from the costs often necessary of employing a solicitor. If it were provided that, in every case in which a defence was entered and judgment subsequently delivered for, say, \$20 or more, the judge might, in his discretion, allow, in addition, up to 10 per cent. of the amount recovered, or, in the event of the claim being disallowed, 10 per cent. of the amount of the claim, as an indemnity against solicitor's

costs, substantial justice would probably be done. By this plan, the costs would be strictly limited, and, at the same time, some relief would be secured to the person who had been forced into court for the vindication of his rights or to answer the unfounded claim of another.

The garnishment clauses of the Division Court Act, under which debts due the defendant may be attached either before or after judgment has been recovered, work well, and should be a feature of the new court.

So ought the judgment summons process, under which a creditor may ascertain what means his debtor has of paying his claim, and may get an order for periodical payments, according to the debtor's ability to pay. This feature of the law might, with advantage, be modified so as to provide, as is done in the English Act, that the plaintiff may, in his summons, ask for payment in instalments, so as to avoid the necessity for the expense of a second court proceeding by way of judgment summons, with its attendant expense.

The present Division Court jury system works well, and would be equally effective in cases up to the present limit of the County Court jurisdiction.

#### ADVANTAGES OF REFORM.

What would be the advantages of the reform system?

1. Uniformity. We would have one inferior court, with one system of procedure, instead of two inferior courts, with two systems of procedure.
2. Simplicity. The new rules would be designed to meet the demands for business methods in the courts and not to exemplify the great doctrine of how-not-to-do-it.
3. Expedition. In Toronto there are four sittings of the County Court for the trial of jury cases and two sittings for the trial of non-jury cases each year; the Division Courts sit every week. The proposal is that the new court should sit as frequently as the present Division Court.
4. Convenience. Parties, witnesses and jurors would not be compelled to go to the county town often at the expense of traveling a long distance and of several days' time to attend upon County Court cases.
5. Cheapness. Under the new system, cases which must now be tried in the County Court would be disposed of at about one-tenth of the present cost to the parties. And, as to cases within the present Division Court jurisdiction, there would be no good reason why a creditor up to the amount of, say, \$50, should not get judgment at an expense, so far as court fees are concerned, of \$1. If he were allowed to serve the summons himself that would be the entire cost of recovering judgment outside of witness fees. From \$1 the court fees might be graduated up to \$4 or \$5, according to the amount of the claim, these fees to cover all court charges down to and including judgment except bailiff's charges, and plaintiffs to be at liberty to serve the summonses themselves if they wish. The greatly increased volume of business which would be certain to result from a tariff of fixed and moderate charges would more than compensate the officials concerned for any reduction in fees.

And to the municipalities the saving in expense would be very considerable. In each of the 43 County County districts full jury panels are summoned to the county town twice each year to try criminal and County Court cases. Each jurymen is entitled to be paid mileage and \$2 per day while in attendance and while going to and returning from court. It is not an uncommon thing for jurors to be summoned from points 50 miles from the county town. In Toronto there are always criminal cases to be disposed of, but in the outer counties it frequently happens at a sitting of the court that there are no criminal cases. When this state of things exists the summoning of the jury might be

dispensed with if there were no civil jury cases, but if there should be one jury case a full jury panel must be summoned, and the county thus put to an expense of several hundred dollars to try one case, which, under the new system, would be tried without any expense to the county at the sittings of the court nearest where the parties reside.

#### GENERAL CONCLUSIONS.

The foregoing is necessarily a very brief outline of the proposed reform. It will be easy to suggest points that have not been touched, or improvements upon some of the suggestions I have ventured to make. But my purpose will have been served if, on the one hand, I have succeeded in pointing out the glaring defects of the present system, and, on the other hand, in suggesting in outline the salient features of a new and improved system. With the present court system before him as a guide, the practical law-maker will have little difficulty in selecting the details necessary to fill in the outline.

It is safe to say that the general public and the municipalities will welcome any reform that will cheapen and simplify, without impairing, the administration of justice. But what about the County Court judges and officials and the legal profession, and, lastly, what about the Legislature?

As to the judges and court officials, they are the servants of the public, and it is to be assumed that they will readily fall in with any scheme that is for the general good. There are 63 County Court judges in Ontario, as against 57 County Court judges in England, with its population and wealth many times greater than ours. The 60 judges outside of Toronto each try an average of four or five County Court cases a year. In addition to this, they go on Division Court circuit and perform certain High Court, Surrogate Court and municipal duties, which are, however, for the most part more formidable in the enumeration than in the performance. Few of the judges will, I venture to think, be heard to complain if the sphere of their activity is somewhat widened.

As to the members of the legal profession, there is among many of them, undoubtedly, a prejudice against change in legal procedure. But the time has come when the profession ought to see that, in its own interests, procedure, especially in the inferior courts, must be simplified and cheapened. The feeling that a lawsuit anywhere outside the Division Court may mean ruin to both parties is both widespread and well founded. In fact, it has come to this, that the only fearless clients are corporations and insolvents—the former possibly because they have no consciences, and the latter because they have nothing to lose.

In the Legislature, the proposed reform will, I believe, have nothing to fear. It is not a party question. The responsibility of the Attorney-General and of the leader of the Opposition in the matter are equal. It only needs that it shall be pressed forcibly upon the attention of the House. Legislative reforms come always from the people. Parliaments, as a rule, move as they are impelled from without. Laws are only memoranda of public sentiment. It follows that the lawmakers must follow public sentiment, not lead it. They are justified in making radical changes in the law when such changes are demanded by the people, not before.

Mr. A. M. Payne, Canadian representative of Faudel Phillips & Sons, arrived in New York on Saturday last, after a two months' sojourn at "headquarters" in London. The well-known business of Silber & Fleming, Limited, Wood street and London Wall, has been acquired by the great Newgate street firm and its numerous departments have been incorporated with Faudel's. As a result, their assortment of fancy goods and novelties is quite phenomenal, even in these days of colossal business enterprises.

## WINDOW AND STORE DECORATING.

Conducted for THE REVIEW by an Expert Window Artist

**AN ENLARGED DEPARTMENT.**—Beginning with this number, THE REVIEW intends to make the subject of window dressing more interesting to its readers. It has placed its columns under the management of a practical window-trimmer, who has made a careful study of the subject for years and he intends to make the department as interesting as possible and a practical help to those who are perhaps not so far advanced as himself and who will no doubt profit by his remarks.

**PHOTOGRAPHS SOLICITED.**—THE REVIEW will be glad to receive from any of its readers photographs and descriptions of window displays, which have attracted special attention. All those

the window dressing department of THE REVIEW, will be promptly attended to. We will commence at the bottom and work up as it were.

### HINTS TO BEGINNERS.

There are some merchants who would like to make their windows attractive if they knew how, and there are some bright young clerks, who are just aching to trim those neglected windows (which have been made a dump for odds and ends) in modern fashion—if they knew how, and this knowing how is the secret of successful trimming.

I am convinced that life is too short to KNOW IT ALL, but I



A WINDOW FROM WHICH TO CATCH IDEAS.

which we consider helpful to our readers will be reproduced in these columns. We prefer that any displays sent in should not be too elaborate, for in that case they might be beyond the reach of the majority of merchants. It will mean considerable to a window-trimmer to have his work thus recognized, for his employer will appreciate the fact that he has a good man.

Remember that it is ideas we solicit, such as can be used by the majority of merchants. We mean to make this department helpful and beneficial and we trust that our remarks will be appreciated.

**INQUIRIES ANSWERED.**—We shall be pleased to answer any inquiries or questions on the subject, and to render any help or give any information we can. Any communications addressed to

trust that what I do know may assist you. I began at the beginning, and had to figure out for myself, without a hand to guide me, and with many obstacles to confront. I know how it seems to an aspiring man, to want to do, and not know how to do.

The many disappointments and discouragements of a beginner may be reduced if someone will but extend a helping hand to aid him over the rough places. So you must believe that these notes, whether befitting you or not, are written in the kindest spirit.

The window is the first consideration, and there are all kinds of windows, little and big, upright and oblong, cramped and spacious. Some are hard to get at, some have big awkward posts in them, but no matter how undesirable they seem, remember that anything with a pane of glass before it can be made a show window.

I have often heard the complaint from young trimmers that

# BLOUSES

**MADE OF RIBBONS**—these beautiful check and stripe ribbons and these wide, plain colours, are for that purpose. They are used in conjunction

with Black Velvet Ribbon, Nos. 20 to 140, according to your customer's taste. They make the handsomest and most unique Blouse ever worn.

Black and White Silk Tissue made up over White Silk. A recherche garment.

Check or Stripe Silk Organdie, with white or coloured Silk Linings, nothing handsomer for evening wear.

Black Silk Grenadine, worn over Nile, Helio, Cerise, Cardinal or Yellow Silk, is very fashionable.

The new "Blob" and "Blister" Crepons make elegant costumes, and skirts of these goods with Organdie, Silk or Ribbon Blouses are very handsome.

Poplin and Repp in Plain Colours are in good demand, but you must have the right shades.

In White Goods, Organdies, Pin Spot Muslins and Piques are shown at all prices.

Daisy Pringle, El Coronado, London Lappet, Scotch Dimity and Brocaded Percale, are new lines just received in Muslin and Wash Effects.

Very pretty Scotch Gingham, nothing more serviceable to be had in wash goods.

THE ABOVE are picked at random from the store of BROPHY, CAINS & CO., being among the handsomest goods shown this season.

Plaid, Stripe and Fancy Hosiery, very late in arriving, now coming to hand and opening up better than samples shown.

New goods, ex SS. California, SS. Gallia and SS. Halifax City, to arrive first week in April.

**N.B.—For Fall, 1899.**

WE WILL SHOW YOU THE LATEST, HANDSOMEST AND MOST FASHIONABLE DRESS GOODS AND SILKS EVER BROUGHT TO CANADA. DO NOT RUSH YOUR BUYING AND LATER ON BE ANNOYED WITH US FOR NOT SEEING YOU SOONER. WE WILL HAVE THE GOODS, AND LOTS OF THEM, BUT YOU MUST WAIT IF YOU WANT THE LATEST AND BEST.

**BROPHY, CAINS & CO.**

23 St. Helen Street,

... MONTREAL

**WINDOW DECORATING—Continued.**

they are handicapped by having nothing to work on, that the boss is an old miser and expects to have good displays on an outlay of a few cents.

No doubt these are fit subjects for grievance, but there is another side to the story. The complaints I refer to usually come from the employes of the country merchant, or of those in smaller towns. Now, instead of complaining, face the conditions. If you cannot have elaborate window fixtures like the larger stores in the city, do without them. You'll never make a window-trimmer if you can't. If your employer feels that the business will not permit of an expenditure on costly fixtures, then all you can do is to turn to something else. I have been employed in smaller stores where I could not convince the firm that a few nice fixtures were really necessary, but I never felt stuck, and my displays were always admired and commented on, and compared favorably with those in the cities. I could always find a few wooden barrels, from which I took the hoops, and through various ways of using them I always had an elegant fixture.

There are always any number of different things throughout the store that can be utilized as window fixtures. Barrel heads may be fastened together with light strips, and then nailed to the top of an upright to form a pedestal, and covered over with light material, such as cheesecloth, can display lots of different classes of goods. By winding hoops with cheesecloth they can be used in a variety of ways. I can understand just how some of the young men who are anxious, and who could make good trims, are at a disadvantage. They have not the large stocks to take from, like the large stores carry.

The clerk who usually dresses the window has generally a department to keep in order, wait on customers, or perhaps he does the bookkeeping, and consequently has not time to think out a window display, and thinks as long as he keeps something or other in the windows, that it's all right. If you ask him why he did not use a mirror, or a form here or there, he would be sure to tell you: "Why as for mirrors and forms, we have none, and if I were to use a material for a background at 10c. a yard, the boss would have an epileptic fit."

The sooner these sleepy, "Rip Van Winkle" merchants awake to the fact that good window displays draw the people to their counters, the sooner will success be theirs. The show window of to-day, in all the large mercantile centers of the United States and Canada, plays a very important part. Every store that is trying to outdo its neighbor in the way of window and interior decorating. In New York and Chicago, the large establishments pay out thousands of dollars annually for having their windows and interiors made inviting and attractive and tempting to the purchaser, and THE WINDOW TRIMMER is recognized as one of the mainstays of the firm and commands a large salary. Even the smaller towns are falling in line and copying the methods of the big houses.

A great many merchants think because they do a great deal of advertising through printer's ink, and find that so expensive, that they cannot afford to put a small fund aside for window and interior decorations. One of the largest merchants in New York says, "If I advertise in the newspapers that I have a leader in a 15c. handkerchief, but do not display them in my windows, I find that the number of people who ask for that line is very small when the cost of the ad. is considered. If we make a window display of them, and put a price ticket on them, there is sure to be a crowd around the handkerchief counter, and many inquiries for the one I saw IN THE WINDOW."

I think newspaper advertising is all right, to use in connection with the windows. The results to be obtained from the combination are excellent. How many men buy a collar or necktie from

seeing them advertised in the newspapers? I'll venture to say not one in a thousand. But when a man needs a necktie, he stops before an attractive window display of them, selects a pattern that suits his fancy and goes into the store to purchase.

Frequently, when not needing a tie, or expecting to buy one, he is attracted by some pretty pattern, and is induced to purchase it.

Note also the ladies who go from window to window in search of a pretty dress pattern and you will realize the power of a show-window over descriptions in cold type.

In fact, the window is to-day the most powerful advertisement the merchant can have, and the press, while being really necessary to reach out-of-town customers, can never hope to compete with it in direct returns. So much for the window displays.

To come back to the subject I started on, I might say to beginners and those who have had some experience in the line, that with plenty of thought beforehand, you can get up a creditable show no matter how badly you may be handicapped. Where it is possible, one line or class of goods shown at a time makes a better impression than a conglomeration of a little of everything.

If you are putting in a window of dress goods, keep to dress goods and accessories, such as gloves, millinery, parasols, dress trimmings, etc. Don't try to crowd in corsets, hosiery, linens, etc. Make a window of those again. If you would like to make a showing of hosiery and have not sufficient stock to draw from, then you can use other lines in keeping with hosiery, such as whitewear, corsets, etc. Don't add a few silks and a little of something else to fill up.

It requires very little judgment to see through these little things. Don't try to show too much at once. The best displays are those where as few goods as possible are shown and shown to good advantage.

Give everything lots of room. Change the windows often. No display should remain in longer than six days. The oftener changed the better. In the next number I will explain all about backgrounds, color-blending, etc.

As this is the month for dress goods, millinery, etc., special attention should be given to these displays. The illustration gives a good idea for a pretty dress goods or millinery showing, and, while a little elaborate for the ordinary merchant, it can be carried out on a small scale. Everything that is reproduced in these columns can be made to show little ideas that can often be improved upon or carried out in a similar way. Next month, or the issue following, we will illustrate some of the different ways of draping dress goods on forms or stands, which will be of interest to THE BEGINNER.

**THE USE OF GAS MACHINES.**

The tendency to employ acetylene gas machines in stores is on the increase. The Safety Light and Heat Co., of Dundas, manufacturers of the Cliff-Wardlaw acetylene gas generators, write THE REVIEW: "Business is looking up with us now. This week, we have placed a machine in Toronto, two in St. John, N.B., one in Philadelphia, one in Dundas, and are shipping three to Calcutta, India. In addition to this, we are sending machines almost daily to various parts of Canada. We have received many very flattering testimonials within the last two weeks, of which we are very proud. The machine is so simple and safe that it recommends itself to anyone who examines what might be called the danger points of a gas machine. All the joints are water-sealed, and these seals are self-sustaining; this prevents leaks and consequent risk of explosion. Carbide is now getting more plentiful, and the outlook for carbide is good. It will be made at Ottawa, and no doubt the quality will leave nothing to be desired."



## NEW FEATURE IN BLACK DRESS GOODS.

THE advent in this market of a superior and attractive line of black dress materials is always a welcome feature of trade. In the first place, black dress goods are always in fashion, and once the quality and reputation of the fabrics are established no merchant is afraid of handling them. In the second place, where the goods can be pushed by name they establish their own trade.

For these reasons, the sale of black dress fabrics in Canada is a very satisfactory business, and, where the goods are kept well up to date, popular favor is always certain to be captured. The announcement that Levison Bros. & Co., are establishing two Canadian depots for the sale of their "Gold Medal" goods is, therefore, a matter of very considerable interest. The manufacturers of these fabrics confine themselves to black goods, and devote all their skill and knowledge to the perfecting of the one class of materials. By adopting the trade mark "Gold Medal," they guarantee the quality and finish, and, as a matter of fact, these fabrics are all dyed and finished under their own supervision. Only the very best material is used in the manufacture of these fabrics. The works are situated at Elsterberg, Saxony; Bradford, England; and Roubaix, France. From these centres, the fame of the "Gold Medal" dress goods has spread all over the world, and it seems natural that the Canadian market, which has, as already stated, a decided liking for fabrics, should be specially marked out for attention by the manufacturers of "Gold Medal" black dress goods.

Mr. B. Levison, jr., who has been looking after the business in

the United States, will in future manage the sale of these goods in Canada, and is now here attending to the introduction of the fabrics among the best of the trade all over the country. He will remain here about a fortnight, and will divide his time between the various cities, and after finishing arrangements for this season will leave Montreal for home.

The firm have obtained warehouses in Montreal and in Toronto. This double arrangement is for the convenience of merchants, to save them freights and to insure prompt deliveries, the trade centres in Montreal being supplied from the warehouse there, and the western trade from Toronto. A complete line of the goods is on exhibition in Toronto, and it is a line that merchants should not pass, for the reputation of the goods is too well known to need any special introduction.

It is intended also to confine the line to one merchant in each place, so that each merchant will have an exclusive field to work on, which is a very great advantage, perhaps in dress goods a greater advantage than in any other line. It is intended, therefore, to place the goods immediately, and wide-awake merchants are requested to write at once, so that Mr. Levison may possibly wait on them before he leaves Canada.

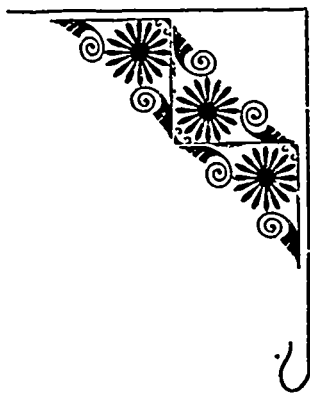
Letters addressed either to Montreal or Toronto will receive prompt attention. The intention is to thoroughly push the "Gold Medal" fabrics in Canada, as both the range and the values have been found adaptable to every class of consumer in this country, the expensive as well as the moderate-priced trade being fully represented in the long list of fabrics. It is believed that a new era in black dress goods has dawned by the appearance in the market of "Gold Medal" fabrics, and for the coming season there is the strongest likelihood of an enormous trade being done in them.

# KNOX, MORGAN & Co.

—Wholesale Dry Goods—

## HAMILTON, ONT.

ORDERS through travellers or by letter solicited for following lines:



### LADIES' PARASOLS—

at \$4.50, \$6.60, \$7.80, \$9.00, \$13.20, \$17.40, \$21.00, \$27.00 per doz. Splendid lot of handles in natural bone and ebony. Best goods silver mounted.

### GENTS' UMBRELLAS—

at \$4.50, \$6.50, \$7.50. Steel rods at \$9.00, \$12.00, \$15.00, \$18.00. Latest handles.

### GENTS' I.R. COATS—

Dull finish, all sizes, \$1.65. Chesterfield Special (cloth), \$4.50.

### SHIRTS and DRAWERS—(Summer)

In Striped and Plain, from \$2.25 up, Balbiggan, \$3.25, \$3.75, \$4.50.

### CURTAIN SCRIMS—

Large variety of patterns. 4½, 5½, 7½, 9½, 11½.

### LACE CURTAINS—

At all prices, from 19c. to \$3.75 per pair. Swiss makes at \$2.25, \$3.00, \$3.75, \$4.25.

### PIQUES and WHITE DUCKS—

Will be in big demand. We have them from 8c. up.

## Special Note...

OUR SAMPLES OF UNDERWEAR for FALL are in travellers' hands. Don't place orders until you see them. We are specially strong in lines to retail at 50 and 75c., in Canadian and American Fleeced, and also in All-wool Ribs, Fancy Knit and the Brushed lines which have been so popular.



## THE HAT AND CAP TRADE.

### THE CANADIAN TRADE.

REPORTS continue very favorable concerning trade, and business both in town and country is far brisker than last year. In fact, if present indications bring permanent results, the coming season will be the best Canada has seen for several years. Country dealers are ordering more largely

Stuff hats are, as previously reported, decidedly in favor. Although a good business in fedoras is also being done. A line of stiff hats with fancy bands promises to do well. These are shown in blacks, beavers and pecans, and the brown varieties look especially attractive, having an inch wide corded ribbon with a narrow white border. This gives the hat a dressy, but not a loud appearance.

### THE PRICE OF HATS.

Reports in the daily papers talk of higher prices for stiff hats. There has been no recent change of price in this market. The advance referred to some time ago in these columns is probably the one now mentioned as new. It is due to the higher prices demanded in London for hat fur. A large proportion of this material for making hats comes from the fur of the rabbit. The price for these fell so low that the Australian exporters found it did not pay to snare them and an enormous falling off in shipments from Australia took place. Now, prices have gone back to their normal level. The probable result will be this: The production by hat manufacturers of a better grade of fur hats to retail at a fair price. Those who want the cheaper lines, say \$1 or \$1.50, can no longer have fur hats for cheap trade, but must handle wool hats.

### IMPORTED HATS IN 1898.

The United States hatmen are pushing hard, with success, for an increased business in hats with the Canadian trade. Notwithstanding the fame of English brands here and the fact that they used to do the bulk of the trade, the United States makers are largely increasing their sales. The official trade statistics for 1898, just issued in Canada, show this, although the preferential tariff towards England ought to operate the other way. In 1898 the imports of beaver, silk and felt hats from the States increased by over \$100,000, while the British imports only increased by \$25,000. The totals of this class of hats are:

	1897	1898.
Great Britain .....	\$407,553	\$431,342
United States .....	272,132	381,708

The Americans are advertising more extensively, are evidently determined to capture the trade and are getting results. The British manufacturers do not advertise here.

### STYLES IN THE UNITED STATES.

It is well to keep an eye on what is going on in hats in certain parts of the United States. The Chicago Dry Goods Reporter says:

"The hat shapes for Spring are not much changed, so that those who do not cater to the ultra trade need have no hesitancy in putting out their medium small derbies and fedoras. The straw shapes are small again, but it is uncertain whether the coarse or smooth straw will be preferred. Two of the best hat manufacturers hold opposite opinions, so the merchant is sure of having good authority for his styles, whichever of these two he happens to have.

The rough straw had such a run last season, and was gotten out in so many cheap imitations, that it seems likely the leaders of fashion will want a change. It is generally the rule that as soon as a style becomes common enough to become imitated, those who wish to be different from the multitude get some modification or radical change from the existing style. A new style affected by these leaders is a signal for a new style for their multitudinous followers, but it takes so long to make a change in the dealers' stocks, and for those who follow at a distance to become cognizant of the fact that a change is necessary, that the style which last season became common in some sections will be this season entirely new in others. On this account the rough, coarse straw may be a big seller in the out-of-town districts, even though the leaders of fashion should adopt the smooth, fine woven effects.

"The small satin stripe at the base of the band is taking well in straw hats, but the stripe at the top of the band is not so well received. The 'varsity bow on straws and alpines will be seen among college men and those who affect that role. This bow has very high ends, extending, in some cases, above the crown of the hat. The pugree is a bright bayadere silk ribbon wound several times about the hat, or is a broad ribbon pleated in folds. This style was taken originally from the Mahometan's turban, which is of bright plaids and is wound many times about the head. The English first effected it by winding a bright sash about their hats. This changed gradually into the broad pleated ribbon which became popular among golf players.

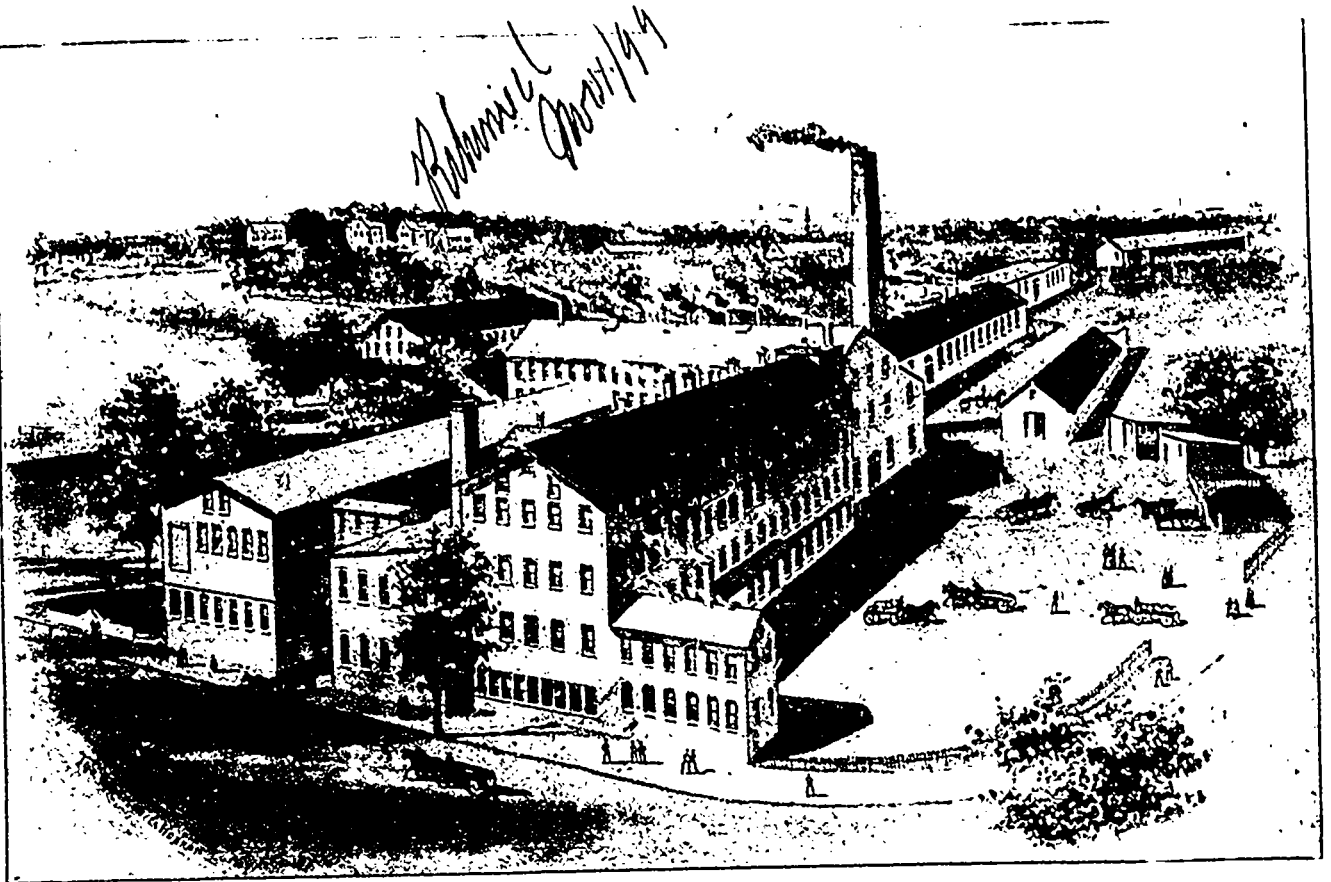
"Some hatters are placing a pheasant's feather in the hat bow, but this style will probably not become very popular, as it is too feminine. The golf-yacht combination cap bids fair to be the favorite. It has a higher top than the golf cap, and droops more in front than the yacht. It is, withal, a very happy combination, and in the bright checks it will be a very ready seller. The crash or cassimere crushes give indication of being stronger this year than ever before. In the west and south, they will probably be the feature of the Summer-hat selling. Silk hats are declining in popularity as an article for general wear, though some of the gentry still affect them. The derby is so much more sensible that even the aristocratic appearance of the "plug" has failed to keep up its old-time prestige. As an article for full-dress wear, it will probably continue to be used, but the general store merchant will need to invest but little money in this branch of the hat business."

### FANCY HEADGEAR FOR FALL.

For the Fall trade there will be some nice new styles in fancy headgear, especially for children. Tams will be shown in some stylish and delicate colorings. A nice novelty is a white camel's hair tam for little girls; it has a gathered crown and is turned up at the side with a fancy wool ornament. There is a line of toques with solid top and a Scotch plaid band about three inches wide. Some all-plaid designs in toques are also shown. This season a Winter set for children in red and fancy wools is an attractive line; a sash, mitts and toque form the set which can be retailed at a reasonable figure for nice trade.

### WATCHING THE STYLES.

The same authority has some good advice for dealers, and says: "There may be too little or too much emphasis placed on the subject of keeping up with the styles. The merchant in the



ESTABLISHED 1823.

**E. A. Mallory & Sons,**

FUR HAT MANUFACTURERS.

*Danbury, Conn., U.S.A.*

OUR REPRESENTATIVE I. B. WENTWORTH IS NOW VISITING OUR CANADIAN CUSTOMERS.

# Mohawk Valley Cap Factory

CAP DEPARTMENT



**CLOTH CAPS**

**KNITTED CAPS**

**TAM O'SHANTERS**

**and TOQUES**



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

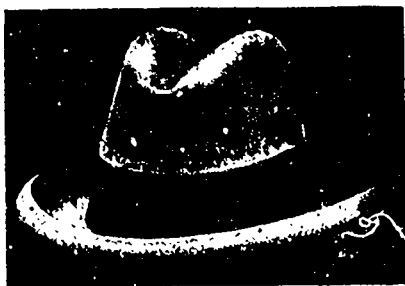
**Fall and Winter Lines Now Ready**

On sale by all the large jobbers in the  
Dominion.

**MOHAWK VALLEY CAP FACTORY**

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

# April Styles



## Rockefeller

All Colors. \$18.00 and \$19.00.

Waldron, Drouin & Co.

*Agents for  
Buckley & Son,  
London.*

507 St. Paul Street,

...MONTREAL

# A. A. ALLAN & CO.

51 Bay St., Toronto.

## English . . . . Felt Hats

Extensive preparations made for the Spring trade. Our styles and values ahead of all competition, embracing the well-known makes :

**WAKEFIELD  
LESLIE & CO.  
ROYAL BRAND  
EXCELSIOR  
STARLIGHT**

These names are a guarantee of excellence.

When our travellers call have a look at their merits, or write for samples.

Letter orders promptly attended to.

# JAMES CORISTINE & CO.

Manufacturers of . . .

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

## Fine Furs

469 to 477 St. Paul Street, MONTREAL

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

**HATS AND CAPS—Continued.**

medium sized and small towns should always be informed on what is being shown, but use his judgment as to what it is wise to keep in stock. A line of suits or hats which might sell well in a town of 20,000 might be dead stock in a town of 500. This does not mean that the country community need always be behind the large towns, but in some localities this is the case. A merchant can usually judge the wants of his trade better than he can be told, but there is danger of getting into ruts, of sitting still and waiting for the trade to demand a change of style before it is shown. It might be a fairly safe plan not to buy an article until the trade demands it, but this is certainly getting the cart before the horse, for the merchant should introduce the styles and be authority on them.

"People everywhere do so much reading and see so many papers, that they are getting fairly well informed, and they soon form their opinion of a merchant as to whether he is up-to-date or not, and this opinion has much to do with their trade. It is certainly advisable to have in stock such goods as the people call for, but it is equally essential to have a few of the newer styles, which can be shown in the windows and talked by the salespeople as the latest things. The trade will soon come to depend on that merchant for information, and he will be able to get a good round profit on the advanced styles. When some merchants from small towns are shown new styles, they remark that they could not sell those, as their people are not up to them yet. Whose fault is it that they are not up to them? The chances are these merchants have never gone at it in the right way to introduce anything new. It requires some advertising, but no more than a merchant should do regularly, and a new style mentioned in their ads. would be much more attractive than the same set ad. which they have probably been running unchanged for weeks. While these merchants are complaining about their trade, they might be surprised to hear how their trade complains about them, and how they buy new goods when chance takes them on a trip to a larger town. A leader must keep a little in advance of those whom he is trying to lead."

**HATTERS' FURS.**

At the public sale of hatters' furs in London on February 10, 453 bales, or all except four bales offered, were sold, the demand being very active. There was a general advance in price of from 5 to 7c. per lb.

This trade is now fast recovering itself. In our January issue, we pointed out clearly that the check under which the trade was then suffering was but temporary, and we can now say that the period of uncertainty as to the trend of prices and the amount of stocks has, without a shadow of doubt, passed away, and firm, rising markets may with confidence be looked forward to.—Hatters' Gazette (London), March 2.

**A LONDON HAT INDUSTRY.**

There is, in the east end of London, a tolerably numerous class of small masters and workmen who are little known to the general public, though the immense vehicle-driving and conducting order of men know and patronize them well.

This class is formed by those who, having spent many of the Summer months in the collection of men's old hats of every shape and form, are at this season busy almost night and day—mostly at their own homes, too—covering these same hats with a waterproofing and glazing mixture, which they make themselves, out of pitch, resin and other ingredients, so that cabby and his brethren may, for a shilling, and often much less, have headgear that will defy all weathers.

The "glazers" generally employ their wives and children in

the process, and they, for the most part, supply their customers at first hand, going from cab-yard to cab-yard. Often enough, cabby on the rank hands an old hat of his own to the glazer, who takes it home, waterproofs it and brings it back in a few days. Sometimes a great firm with many carmen will patronize one particular glazer, who is then very busy at this season of the year.—Tit-Bits.

**A CHANGE THE TRADE WILL APPRECIATE.**

We print elsewhere in this issue, a half-tone cut showing the large hat factory of E. A. Mallory & Sons, Danbury, Conn., U.S., who will sell the product of their factory direct and in their own name, after April 1.

This long established factory is one of the largest in the United States, and is very modernly furnished with the most improved machinery for the manufacture of fine and medium grades of felt hats. One of their most recent additions has been the electrical plant, and their factory is now lighted in every department by electricity. This gives them an abundance of light, a great necessity—for four months in the year they are compelled to employ two forces of men, running their factory twenty hours each day, to supply the demand for their hats in the United States, Canada and foreign countries.

Messrs. E. A. Mallory & Sons have been placing their hats in Canada, but under the firm name "Raymond, Hawes & Co." Their change in reaching the trade direct is one for economy, and they will in the future be able to sell their hats considerably cheaper than past methods have permitted.

**THE PRESENT LONDON FASHIONS.**

"Silk hats," says a London, Eng. correspondent, "are as much as a third of an inch higher this season than last. They are but slightly belled and the brim is fairly snug, but, at the same time, the bound, upturned edge is broader than of yore. In sympathy with the "topper," bowlers are high and curly on the brim. The felt is made with quite a noticeable nap—a nap that requires to be brushed the right way, and the bowler of to-day is in consequence rather shiny and looks dressy—until it has been rained on. When April comes look out for white felt pot hats. They are almost certain to have a revival in sympathy with the popularity of pearl grey Alpines. Because, you know, a white hat is so-called because it is grey."

**THE MONTREAL HAT SEIZURE.**

The action of Waldron, Drouin & Company has been withdrawn against Joseph Bourdeau & Co., the latter firm having proved that they acted in good faith. Their order to the manufacturer was not to have Buckley's name on the hats. This order was disregarded, but as Messrs. Bourdeau, who admit Waldron, Drouin & Co.'s title to the trade mark, were able to show that it had been given, the action was withdrawn on the understanding that they would take the hats in question out of the trade.—Montreal Star.

**NOTES.**

A new line of men's corduroy and tweed caps with peaks for Fall have just been turned out by the factory of A. A. Allan & Co. They are a good instance of what fine work in this class can be done in Canada.

The English "Boater" is the shape to be shown in ladies' straw hats by the best trade this season. The bright mild weather of February in England caused them to be not only shown, but extensively worn already. Tress & Co. have the correct shapes, and their agents, Messrs. Wreyford & Co., are now showing them with the latest styles in felts and silks for Fall just received.

THE  
**Maritime Wrapper Co.**  
LIMITED

Woodstock, N.B.

**LADIES'  
HOUSE GOWNS**

Extensive range for the  
Fall Trade . . . . .

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

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

**PEWNY'S  
KID GLOVES**

Fine Stock,  
Solid Finishing,  
Improved Cut,  
Latest Styles,  
Fashionable Shades.

A complete stock of all leading lines for

**Easter Glove Season.**

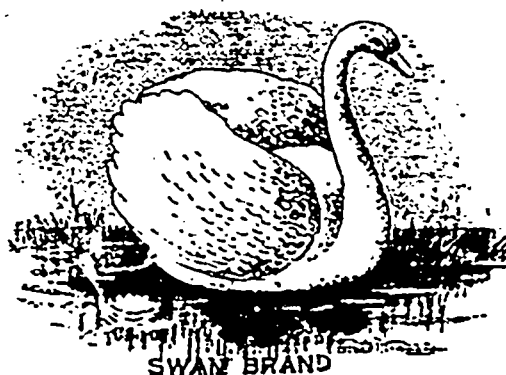
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**S. GREENSHIELDS, SON & CO.**

Agents for EMIL PEWNY & CO.,  
Grenoble, France.

**Down Comforters  
Cotton Comforters  
Bed Pillows**

ALL UP-TO-DATE GOODS.

*Camp, Cottage and Boat-  
ing Cushions in great  
variety, to retail from 50c.  
upwards.*



*White Cushion  
and  
Cosie Forms  
all sizes and grades.*

ASK FOR PRICE LISTS.

LETTER ORDERS PROMPTLY AND ACCURATELY FILLED.

Sample Orders Solicited. See our Goods Before Making any Purchases.

**The Toronto Feather & Down Co., Limited**

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

**CANADA'S NEW INDUSTRY.****The Merchants Dyeing <sup>AND</sup> Finishing Co.**

Successors to

Limited

**CALDECOTT, BURTON & SPENCE**

P. H. BURTON, President.

**TORONTO**

R. W. SPENCE, Vice-President.

Warehouse, 42 Front Street West. Telephone 137.

**Dyers, Finishers, Wholesalers, Specialists.**

British, French, German, Dress Fabrics imported Grey—bought from the makers as they come off the looms. Dyed and finished according to the requirements of the day. We recommend—Popelines, Drap de Paris, Sedans, Henriettas, Serges, in Plain Colors. Similar weaves in Mixtures and Fancy Checks.

**Cotton Dress Goods**

Printed Organdies, Piques, Zephyrs, Checks, are good property. Sylke Finish Satteens and Twills—the newest and best makes.

**Tailor-Made Dress Skirts—Large Range**

Underskirts and Skirtings—Bright and Smart. This is a growing department.

**Japanese Silks, our own Dye and Finish—Unexcelled.**

Black Satins, Peau de Soie, Luxors, Surahs, Bengalines, Colored Satins, Surahs, Mervs, Brocades. Satins are good. So is our large range of Checks and Fancies.

**Ribbons, Laces, Dress Trimmings, Smallwares**

We carry a large stock of Plain Black and Colored Ribbons—and we sell them at a small profit. A very active Department.

**Gloves, Hosiery and Underwear**

Always celebrated for this department since Caldecott, Burton & Co. started business in 1879. Now more complete and active than ever.

**Works: Liberty St.—King St. West. Building, 216 ft. front, 86 ft. deep.**  
Alfred Burton, Manager. Telephone 5291.

**A** LONG with the treatment of Grey goods, we re-dye and re-finish Dress Goods, Cloakings, Coatings, etc., for the Wholesale and Retail trade. We have pleased a great many friends with the excellent way in which we have re-dyed, re-finished and re-made up old unsalable shades and made them new. We have done as much as 5,000 yards for ONE HOUSE this season—a new customer. For obvious reasons we don't mention names, and we request all correspondence on such matters to go DIRECT to the works, Liberty Street. "THE OPEN DOOR" policy prevails at the works. Wholesalers or Retailers, or Canadian Manufacturers, your patronage will be much esteemed.





### MERCHANTS IN THE SENATE.

THE present Government have made some excellent appointments to the Senate, and their latest choice calls for the strongest approval from business men generally. We allude to the selection of the Hon. Peter McSweeney, of Moncton, N.B., to succeed the late Senator Adams. Mr. McSweeney is a man of character and capacity, has large capital invested in business enterprises, and is a respected member of the dry goods trade. We congratulate Senator McSweeney and the body to which he has been appointed, for he is the very type of man who ought to sit in the Parliament of the country. As an old patron of *The Review* his appointment is also very acceptable to this journal.

Senator McSweeney's selection is not the only piece of wisdom which the Government has shown of late in its Senate policy. The Hon. Mr. Thibaudeau's was another admirable appointment, to which we adverted at the time, and the selection of Hon. Wm. Yeo, of Prince Edward Island, was also exactly the kind of appointment which should have been made.

Once fill up the Senate with business men like these and we have little doubt that it will soon capture a greater share of the confidence of the country than the House of Commons. These men can afford to be independent. They have also experience, common sense and business capacity, and these are the qualities most useful in public life, since Legislatures and Parliaments are overrun with lawyers who pass laws not always for the benefit of the community. Last year, *THE REVIEW* was of the opinion that the Senate made a mistake on business grounds in throwing out a bill to provide a Canadian route to the Yukon gold fields. The question was so mixed up with politics that we did not like to say much about it. But if the Senators had been chiefly business men no one would have dreamed of objecting to their course. But, as the majority of them were looked upon as mere partizans, their verdict did not satisfy the business interests as it would otherwise have done. This is a commercial country, and if the Senate were largely filled with business men their judgments on the bills passed by the House of Commons would carry much greater weight with the country.

Let the Government make a few more appointments like this, as vacancies occur, and they will soon find how strongly the commercial sentiment of the country will support them.

### THE MACHINERY AGE.

This is essentially an age of machinery, and machine-building is probably to-day the best trade in the world. The best machine-shops in Britain, Belgium and Germany have orders for months—and, in some cases, years—ahead. There does not seem to be the same danger of overcrowding in this industry as in what are called professions, because we are educating our youth to prefer kid-glove occupations on starvation salaries to dirty hands with higher wages.

Of course, the tendency of the vast progress in machinery is to reduce what we may call the drudgery of physical labor, and, as this progresses, dirty jobs will decrease, if not disappear. One reason why machine-building has such a good future is that the age of a machine's use is not bounded by actual wear, but by the time (which is sometimes very short) that it must be put aside

because it is out of date. It is the continuous changes and improvements in machines that keep up the demand, and this is likely to continue so.

More technical education, higher aims, and a true conception of the nobility of those inventions and appliances which multiply our productive power, increase the demand for brains and minimize the demand for the mere animal forces of man, would elevate machinery-building and the mechanical arts generally to the rank of the highest profession. And the true nobility of labor would then acknowledge as equally worthy the efforts of the brain or the muscle.

### BUYER AND SELLER.

Because the number of sellers is multiplied, buyers are apt to overrate their importance, and some think that they make themselves look big by trying to make the seller look small. We have heard of cases where commercial travelers have lost days waiting the caprice of some puffed-up buyer to look at his samples. It may be that sometimes commercial travelers are numerous and importunate, but all the same this very competition is advantageous to the buyer.

In all business, the true idea is mutual benefit. The buyer who is as polite and prompt to the traveler as though he were a traveler himself, stands the best chance of getting the plums. What a pleasure it is to call on a "decent man." He don't humbug you, nor take up your time unnecessarily—nor go over your samples pretending he might buy—when he is really only prompted by curiosity, cutting bits off and defacing your samples, so as to get pointers for someone else.

The commercial traveler usually knows or finds out how to take care of himself, and gets the measure of his man and treats him accordingly. If he has a cheap line—he goes first to the prompt buyer; for time is money; perhaps he wants to catch a train so as not to be landed for another day, and so he has no time to wait on the "man of importance," who might or might not condescend to look at him. We are all human, we like considerate treatment, and we resent the opposite, when and how we can. Let us cultivate consideration for others as well as ourselves. We shall be all the happier, and our share of the needful will not be any the less.

### DEPARTMENT STORES IN GERMANY.

Word comes from Berlin that department stores in Germany are to be taxed. According to the report, the extra taxes are for national, not municipal, purposes, as was proposed last month in the Province of Quebec. The German bill provides that three factors are to determine the taxation, the number of branches, the number of employes, and the amount of rent. It divides the branches into five groups. Food and drugs, clothing, furniture, glass, and jewelery. Establishments trading in two or more of these groups and employing more than 25 persons come under the new law. Those engaged in two groups pay 10 per cent. of their profits in taxation; three, 15 per cent.; four, 20 per cent.; five, 25 per cent. Shops engaged in three groups and employing 25 persons pay an annual tax of 20 marks for each one of the 25, and 10 marks for each additional employe. Stores with branch establishments will be treated as if all were under the same roof. Co-operative stores will not be taxed under the new law.

**THE TURNOVER TAX BILL.**

**B**USINESS men in Toronto have, during the past two weeks, been greatly interested in a bill which was before the Legislature of Ontario, having for its object the taxing of the turnover of retail merchants.

The object of the bill, although not stated in its preamble or anywhere else, was the regulation of departmental stores.

The bill passed the municipal committee without any interest being taken in it, but, after it had passed that committee, opposition arose to it from not only the departmental stores, but from wholesale merchants and manufacturers as well, and, at the request of the board of trade, the matter was again brought up before the committee. About 200 business men were present, representing the different business interests.

The bill had, however, in the meantime, been altered a little, although the author of it, Mr. German, declared that in principle it was the same as before. By the change made, a schedule was added, which suggested the following rates:

On turnovers up to \$50,000 10 of 1 per cent.; up to \$100,000 2-10 of 1 per cent.; up to \$400,000 3-10 of 1 per cent.; from \$400,000 to \$750,000 4-10 of 1 per cent.; from \$750,000 to \$1,000,000 ½ of 1 per cent.; from \$1,000,000 up to \$1,500,000 7-10 of 1 per cent.; from \$1,500,000 up to \$2,000,000 9-10 of 1 per cent.; from \$2,000,000 to \$3,000,000 1 per cent.

The levying of these rates was to be left in the hands of the different municipal authorities and were optional.

One of the objections to the bill, stated by those who were opposed to it, was that there was nothing in the measure defining a retailer. It was pointed out that this would lead to no end of trouble on account of the fact that several concerns did a jobbing as well as a retail trade. Another objection was, that it would be placing too much power in the hands of incompetent municipal councils.

After a good deal of discussion it was decided to leave the bill over until the next session of the Legislature, with the understanding that, in the meantime, a Committee of the House be appointed to investigate the question of commercial taxation.

It is probably just as well that final action in regard to the bill should be deferred for another year. The measure, as it was drawn up, was undoubtedly somewhat crude, and, at any rate, the business men will, between now and the time the matter will come up for consideration, be able to give the question more study than they have heretofore, which cannot but tend to make whatever law is finally adopted more perfect than it otherwise would be.

**A POINTER IN THE LACE TRADE.**

Some Canadian buyers have bought largely this season the French lace goods known as Renaissance guipure. This style has been having a great run in the United States, and is reviving in England also, according to all reports.

This lace is hand made by French peasants during the Winter months, and is an open pattern formed by combinations of the old Battenburg braid, which ladies have for years been in the habit of working up by themselves. The designs of the goods now shown are, however, quite equal to the most ingenious work done by practised fancy work artists in this country. They are shown in

mats, squares, piano covers and five o'clock tea covers, and may be retailed from 20c. up to \$8, being shown in sizes varying from 6 x 6 inches to 36 x 36 inches. There is likely to be quite a trade done in them this Autumn and for Christmas. There are curtains also. One decided novelty in this line is the Marie Antoinette curtain. This is absolutely new, as far as this market is concerned, and will retail from \$10 to \$20 per pair. Other curtains in the same line may be retailed as low as \$3 a pair, and it is said that the prices in this market, owing to our lower duty, are not nearly so high as they are in the United States.

**SPECIALIZE YOUR KNOWLEDGE.**

The dry goods business seems to be becoming more and more an occupation for trained and experienced people. Any kind of a young man and young woman will not do.

We observe that advertisements calling for assistants in dry goods stores nearly all mention special qualifications as being necessary in the applicant. He must know dress goods and be able to sell them. He must be good at dressing windows. Or he must have some special knowledge of some kind.

This is an age of specialization. The "general utility" man who knows a little of everything and not much of any one thing, is not greatly in demand.

**INSOLVENCY.**

The letter elsewhere from Messrs. Greenshields, Son & Co. puts tersely and clearly the present position of the agitation for insolvency legislation. The Ottawa Government is being asked by the mercantile community to do an act of simple justice in this matter. Several newspapers which support the Government, notably The Toronto Globe, have spoken out quite plainly within the last few days, urging the enactment of a reasonable measure regarding insolvents' estates. The bill of Mr. Fortin has been again introduced into the House of Commons. It remains to be seen what the result will be. We have no information that the Government intend to aid the passage of the bill.

**BUSINESS MEN AND LAWYERS.**

**A** COUNTY TOWN weekly, in Quebec Province, says: "The Bar Association of Montreal is prosecuting a mercantile agency for collecting accounts, which, they contend, is an infringement of the privileges of their order. If the Bar Association had done its duty in the past, in bringing lawyers to time who did not account for the claims given them to collect, mercantile agencies would not be in the business. The experience of many business men has been that it was much more difficult to collect from the lawyer than from the debtor on whose track he had been set." A somewhat similar complaint is occasionally heard in other Provinces, such as Ontario. There, the legal profession is a law unto itself. The governing body, called the benchers, have full power to rule their own profession. To admit members, and to discipline them if they do wrong. But the punishment is not publicly inflicted, and often the ordinary citizen knows nothing about it. When a business man goes wrong he has to suffer publicly. We believe the business men who sit in the Provincial Legislatures should keep a watchful eye upon the growing influence and almost absolute power of the professional corporations.

## PRESENT FASHIONS IN ENGLAND.

LONDON, March 20, 1899.

**T**HERE is news from the south of France of white cloth dresses. Besides white cloth dresses there are dresses of a very light biscuit tone, and also cloth dresses of very pale grey with just a touch of mauve in its depths; almost lavender was the shade used for a cloth gown I saw yesterday being packed for a journey to Nice, and this was fashioned with one of the new skirts bearing down the centre of the back a seam with five rows of machine stitching upon it, the same trimming decorating the front, where the fastening was contrived invisibly with hooks and eyes. The little jacket was tight-fitting at the back, cut in swallow-tail shape, and semi-fitting in the front, with a collar shaped rather low on to the bust to permit of a liberal peep at a shirt of chiffon and lace tied at the neck with a sailor knot of crepe de chine with silk fringed ends. The sole trimming on the dress, coat, and skirt alike, were the rows of machine-stitching, while the fastening at one side of the jacket was effected by small polished silver buttons like those we associate with the coat of the page-boy, or a more distinguished connection, the mess jacket.

Buttons are to be a great feature of fashion, but they will not be very large. small buttons of polished metal, or engraved metal, or Wedgewood are to take the place of the crystal button, which was so exceedingly popular last year. A picturesque teagown is made of a chine silk, with Parisian diamond buttons on either side of the front, which is cut in a fashion suggestive of the Directoire coat, and bears huge revers of violet velvet turning back to display a front of the finest cream-colored lace mounted on white chiffon; such teagown may be fixed into two pleats of the Watteau style, hanging from the shoulders at the back, while a jabot of lace and chiffon could well complete it at the neck.

Most of the new hats are made of tulle, draped, gathered or tucked. They bear upon them a bunch of flowers or a single feather, and, though their joys are fleeting, they may certainly be voted convincing. Hats are very light in color—a white tulle hat, with a yellow lace drapery over it, is one of the latest models, and this is trimmed at one side with a black ostrich feather. A very pretty hat of rose-pink straw is made in that shape, with the brim bending towards the face, and curving up over each ear, and bears upon its crown one huge flower of shaded red velvet and silk. The mousseline toques, either plain or studded with sequins, are usually trimmed with a large mousseline flower; pale blue, pink, mauve and white, are to be chosen for early Spring headgear, and—yet undoubtedly to nine women out of ten the most becoming color for a hat is black. It is hard to beat for grace and elegance a black chip hat trimmed with black ostrich feathers, and a legitimate draping for such a hat is a piece of Chantilly lace. A scarf of tulle much ruffled will also look well in combination with a black chip hat and black ostrich feathers, and an exceedingly pretty effect may be obtained with mauve tulle, wreaths of mauve grasses, and a rosette of mauve Terry velvet.

Windows are subject to just the same fluctuations of fashion as is the dress of woman. The guipure lace curtain, which for a good many years has been first favorite, has now to give place to a curtain which is made of what is called treble mosquito net, the net being handsomely appliqued with Marie Antoinette lace. The effect is very good, and the new curtains, bedspreads and similar

goods for which the net is used are sure to be greatly run upon this season.

The dwarf blind, or brise bise curtains, as they are called, are very much in requisition by those who object to voluminous drapery about the windows, on the ground that such covering-up of the windows makes a room stuffy. One of the west end fashionable shops is just showing the latest Paris fashions in all kinds of window drapery, and in dwarf curtains more particularly. These curtains are of very soft silk, in every possible tint, with appliques of lace and net, and are hung on slender brass rods all ready for fixing. Should the walls be colored pale green, terra-cotta or old rose, it is safe to assert that the precise tint can be had in these new dwarf curtains, ready-made, hung on rods and all ready for use.

Many of us have still a lingering tenderness for the snowy white counterpane—a tenderness, alas! which is apt to be rudely dispersed when the laundry bills come to be inspected. Fresh and clean-looking as are these white counterpanes, yet their spotless purity is of such an evanescent nature in this city of dreadful fogs that both from motives of economy and sightliness (for nothing is more unsightly than soiled, dingy bedspreads) we are glad to welcome the advent of the art linen bedspreads. Messrs. Liberty & Co., of Regent street, are showing some beautiful linen bedspreads. Butcher-blue, a rather light shade of terra-cotta, and self-colored linens are those generally preferred, and these new season spreads have pretty and effective designs worked round their edges and corners in coarse white flax thread. Another consideration which induces towards an increased respect for these colored bedspreads is that their price is one suited to the average pocket.

### FITTINGS OF A MILLINERY PARLOR.

Mrs. Finch has opened new millinery parlors in the Russell House block, Ottawa. The store has been fitted-up in the most approved and modern manner. New and handsome showcases, large mirrors, artistically arranged, on the walls, and in the fixtures, with a large linoleum on the floor, go to make up the major part of the fittings. Immediately in front of the store is a waiting-room in which is placed a number of comfortable rattan chairs for the convenience of patrons.

### A HANDY POCKET REFERENCE.

By writing Brophy, Cains & Co., 23 St. Helen street, Montreal, subscribers can obtain, free of charge, their pocket reference for this season, showing quantities required, and particulars as to making up jackets, capes, skirts, costumes, gowns, bodices, sleeves, bathing suits, etc.

The Hudson's Bay Company have opened a millinery department in connection with their Portage la Prairie stores.

Jas. Stark, of the Glasgow House, Vancouver, has made a new departure in his business by the addition of a millinery department, in which is shown a profusion of Parisian novelties in headdress.

Mr. J. A. Sutcliffe, manager for the C. Ross Company, Ottawa, has gone to Peterboro', where he will enter into business with his father, Mr. J. Sutcliffe, one of the best known drygoodsmen in Canada. Mr. Sutcliffe, sr., has been in the dry goods business for over 47 years, having carried on business in Toronto, Lindsay and Kingston.

Messrs. Smith & Co. are opening in Truro, N.S., in the new store fitted up for them in Kent's block, on the corner of Prince and Revere streets, a carefully-selected line of staple and fancy dry goods and millinery. The head of this firm is Mr. E. A. Smith, who has had 18 years' experience with Messrs. William Cummings & Sons, and was a member of the late firm of Gladwin, Smith & Hay. Mr. Smith is well known all over Colchester county, and particularly in the town of Truro.

# 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.

OUR STOCK OF

# Woollens and Tailors' Trimmings

for Spring is now complete.

SAMPLES ON APPLICATION.

Letter orders receive prompt attention.

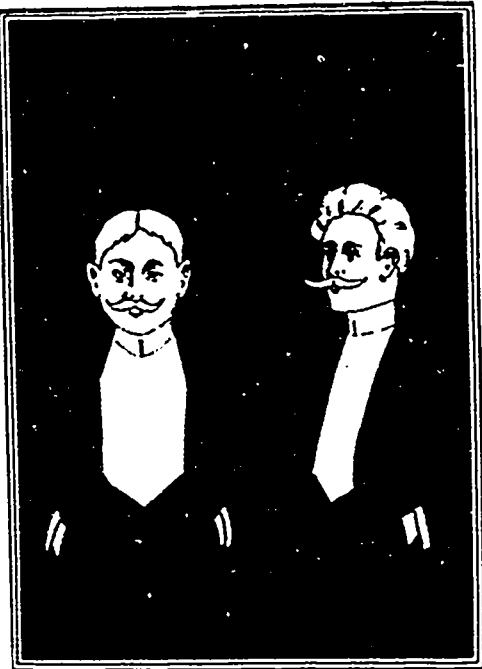


# JOHN FISHER, SON & CO.

Cor. Victoria Square and St. James Street

**MONTREAL.**

101 and 103 St. Peter Street, QUEBEC.



ARE YOU IN THE DARK  
ABOUT UNDERWEAR ?

THEN LET US TELL YOU THAT

# The Tiger Brand

will undoubtedly give you . . .

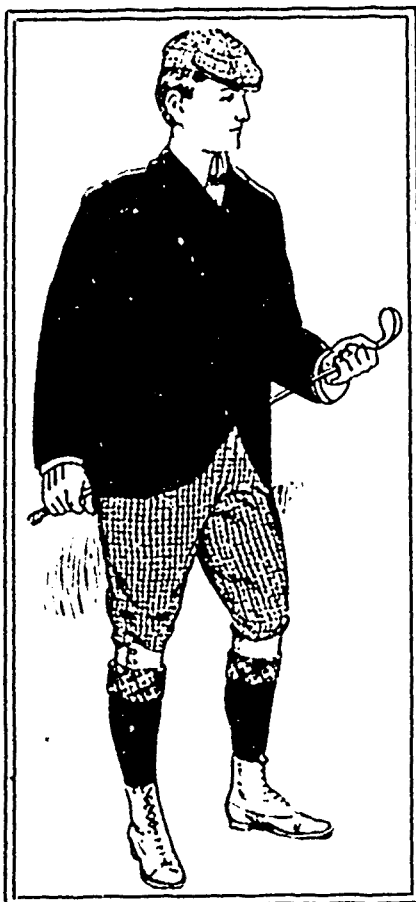
THE BEST SATISFACTION

In addition to our Plain Wool goods we are this season showing the most complete range of Fleece Lines on the market.

WRITE  
TO US.



The Galt Knitting Co., Limited  
GALT, ONT.



## Men's Furnishings

**T**HE coming season in Canada will, undoubtedly, see some striking and withal pleasing changes in goods for men's wear. The most up-to-date haberdashers in our large cities are now showing many novel designs and colors in shirting, neckwear, handkerchiefs, ties, etc., and the most fastidious will find little difficulty in finding something to his liking.

A very popular tie now being shown is a black satin derby, or four-in-hand, piped on each side with green, purple, cardinal,

maroon, pale blue or gold. This, white sporty in appearance, has proved a ready seller. Another tie which is much sought after is a large once-over puff, the inside edge of the part coming over having a fairly wide stripe of color. This tie in dark colors with the stripe in yellow, green or pale blue is very striking, and is, without doubt, the most popular of the latest novelties in Spring ties. Checked ties are not keeping pace with the times, and are being replaced by stripes and brocades. Large English square ends, with the larger end about 12 inches wide and the smaller end to correspond, are in good demand, and can be got in an endless variety of colors and designs. The lombard is replacing the made-up bow tie to a great extent, the most popular of the former being a dark ground with single, double or triple bars across in a variety of colors, purple, blue, gold, green and cardinal being the most handsome. Long-striped lombards, with white ground of gros-grain silk and stripes of almost any color, are considered a coming favorite. India silk scarfs, made from bandana handkerchiefs, are the favorite of many, and they still occupy a prominent place in our best stores.

Soft front shirts, with box pleat, pocket and attached cuffs with round corners, are the coming articles. These will be made in heliotrope, pink, blue and white grounds, with neat stripes in blue, pink or black. The stripes on all high-class goods will run up and down, but on less expensive wear the cross stripe is likely to continue popular. The high turned-down white collar will be worn almost exclusively with these shirts.

Round corners on collars and cuffs have come to stay, and the high turned-down collar is likely to more than repeat its record of last season for popularity.

There is little new in gloves; tan in medium and light shades continue to lead. A few lines of strictly high-class goods are being shown in pearl suede with self-point backs and light black edge, the buttons covered with suede of same color as the gloves.

Handsome cashmere underwear, in heliotrope, pink, pearl,

light blue, etc., is now on the market, as is also a large variety of all silk goods. White underwear with short sleeves is likely to be a ready seller the coming summer.

Socks in dark colors, with Roman stripes, bars, etc., are very popular, as is also a very handsome and delicate sock of black ground, with colored stripe, same size as ground, in red, green or gold, with spots embroidered on front of same shade as the stripes.

Some Parisian novelties in the way of delicately colored handkerchiefs, are reaching the Canadian market, and promise to become popular. They are composed of silk and linen woven together in colored ground, with checks and cross-bars in white or different colors.

### USE OF MERCERIZED FABRICS.

The mercerized fabrics, which have proved so popular in dress materials, are being utilized in neckwear. The mercerized fabrics are all right where the goods are sightly and of fine quality. The feel must be soft and silky, showing all the features of pure silk. But in the United States complaint has been made that inferior qualities are being put on the market. Consequently they have met with a poor reception, as their increased cost over regular cotton goods on a parity with their unsatisfactory appearance did not warrant paying the higher prices asked.

Although this is the half season, one sees a few new things at the haberdashers, says a New York writer in Vogue. The smartest handkerchiefs are very plain, with the narrowest possible hem. The colored handkerchief has not been in good form this Winter.

Very nice smoking jackets of black velvet, braided and frogged and lined with black silk, cost \$22.50 and \$25. These can be worn at home, at dinner, and would make very suitable birthday presents.

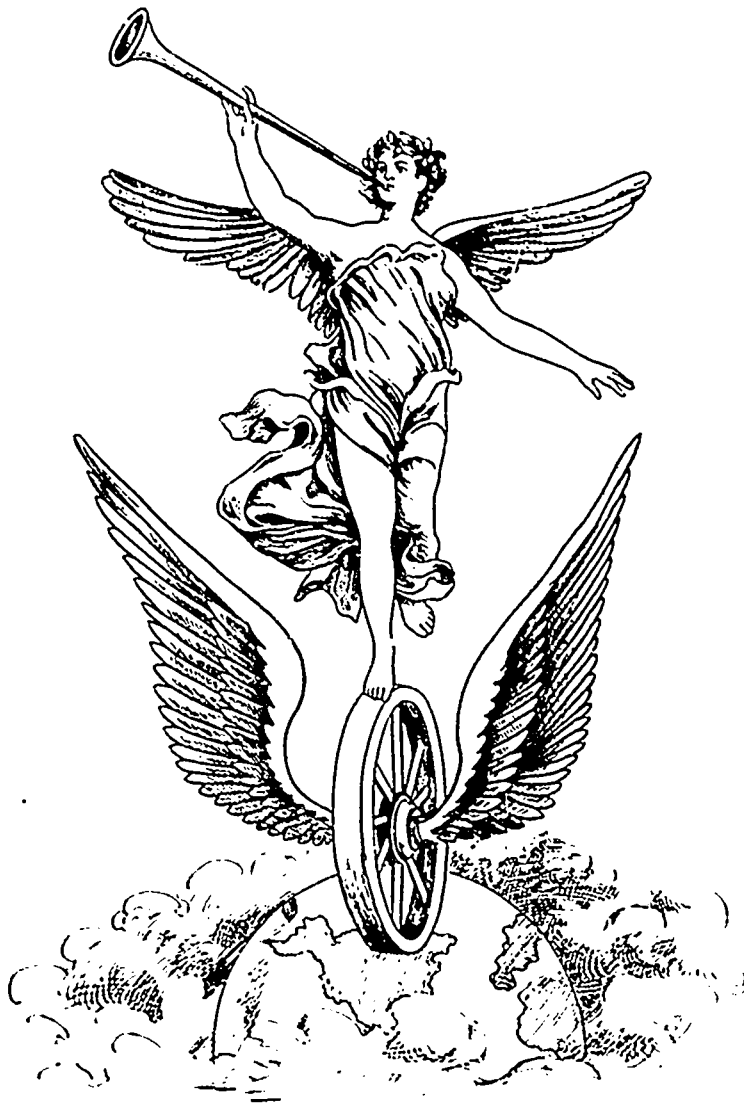
The best English kid gloves are in brown and yellow, with two buttons. The prices are from \$1.50 to \$2.50.

Nightrobes of linen, plaited, with plain collars, are very popular, the plaited material being soft and pliable. The linen is figured, with a white ground. One of the prettiest was in brown and white, the design being little frogs under umbrellas. These cost \$3.50 apiece.

The white ties this Winter have all been square in form, and, consequently, easy to tie.

Some very nice black satin ties, with small white dots and figures, have been selling for \$1. There are dark reds and dark blues in the same designs.

Steel gray silk in designs of silver and black, with dull silver and steel gray stripes are among the silks shown this past week for ties of various kinds. All Ascot ties show no apron whatever in tying, and, whether they are puffed slightly in front or plain, are adjusted on the once-over apron fashion. The term apron applies to the ends of the silk tie. The old fashion of tying was, first to bring the ends once over, as one would do when adjusting a bow; then there would be a second tying, bringing the longer end over the shorter in such a way as to create the Ascot shape, two broad ends of the silk meeting over a third at the neck, and shaped like a



THE  
*Brais*  
BRAND

Travellers are now on the  
road Sorting.

They have a Full Range of  
Fall Samples.



GLOVER & BRAIS  MONTREAL

**MEN'S FURNISHINGS—Continued.**

V. The broad ends were secured at their junction with a stick or tie pin.

The best underwear comes in wool, three colors. The waist of the drawers is belted with kid. The colors are blue, brown, and white. This is the very best and most expensive of underwear, the undervest, or undershirt, being finished with silk the same color as the garment itself. The prices asked are from \$5 a suit.

Very plain but substantial underwear of gray or brown wool, not so finely finished, may be had at any of the department stores for 75 cents or \$1 a garment.

**LATEST IN  
MEN'S NECKWEAR.**

Red is on the wane and the demand is now for blue, the most extreme shade being cadet called by some butcher's blue, then comes army blue, marine and the ever popular navy blue. All shades in clear, distinct blue are good, but the best undoubtedly are combinations into which white enter largely, such as cadet and white, cadet and white toned with black, marine and white toned with black, navy and white, and navy and white lightened with bright reds. There is no doubt, however, that navy and white will outlive all others, though the cadet is now pushing hard for first place.

Stripes and checks in the above colors are the best, broad, bold stripes, which look very well when properly toned down in color.

Puffs are still selling, but with the approach of warmer weather there is a tendency to change to the flowing end. In the now fashionable checks and stripes, the flowing end to be right must be made on the bias; this not only shows the pattern to much greater advantage but ties up much more gracefully.

Stocks of neckties in the hands of the retailers are now low, as the up-to-date furnisher now buys his ties when he wants them, and, consequently, knows exactly what he wants. This, of course, makes it hard for the manufacturer, as it leaves him to carry the stock in the shape of raw material, and when trade is lively he is liable to be overtaxed with orders demanding immediate delivery, but there is no doubt the new way of small hand-to-mouth parcels of neckties has come to stay, and the retailer who buys quantities to come in, in two or three months, is now a back number and there are very few of them.

**CARDS IN THE  
WINDOW.**

In the large centres where competition is keenest, everything is made to count, and one of the smallest things that is made to count a great deal is the window display card. To one who has never tried these cards, the advantages of their use may seem of small consequence, but to the majority of the furnishers in Toronto they are a feature never made little of.

In a display of bicycle caps, which are principally shown this season in dark colors and quiet patterns, there is little that is striking, but such a one was made to attract much attention by a card about two feet by eighteen inches, on which was neatly printed the claim that "For Style and Quality, these Goods CAP Anything ever Shown." The word "Cap" was printed in large type, but the rest was of such a size that anyone stopping would be sure to read the whole sentence, and to take note of the style and quality of the caps.

Another window was filled from top to bottom with puff and four-in-hand ties. One card said they were "The Latest New York Styles and Colorings." The other referred to one color, which it stated was "Up-to-Date Butcher Blue." This bright blue was somewhat softened by thin white stripes, which ran in four parallel lines diagonally across the tie at intervals of about an inch. Red ties similarly striped were also shown, and a red with black and white stripes alternating.

In the adjoining window of the same store were four-in-hands, in dark blue, brown and black, with hair-line stripes of white, blue,

red or gold. In contrast with the other, this window was very quiet, and a card stated these were "As Moderate in Price and Color as They Are High in Finish and Quality."

In the middle of a good display of collars, which were shown on a stand slanting from the window front to about three feet back, a card about a foot square stated "We Want to Collar Your Neck." On one side of the collars were fancy silk half-hose, which a card said were "Half the Price of Their Value." On the other side cashmere half-hose were "Twice the Value of Their Price." To the right of the silk hose was a variety of cuffs. "We Would Like to Cuff You," told the intention of their display. To the left was a line of light merino underwear, and the public were admonished not to "Underestimate These Undershirts, as They Cannot be Undersold."

For a display of neckwear some of the following phrases would be appropriate: "Noticeable Neckwear Nobbiness," "Artistic Attractive Ascots," "The Value of These Checks is Indisputable," "Four Four-in-Hands For a Dollar," "These Tartans are Scotch, Ye Ken."

For underwear, a selection can be made from the following: "Be Careful in Choosing Close Friends," "High Values in Underwear," "Clean, Cool and Comfortable," "Natural Merino Underwear, from \$1 to \$2 per pair."

A suggestion for cards for suspenders may be gotten from one of these: "Hardwear Bargains in Suspenders," "These Are Easy on the Buttons," "Just Notice the Style and Finish—For 25c.," "Sporty Suspender Specialties, 35c.," "Relief to the Shoulders for 25c."

Some of the following cards are almost sufficient to suggest a window display: "We Can Collar, Cuff and Cap You for \$1," "If You are Troubled with that Tired Feeling you Can Find Rest in these Slumber Robes," "Protection in the Rainy Days of April for \$1," "Fancy Sweaters at Plain Prices," "Candidly, Did You Ever Buy a Better Shirt for \$1? These are 80c. this week," "Spring Styles in Sporty Ascots," "Competitors Can't Catch These Fast Blacks."

**A LOCAL TRADE  
IN PAJAMAS.**

The steady growth in the use of pajamas in the large cities suggests that it might be good policy on the part of dry goods dealers or furnishers to handle these goods. The preference which users of these garments show for them as compared with the familiar flowing nightgown is so strong, that it is reasonable to believe that once they are introduced in a country town the demand for them will not fail to grow to good proportions.

These garments are sold in Toronto made up in many different materials, and at all prices from \$2 to \$4. The favorite material is flannellette. While a large proportion of those sold by the furnishers who handle them are imported, not a few are custom-made.

This latter method of procuring them would seem to be the most suitable, if the dealer can get them in this way.

The only trouble would be to secure a seamstress able and willing to make them. As a rule, however, a merchant would have little difficulty in this regard, for the making of the goods is comparatively simple, and a good price could be paid for making. The material of the home-made article need be in no wise inferior to the imported article, for the Canadian mills are now producing as fine a quality of flannellette as is used in the imported article.

The demand for these goods would necessarily be small, especially at first, as the price is so much higher than that of the long, flowing, nightgown. Their advantages will, however, steadily assert themselves, and though the income from their manufacture and sale be small, it would be of some account.

It would moreover, help to create the impression that the maker was up-to-date.



## SUSPENDERS

*There is such a demand by the consumer for Trade D Mark Suspenders that no firm can afford not to carry them in stock. The wearer knows they are the very best made, for they have attached to each pair, from 50c. and above, the makers' guarantee to replace them if not entirely satisfactory.*

*Novelties for the season, "The President," "The Elite," "The Lite Wate."*

## NECKWEAR

*The makers of neckwear in every country in the world must take off their hats and acknowledge supremacy to the makers in the United States. They are years and years ahead of all others in styles, colors and art. We, being situated in what is now practically a suburb of Buffalo, one of the largest cities on the continent (and not back in Canada), are in a position to make the same styles, colors and patterns as are in vogue at the time in the United States.*

*Blues in Checks, Blues in Cross Stripes, Blues in all imaginable shades and designs are at present leading. We have them now, but please don't ask for them three months hence. We can suggest to you many beautiful shapes to have them made up in.*

**DOMINION SUSPENDER CO.**

**NIAGARA NECKWEAR CO., Limited**

**. . . NIAGARA FALLS.**

*Montreal Office:  
PHILIP DE GRUCHY,  
28 St. Sulpice Street*

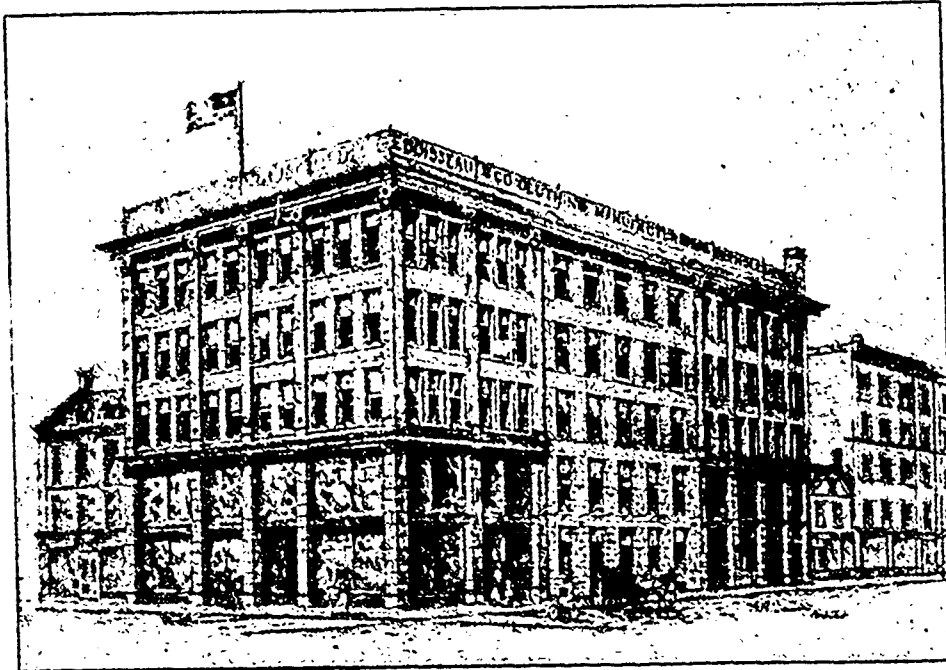


“TIGER



BRAND”

This Label is our guarantee.



**Our Travellers are on the way with a complete range of “Tiger Brand” Clothing Samples for the new season**—in the meantime write, phone or wire for what you need for present demands—plenty of the best in Spring and Summer goods in our big warerooms.

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**E. BOISSEAU & Co.**

Temperance and Yonge Sts., Toronto.



STYLISH  
NECKWEAR

◆◆◆

Letter Orders will  
have our best  
attention.



Neckwear Manufacturers  
and  
Importers of  
Men's Furnishings.



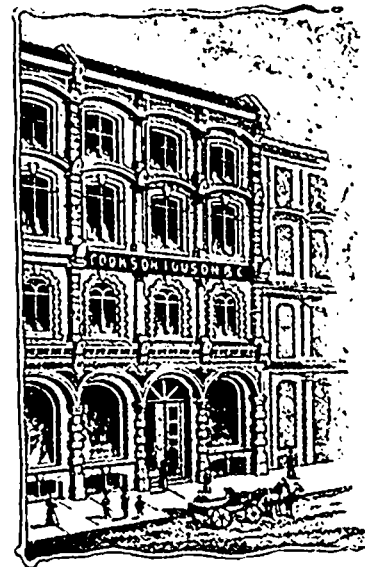
**COOKSON, LOUSON & CO.**

Wholesale Importers and Manufacturers

**Montreal.**

1899

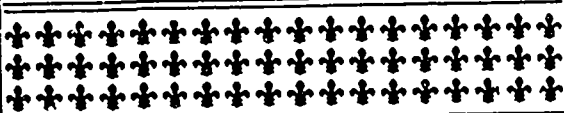
**MEN'S  
FURNISHINGS.**



14 ST. HELEN ST.



*Returned  
July 31, 1899  
to Bankfield  
Henderson & Burns*



◆◆ DANGERS are lurking to menace the business man; be he Departmental Merchant, General Dealer, or Specialist, his buying must be right. High-priced goods, badly chosen goods, trashy goods remain with him, but association breeds no fond regard. In an era of Specialties we confine ourselves to

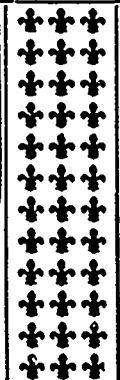
◆◆ Men's Furnishings. ◆◆

A focus of attention on one branch suggests value and facts bear it out. We are fully prepared for the large sorting trade expected this summer. Range—Novelty—Price—from Dressing Gowns to Workmen's Jackets, Bicycle Suits to Overalls.

**MYRON McBRIDE & CO.**

WHOLESALE MEN'S FURNISHERS.

WINNIPEG.



**MEN'S FURNISHINGS—Continued.****MEN'S FASHIONS  
IN LONDON.**

The fad of the moment in London, says a correspondent, is for green. Everything is green. The homespuns, the tweeds, and even the overcoat cloths have a green foundation. The green is very perceptible, not disguised with brown. Ties are in dark green, and even frock coats and many park suits are in the same color.

Very smart overcoats are of green or pepper-and-salt or grey with black velvet collar. As in America, these coats are made with perceptible waist.

Waistcoats of fancy patterns are still much worn in London. There are many white flannel washable waistcoats which are seen with muffi and even with frock coats. Whipcord is being worn extensively for riding breeches—not the plain whipcord such as is used for servants' clothes in this country, but a material with a pattern traced in the woof.

The four-in-hand is the most popular London tie, and, as has been stated, green the favorite color.

The evening waistcoats have changed somewhat in shape. They are cut very low and very square. There is not a sign of the old U of a season ago. White waistcoats are always double-breasted.

The white tie is large and of soft unstarched material.

Black and dark ties are very generally worn. White Ascots or four-in-hands are not in vogue.

The latest London fashions show waistcoats for afternoon wear; double-breasted high collars are of figured whipcord.

Many shirts for the afternoon or the morning are made of flannel in plaids, with white linen collars and cuffs attached.

Braces of red golf coat cloth are also smart.

Boots and shoes still have the round toes. Brown boots are very little worn, and only in the country.

**COMBINATION  
WINDOW DISPLAY.** Some very effective window displays of men's furnishings are made by arranging several lines to form a combination display. A good window is dressed in this way with sporting wear, such as fancy sweaters, bicycle caps and hose, gloves, and rolls of shirtings.

A display rack about seven feet high, holding five pairs of horizontal rods which extend the full length of the window, is used to show the hose, belts, and gloves.

Each pair of rods is so placed that the front one is about eight inches nearer the street and five inches lower than the back one. Bicycle hose "Worth 65c., selling at 50c." are extended from one of the top rods to the other in crosses so that the feet of the hose in the first cross and the ornamented tops of those in the next hang four or five inches over the front rod. Hung midway between each cross on the front rod is a leather belt and two pairs of gloves.

Similar displays are made on each of the lower pair of rods, each row showing a variety of stock all of the same price.

On the floor, a row of stands, about eight inches high, is used to show a variety of fancy sweaters and caps. The sweaters are arranged so that the breast, neck, and arms are easily seen. Immediately behind each a cap of similar color is held up by a steel display stand about ten inches high.

A few feet back of the sweaters half a dozen rolls of cambrics and ginghams are placed on end, and unwound sufficiently to show about a yard of the goods. These are in stripes and checks in moderate colors, blues and pinks predominating.

A good combination display of shirts, collars, and ties can be shown in a comparatively small window. Each pair of rods on the display stand may be placed on a level about two inches apart. On these, at distances of about six inches apart, high stand-up collars

with round corners, the leading shape just now, might be placed. They should be buttoned as for wearing.

Ties attached to these collars, just as they should be worn, are shown to excellent advantage, the plain white acting as a relief to the bright colors, which are so prominent in neckwear just now.

The floor of the window might be devoted to colored shirts and ties. A good way to show the shirts is to place them folded as they are received, with the neck ends resting on boxes or stands about four inches high, the other ends resting on the floor. Across the bosom, ties to match show to good advantage.

**A HINT TO  
CLERKS.**

The ambition of nearly every dry goods clerk is to be some day the proprietor of a business of his own. The ambition is worthy, and, rightly directed, should make the clerk most valuable both to his employer and himself.

The direction of ambition is where mistakes are frequently made, for in the haste to reach the goal there is a temptation to be satisfied with a superficial knowledge of the business, and to place the getting of money before the getting of a thorough acquaintance with the goods handled and the conditions that influence trade.

The best way to reach the goal of proprietorship is to make oneself able to manage a business. The clerk who follows this road will eventually reach his goal, and, in the meantime, will make himself so valuable to his employer that he will receive the best of everything going.

To manage a dry goods or men's furnishings store it is necessary to keep in touch with the ever-changing conditions that affect this business.

For instance, take the department of men's furnishings in the dry goods store in a country town. A few years ago this was a minor branch of a general business. To-day, the most progressive merchants make it a special and important department of their business. It is advertised by press and window display almost as largely and with as much skill as is any branch of the business. A short time ago, neckwear was purchased in large quantities to last a season; now, purchases are small and repeats are frequent. The improvement in the make and quality of ready-made goods, the growing use of bicycle knickers and hose are contributing factors which help to make the men's furnishings department of importance.

The clerk who has observed these changing conditions, and who has acted upon them by increasing his knowledge of this branch of trade as its importance grew, must have made himself of certain value.

These goods deserve special attention, both in the store and in the window. Therefore, the clerk who makes a study of displaying these goods in the window and arranging them to best advantage in the space devoted to them in the store adds useful knowledge to his possessions.

This knowledge cannot only be attained by applying one's thoughts to the conditions, but many a pointer can be derived from conversations with travelers or other clerks, by keeping an observant eye on the windows in other stores, and by reading any suggestions offered by trade papers, which, by the way, should always be put within the reach of the clerks by the proprietor.

The more valuable a clerk is to his employer the more valuable he will be to himself when he becomes an employer.

Here are a few sensible remarks on the encroachment of the big stores on their smaller specialized trade competitors. What the writer says of New York is equally true of this country. "The red and green mania of London will strike this country very shortly and then we shall see men arrayed again in the most striking and violent contrasts of color, for we always go fashions and things

# The Gault Bros Co.

LIMITED

## MONTREAL



URING the month of April our representatives will be showing

### Our Great Woollen Collection

for Fall of 1899, comprising Imported Woollens, English, French and German. **Values Right**, and every Novelty a Merchant Tailoring or Dry Goods Merchant could wish for. Added to this our great range of 6/4 and 3/4 Canadian Woollens. Don't give an import order until you have seen our ranges, and you will save over 10% and get better terms and better delivery.

Canadian retail merchants be loyal to wholesale merchants of your **own** country!

#### THE SAMPLES COMPRISE :

**OVERCOATINGS**---Freizes, Beavers, Presidents, Naps, Vicunas, Checked Backs, Pilots.

**COATINGS**---Venetians, Twills, Close Cut and Raised Llamas, Vicunas, full range of Martin's.

**SUITINGS**---Worsteds, Scotch and Canadian.

**TROUSERINGS**---Every Novelty. Leading prices.

**VESTINGS**---A great range.

**MANTLE CLOTHS**---Beavers, Presidents, Curls, Matalassins, Broches, Soleil, Freizes, Velveta Cloths. See our Metallic effects for Skirts and Blouses.

**MEN'S SERGES**---All regular lines which the public know and appreciate, and two New Cloths, The Excelsior and Victor. They are corkers!

**LADIES'** 54-in. Correlli Serges, as well as Vinettes 48-in. 28c., and a huge range of Costume Cloths.

**Don't forget we are the people for Tailors'  
Trimmings and Linings of all kinds.**

Sole Agents for Fownes' Celebrated Gloves.

**MEN'S FURNISHINGS—Continued.**

generally one better in America and the cheap shops have a knack of getting things so quickly. But I must say a word in favor of the larger class of shops which take the place of the "stores" here. This Autumn, as I was passing one of these places on Broadway, I saw some club ties for bows in the window which were quite smart. They were in dark colors with little figures and square ends—you have seen them many times—and were labeled 50c. There was nothing exactly new about the shapes or about the pattern. I bought several of them and had them taken care of by Meadows. A few days afterwards, I went to a haberdasher's and bought some very good looking bows of the same design, for which I paid 52c. I have examined both purchases. Neither of them is made of imported silk, but I am sure they were all manufactured in Patterson, New Jersey, or some other place not far from there. The large dealer had the ties made quite securely, and a dozen wearings did not fray the silk. One wearing was sufficient to injure the other, which was of very inferior stuff. I do not wish to decry American industries, but when I pay for imported goods, which are made by workmen and at plants with many years of experience in their favor, I expect very excellent materials. I think the great shops are encroaching on the smaller ones and that although there will be a few very fashionable haberdashers who will always maintain the same class of trade and have the same customers, that gradually the bulk of patronage will go to the other places.

"In London, a man buys where he can get things the cheapest and the best; in America we only deal with the most expensive places, because we are not yet sure of our position. I go to a very fashionable haberdasher because he knows what I want, and I have been his customer for years, and I do not have to think—I hate to think—especially on the subject of clothes. If I found another who would give me the same goods, become accustomed to my wants and be able to supply what I suggest, I should give him my custom. It all depends upon circumstances, and, although I do not have to economize, still I think that sometimes money saved in one way can be spent to better advantage in another."

**A REPORT FROM ABROAD.**

A Montreal buyer, who has just returned from France and Germany, is authority for the statement that a new shade of blue, known as ebeque or bishop blue, will hold a leading position in the choice of colors for neckwear the coming season. Leading tie manufacturers are using it extensively, both as a groundwork for patterns and figures of other colors and also as figures on other grounds. It is a rich deep color, with a tendency towards purple, and it is said that it will also be used extensively in ladies' dress goods.

Set figures will largely replace the small figures and patterns of the past season, for up-to-date neckwear. Figures on twill silk and satin grounds will predominate.

The fleur-de-lys design is a strong favorite in Europe just now.

**A LATE LONDON REPORT.**

Writing under date of March 20, a London correspondent sends the following: "The new neckties for the forthcoming Spring are already making their appearance, and it is beginning to be known what will be 'correct' to buy and to avoid.

"All the hosiers of Piccadilly and the Burlington Arcade are agreed that the crimson tie is doomed, and will be seen no more among really smart men.

"Last year the sailor knot of ribbed vermilion and crimson silk was worn a great deal with morning clothes, but in 1899 no one who wishes to look well will be seen in any shade approaching the reds of last year.

"A dark chocolate silk is to be the groundwork of most of the

best Spring ties this year, of a shade so dark that it will harmonize with the tweeds of the lounge suit or the fuller needs of the frock coat.

"The patterns upon this ground are to be simple in style, though somewhat startling in color. Squares and circles of deep orange white, vivid green and blue, make a pretty and effective contrast to the groundwork. The tie buyer should, however, be careful that the circles and squares are not solid masses of color, but are pierced in the centre, allowing the ground to show through.

"It is possible that a good many people who neglect to notice this point may be induced to buy inferior imitations of the real thing, and may just miss the right effect.

"Black silk ties will vary very little from last year. At the same time, men who do not care for anything that is in any way ornate will be able to make a varied choice of black silk ties, relieved by fine white lines running through the fabric at well-defined distances from each other. Most smart elderly men will be seen wearing ties of this description before very long.

"Although black ties are, in this way, to be relieved by white, it will be a mistake to buy black ties with a small white sprig, such as were popular in 1898. A mauve or violet sprig will not be unfashionable, but it is not expected to be popular. For wear with a very light suit, some startling, but quite chic, ties are just being put upon the market. These are made of a light yellow silk, with an irregular pattern of olive green.

"In bow ties, there are only two novelties which are likely to be largely worn. The most important of these will be a tie with square ends, of a cotton fabric, the colors being in alternate lines of slate and brick red.

"One very important thing to remember is, that the knot of all ties is to be as small as possible."

**SEEN IN A WINDOW.**

Some very handsome small top Ascot ties are being shown in the window of a prominent dealer in men's furnishings in Montreal. They are in white silk grounds, with up and down stripes of dark green, black, purple, and heliotrope. In some, the stripe is quite narrow and solid, in others it is wider, and alternates between a dark and light shade about every half inch. One tie which was particularly noticeable was of white figured ground, with double stripes, one of black, the other of heliotrope.

**NOTES.**

Mr. Brais, of Glover & Brais, Montreal, sailed from New York on Saturday, March 18, for a business trip of about two months. He intends visiting France, Germany, England, Ireland and Scotland, for the purpose of securing the latest and best goods for the Canadian trade on the markets of those countries.

Wreyford & Co., of the McKinnon building, Toronto, are now the American agents for Thomas's (late Nicol & Thomas) celebrated English skin gloves. Wilson Bros., of Chicago, for some years controlled these gloves, but Wreyford & Co. have now sole agency for Canada and the United States. Their agent in New York is Mr. Jarvis Rose, 39 Union square.

Glover & Brais, Montreal, are showing a leading line in Scotch wool underwear, it is finished in satin with pearl buttons and will sell at from \$9 to \$9.50.

The success which attended the "Willow" pattern silk introduced by Young & Rochester, neckwear manufacturers, London, Eng., last season, has led them to bring out several novelty silks for neckwear. The "Primrose" is the latest, representing in several shades of green and primrose the flower which is the emblem of the Primrose League in England. Large orders have been placed for Australia and the Cape and the west end of London is selling the "Primrose" neckerchief freely.



17 Front Street West,  
Toronto.

# CAULFEILD, HENDERSON & BURNS

Would call the attention of the trade to the following special lines of C. H. & B. Summer Clothing:

**White Duck Pants.**

**White Duck Coats and Vests,** single and double breasted.

**Lustre Coats** in various styles and shades.

**Bicycle Suits,** Coats and Knickers.

**Fancy Tweed Suits** of all descriptions for summer outing.

**White Pique and Fancy Vests and Vestettes.**

Just received a fine assortment of Nobby Silks for Spring and Summer Neckwear. Orders given for these Ties will be promptly filled.

Our fine Imported lines of Sweaters, Jerseys, Rowing and Athletic Shirts and Bathing Suits are in big demand, and good value is also shown in Canadian Sweaters—all colors and styles.

We are showing special lines of Fancy Ceylon, Madras, and Oxford Shirts; also a large range of Regattas, Soft Fronts and Starched Fronts, with collars and cuffs attached or separate.

**Natural Wool and Balbriggan Underwear,** ranges complete in Men's and Boys' sizes.

**In Hosiery,** Bicycle and Black Cashmere Hose are of special value.

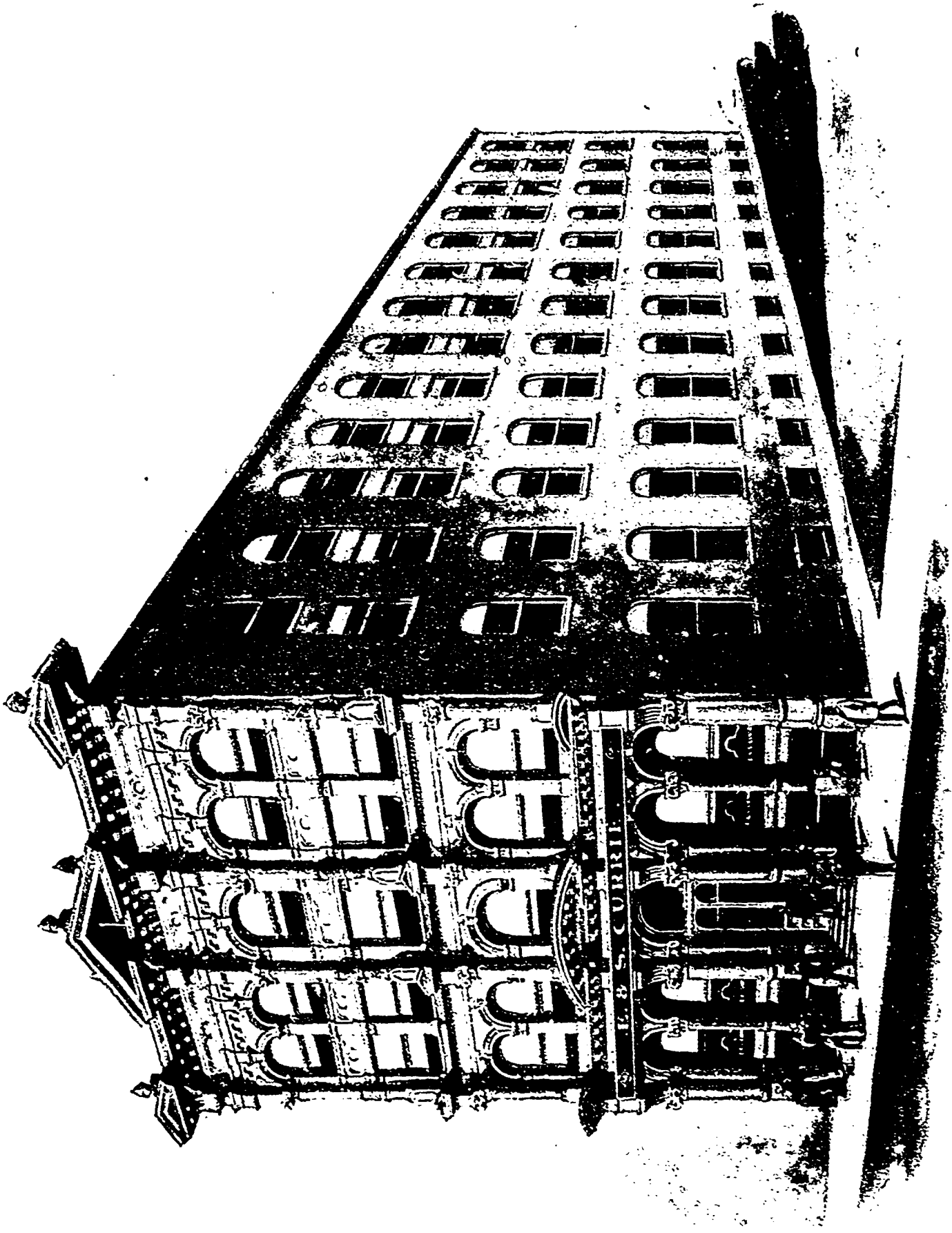
**Rubber Coats** in Black Para Cape Coats, Tweeds, and American Box Coats.

**Umbrellas** in all the very latest and nobby style of handles.

LETTER ORDERS CAREFULLY AND PROMPTLY FILLED.

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# Caulfeild, Henderson & Burns



## LARGE REAL ESTATE TRANSFER.

**D**URING the past month the purchase has been registered of an extensive transfer of warehouses and land in the centre of the wholesale district of Toronto, being the purchase by Messrs. E. & S. Currie of five warehouses, two of them being Nos. 58, 60, 62 and 64 Wellington street west, and the other three on the north side of Millstone lane, to the west of the Wellington street warehouses, the purchase also including the vacant land between the two blocks of buildings.

Messrs. E. & S. Currie, realizing at the close of last year that it would be impossible for them to much longer accommodate their rapidly growing business in their present warehouse, at the corner of Front and Bay streets, endeavored to secure, by either purchase or lease, their present premises, together with the adjoining warehouse of equal size. The opportunity of making this recent purchase, however, came before them, and, with their usual rapidity of action, they closed the deal at once.

Nos. 62 and 64 Wellington street west are now occupied, the first floor and basement by Messrs. Suckling & Co., trade auctioneers, while the upper flats are rented for offices.

Nos. 58 and 60, of which a cut is given on adjoining page, has long been looked upon as one of the finest warehouses in Canada. It was erected at a cost of over \$70,000, and its massive front of grey cut stone is an index to the substantial nature of the building, while the front and rear windows, with the long row of side light facing the east, make the premises very desirable.

This large warehouse will at once be thoroughly renovated and refitted by Messrs. E. & S. Currie for their own business, and, having 25,200 square feet of floor space, will give them 5,300 square feet of floor space more than their present premises at the corner of Front and Bay streets.

At the expiration of leases now held by their tenants, Messrs. E. & S. Currie will build one large six-storey warehouse covering the entire property. This will give them a building shaped like the letter "L," having a frontage of 65 ft. on Wellington street, depth 216 ft., width of building at the back 165 ft., together with 100 ft. frontage on Millstone lane.

Comment regarding the enormous business done by this firm is superfluous, as their name and goods are known to every dealer in neckwear in Canada, so much so, indeed, is this the case, that for some years the only advertising they have thought necessary was the modest card which appears monthly in THE DRY GOODS REVIEW, drawing attention to the oft-repeated fact that they are still in Toronto, making nothing but neckties and everything in neckties.

Feeling assured now that Canadian-made neckties are at least equal if not superior to all others, this firm have opened branches of their business in Sydney and Melbourne, Australia, and hope soon to make the name of E. & S. Currie as well-known to our fellow British subjects in the far-off Antipodes as it is now to the merchants of Canada, and and they expect the item "Neckties" to figure prominently among the exports from the port of Toronto, and, as a purely Canadian concern employing only Canadian labor, their many friends all over Canada wish them the same success in their new venture that they have had in their past undertakings.

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

## We take this opportunity

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

We have the

## LARGEST AND BEST EQUIPPED CLOTHING FACTORY

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

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

*Ages 4 to 11, \$2.75 to \$5.00 per doz.*  
*" 12 to 16, \$3.00 to \$6.00 "*

Samples submitted free on application.

**CLAYTON & SONS**  
 HALIFAX, N.S.



# FOR FALL 1899

## A Grand Range of Woollens.

The pick of the Domestic, American, English and Foreign Markets.

## Fleeced Cotton Hosiery.

## Wool and Worsted Hosiery.

## Cashmere Hosiery, Plain, Ribbed and Fancy, purchased before the remarkable advance in the price of Fine Yarns.

**Gloves,** Plain and Fleeced Cashmere, all weights and colours.

**Gloves,** Ringwoods, in every style shown by English and Foreign makers.

**Gloves,** Operas, Popular Prices.

**Boys' and Men's Underwear,** a very large range.

Domestic and Imported Fleeced goods a specialty this year.

**Top Shirts and Sweaters,** new mixtures, combinations and colours.

**Misses' and Ladies' Vests and Drawers,**

Ribbed, Plain and Fleeced—OUR SPECIALTY. All the new shades, new trimmings, and novelties you will not see elsewhere.

**Fancy Woollens,** Bootees, Infantees, Mitts, Mittens, Tuques, Hats, Caps, Clouds, Polkas, Coats.

**Shawls, Golfers, Jerseys.** See our new styles in Golfers and Jerseys.

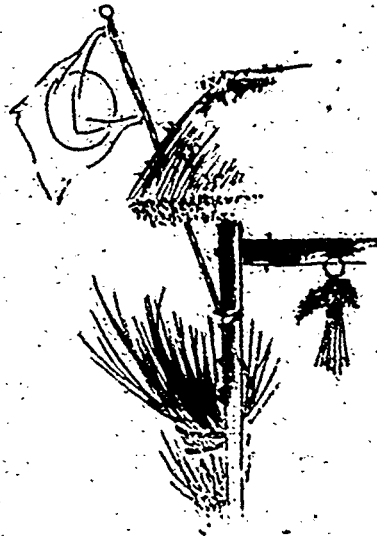
By far the largest and nobbiest range we have ever shown. It will pay you to see them, and better still to buy them.

OUR TRAVELLERS ARE NOW ON THE ROAD.

**Brophy, Cains & Co.,**

23 St. Helen Street,

... MONTREAL



# K. ISHIKAWA & COMPANY

24 Wellington Street  
West

...Toronto, Ont.

MANUFACTURERS AND IMPORTERS OF

*Plain Habutai Silks*

*Japan Kaiki Silks*

*Wash Silks*

*Fancy Blouse Silks*

*Hemstitched Silk Handkerchiefs*

*Printed Bordered Handkerchiefs*

*Fancy and Colored Handkerchiefs*

*Black and Fancy Mufflers*

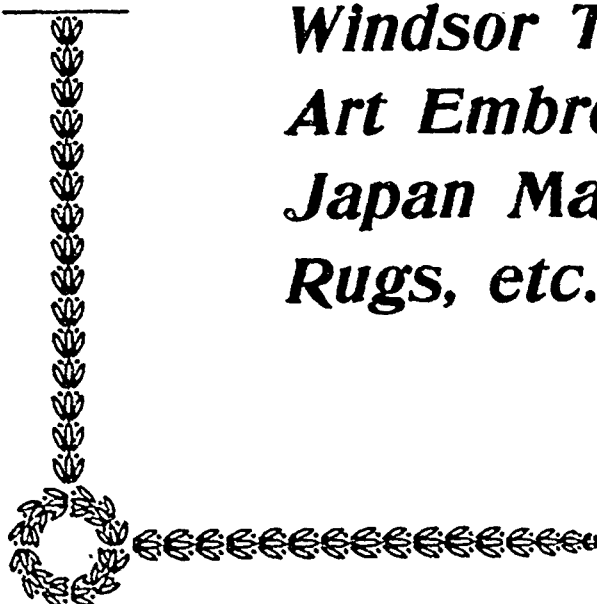
*Piano and Table Covers*

*Windsor Ties*

*Art Embroideries*

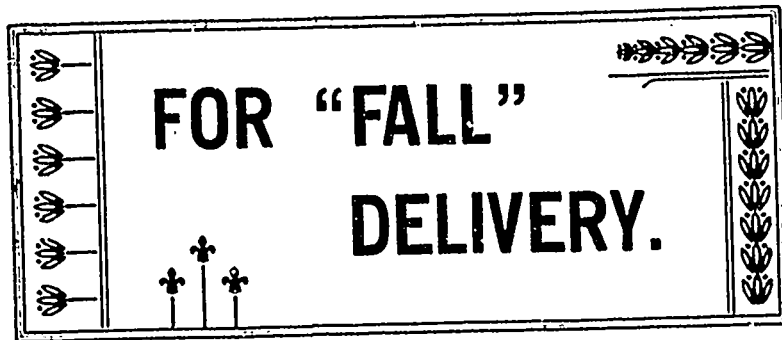
*Japan Matting*

*Rugs, etc., etc.*



MAIN OFFICE,

**YOKOHAMA, JAPAN.**



# Japan Habutai Silks and Hemstitched Silk Handkerchiefs

at OLD PRICES.



As long as our supply of Habutai Silks, which we bought at Yokohama before the recent advance in prices of Silks, lasts, we shall take your import orders on Plain Habutai Silks and Silk Handkerchiefs on our last year's quotations (with the exception of a few special lines). We reserve the right to advance our quotations by giving you due notice in the event of our supply proving insufficient to meet the requirements of the trade.



## K. ISHIKAWA & COMPANY

Travellers are now on their usual routes with full range of samples. . . .

 TORONTO



# REMOVAL

After **May 1st** our **New Factory** and **Warerooms** will be located at

## 13 Front St. West

### OUR LATEST ADDITION

**Flannelette Underwear**  
**Foreign and Domestic Cloths**

**AN IMMENSE RANGE**

Our men are now  
out for

**FALL ORDERS**

-WITH-

**Flannelette Underwear**  
**Ladies' Cloth Suits and Skirts,**  
(All the latest designs)

**Ladies' Eider Dressing Jackets,**  
**Ladies' Fall Blouses**

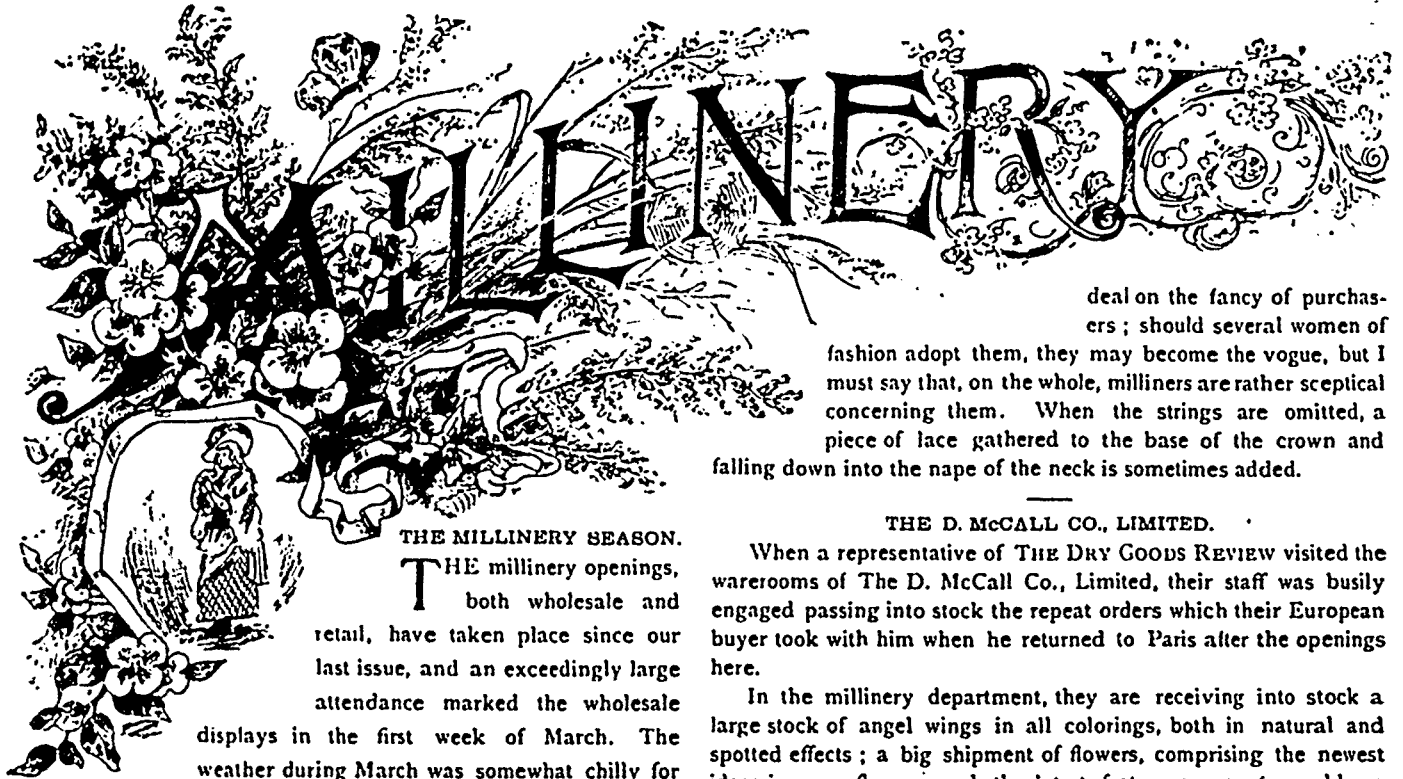
In Cloth, Flannelette, Silk, Sateen, etc



# BOULTER & STEWART

Manufacturers

TORONTO.



#### THE MILLINERY SEASON.

**T**HE millinery openings, both wholesale and retail, have taken place since our last issue, and an exceedingly large attendance marked the wholesale displays in the first week of March. The weather during March was somewhat chilly for expanding the millinery trade, but business has been good, notwithstanding, and the Easter turnout was as gorgeous as usual.

#### ADVICES FROM PARIS.

The new high-crowned shape, with a wide brim turned up in front and down into the nape of the neck at the back, is essentially a smart hat, says the Paris correspondent of *The Millinery Trade Review*, and will probably be the one most in favor for the early Summer festivities. As a shape, it has nothing very new about it, the novelty depends more on the manner of the trimming and its relative simplicity. For instance, a good many have the brim lined with satin, closely stitched, giving much the appearance of fine drawing, but without its inconvenience as a receptacle for every wandering particle of dust. Pale blue satin stitched in this way is chosen as the lining of a black straw hat, round the high crown of which is banded twice narrow black velvet crossed at the back and then tied under the chin. For ornament merely an aigrette of loops made of pale blue faille.

The same arrangement of black velvet ribbon is repeated on a ripe-corn colored straw hat, the brim of which is turned up against the crown in front, and filled in with a quantity of pink roses.

These models are Mme. Esther Mayer's, who also shows a golden fancy straw hat of the same shape, lined with stitched white satin, and trimmed with bows of wide blue velvet ribbon, one outside and one underneath the upturned brim.

Fine rice straws and leghorns are blocked into this shape, and these will either be trimmed with Prince of Wales' plumes or big bunches of roses, and, in either case, roses under the brim partly resting against it and partly on the hair.

It is also intended to make use of warp-printed and brocaded silks to cover hats of this build, the material being stretched smoothly over the shape, and ribbon banded round the crown.

For lining the brims of these hats, rice and leghorn flops will be chosen, and sometimes fancy straw braids, with narrow ruchings of black chiffon between, or rows of narrow black velvet.

The continuation of the ribbons into strings is by no means a characteristic of this hat. Their maintenance will depend a great

deal on the fancy of purchasers; should several women of fashion adopt them, they may become the vogue, but I must say that, on the whole, milliners are rather sceptical concerning them. When the strings are omitted, a piece of lace gathered to the base of the crown and falling down into the nape of the neck is sometimes added.

#### THE D. McCALL CO., LIMITED.

When a representative of *THE DRY GOODS REVIEW* visited the warerooms of The D. McCall Co., Limited, their staff was busily engaged passing into stock the repeat orders which their European buyer took with him when he returned to Paris after the openings here.

In the millinery department, they are receiving into stock a large stock of angel wings in all colorings, both in natural and spotted effects; a big shipment of flowers, comprising the newest ideas in corn flowers, and the latest feature in roses, a cabbage rose, in delicately tinted effects; a complete line of rose, violet, and fruit foliage, and a choice assortment of gilt buckles in the newest Parisian designs.

In the staple department, they are receiving a large stock of the newest colors in plain chiffons; the latest novelties in gauze, including an entirely new creation, consisting of a gauze in the popular shades and striped with a small white wire, which makes it desirable as a trimming; a new stock of the latest designs in veilings; a complete range of plain taffeta ribbons, which have been in big demand of late; a lot of beautiful oriental and valenciennes laces for dress purposes, and some pretty shot taffetas in the new shades for millinery purposes. These taffetas are being largely used in the place of ribbons, making an effective trimming at a very low price. When these goods are all opened, the firm state, they can fill anything or everything that can be called for.

The second, or Summer, opening will be held on the third week in April, commencing on Tuesday the 18th inst., and the intention seems to be that it will be an even greater event than the second opening last year, which was such a success. Their modiste is at present in New York, securing ideas for this opening.

In their hat department, this firm has now on hand an unusually choice and complete range of goods. The favorite is the rustic walking hat with fancy bands. In small shapes, the pompadour is the popular thing. The short backs, as in the past, are in big demand, as are also hats with drooping effects. The new feature is the round crown for dress hats.

The fashion plate sent out to their customers this year contained thirty-five designs of their trimmed hats and a great number of untrimmed styles. From the acknowledgements shown to *THE REVIEW* it would appear that the trade consider this plate one of the best, if not the best, ever sent out by a Canadian house.

#### THE PRESENT SEASON IN CANADA.

S. F. McKinnon & Co., Limited, during a conversation said: "We are trade seekers and therefore ready at all times to impart any information or ideas which are calculated to advance the interests of the trade at large. It is possible that we may repeat facts given you at our last time of meeting, but that is better than

# WHOLESALE MILLINERY

\*\*\*  
**We  
 Invite.**  
 \*\*\*

We take great pleasure in  
 announcing that our arrangements are  
 complete for the holding of

**Our After Easter Display**

TUESDAY AND WEDNESDAY

**APRIL 18th and 19th.**

*The Trade Cordially Invited.*

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

**TRIMMINGS  
 LININGS, Etc.**

**Flett, Lowndes & Co.**

LIMITED  
 TORONTO

Special lines for April

**SILK and MOHAIR BRAIDS**

ALL WIDTHS.

**BUTTON-LOOPS**

SILK, METAL, PEARL.

**NECK-CLASPS**

**BELT BUCKLES, Etc.**

**SWISS-PUFFINGS**

FOR SUMMER DRESSES.

**SILKO SKIRT LININGS**

**For the Milliner!**

WE HAVE EVERYTHING YOU WANT IN

**Flowers,**  
**Laces,**  
**Chiffons,**  
**Ribbons.**

In **HATS** we have an endless array of  
 English and American styles. If you didn't see  
 us during the openings look out for our travellers.  
 If you buy before you see our samples you'll be  
 sorry.

**CAVERHILL & KISSOCK**

91 St. Peter Street,

WHOLESALE MILLINERS.

MONTREAL.



**MILLINERY—Continued.**

to let any dealer remain uninformed on the great subject of the season, namely, millinery. Since last we had the pleasure of indicating our ideas along this bright and flowery line, we have passed through one of the most successful millinery openings we have ever had, giving a healthy beginning to what we have predicted will be a heavy millinery season.

"There is not much to be gained by dwelling on the opening at this date, but one outstanding fact must be mentioned, and that is the great number of buyers who were present from long distances, particularly from the far east and west. This fact in connection with the opening, and one equally transparent, at least to us, was the demand for a better or higher class of goods, a strong and convincing argument in favor of a thought advanced at our last interview, indicative of increased purchasing power and more prosperous times, begetting confidence in business circles and a healthy ring or tone to trade throughout the country, such as did not exist a few seasons ago. Speaking for ourselves, on no previous season at this date have we had the same substantial proof of confidence, either in the business future, or as to the correctness of our general stock, which our sales up to this date indicate.

"Some think that the fact of Easter coming early had the effect of stimulating trade. Our own experience would not reason thus; the better-class trade demands early Spring millinery whether Easter is late or early, or whether the March weather is favorable or not. Of course, we all know that there is a trade, and that is the trade of the million, who do not buy their millinery until the time for walking on the shady side of the street has come, and, by that time, also, many of the early Spring buyers are again ready to join the great Summer throng. This is the millinery harvest; make ready, it will come suddenly.

"The millinery has been, and still continues to be, very pronounced, both in regard to styles, materials and colors which go to make up fashionable headwear for the season now in full swing. Take notice of the strong features in hat garnitures or beautifiers. Flowers, in all their natural-appearing beauty, take the lead, with a leaning to roses, violets, pansies, foliage, apple blossoms, carnations and cowslips; ospreys, ostrich effects, taffeta silks, taffetalines, malines net, mechlins, plain and fancy chiffons, satins, taffeta ribbons, faille ribbons, satin ribbons, fancy ribbons (beautiful designs in draw effects—principal millinery widths, 22, 40, 60), sequin trimmings, etc.

"The following colors in silks, ribbons, nets, chiffons and braids demand acceptance and promise to remain in favor throughout the season. Cyclamen, fuchsia, clematite, Laurier, valubles, ophelia, pervenche, white, tuscan, turquoise, cream, cornflower, national and blquette.

"When such a marked change in colors takes place as did this season, and particularly when they become so pronounced, there is usually a scarcity of the favorite shades after the opening days have been passed through. Being, however, early convinced of their strength, and by using the cable freely, we have been able to keep our stock thoroughly assorted, and at no time have we been short in any line or color in demand. We know the importance attached to the assorting trade, and, as usual, have our European buyers watching the foreign markets, ready to take advantage at first sight of desirable novelties, as evolved in the primary centres of fashion, so that you can, therefore, assure the trade that they can rely upon our stock as containing every shape, material and color necessary for the season's trade.

"Our trade in Spring jackets, costumes, and skirts, etc., has been more than good, in fact, we are at least ten days behind with our orders in these lines alone, but hope to overtake the demand, so that no serious disappointment will come to any of our customers

through the enforced delay. Our Winter jacket samples have also met with great success in all quarters. We have eight special travelers giving their undivided attention to this department and covering the ground as quick as it is possible with a strong and successful selling range of jackets. We assure you that the trade leaders all over the Dominion are placing their orders for McKinnon-made jackets. We are very much crowded for room for our manufacturing department, but hope to get possession of the annex to our warehouse at an early date, which, on account of the increase in our business, has become a necessity, so that we shall then be able to turn out orders with promptness and despatch."

**A SUCCESSFUL CASH BUSINESS.**

On March 12 last, the business of Geddes Bros., Strathroy, Ont., was 18 years old. This live, successful house issued an address to their customers in connection with the event, remarking, among other things, that last year was their best year, adding "Our motto for eighteen years, 'Goods sold on their merits for cash and at one price,' has worn well, and here we might get boastful. We are pioneers on these lines, and to our brethren on the street—and they are the worst sinners—we say, 'Fall into line.' Pay as you go this year, and in 1900 you will find that you have saved enough money to buy a whole wardrobe. Buy for cash, sell for cash, and you and the community will be better off."

**FURNITURE COVERINGS AND DRAPES.**

Geo. H. Hees, Son & Co., Toronto, well known to the trade for many years as manufacturers of window shades, drapery poles, etc., have just gone into a new line. They are now carrying furniture coverings, draperies, curtains, etc., and show a complete stock of these goods. The new department will be under the direction of Mr. Nicholas Miller, who has had a long experience in this line. The range of goods includes some nice cheap goods made on the firm's own looms, and a superior line of imported goods, including French tapestries for upholstery purposes. In lace curtains, a fine line, including Brussels and Swiss goods, is highly popular. Merchants are invited to send for a copy of the firm's new catalogue, which contains details regarding all these goods.

Mrs. A. Richard, milliner, Moncton, has removed her business to Campbellton.

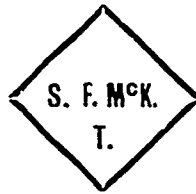
Mr. E. T. Mahan, of Mahan Brothers, Halifax, died suddenly last month. He was prominent in Freemasonry. Heart failure was the cause of death. He was 62 years of age.

Hugh Mackenzie, of Battleford, N.W.T., has purchased from the estate of his brother, the late Alex. Mackenzie, the shop and stock and business, and will add largely to the stock and facilities of his shop, and make it up-to-date in every respect.

C. L. Beck, of Antigonish, has entered the dry goods business of Layton & Rennie, New Glasgow, N.S., on the retirement of W. H. Rennie. He served as clerk with Drysdale Bros., who conducted a successful business in New Glasgow some years ago. For the past nine years, Mr. Beck has been connected with the firm of Wilkie & Cunningham, of Antigonish.

A. A. Fournier & Co., Wellington street, Ottawa, have refitted their premises. Besides a private office for Mr. Fournier, a system of cash and parcel carrier was put in. The posts in the centre of the store have been removed, a new metallic ceiling has been put in, and the partition originally between the clothing and boot and shoe departments has been taken away. New counters and fixtures in the grocery department have been added, and on all sides paint several coats over one another in depth has been liberally applied, the whole going to make a wonderful transformation in the entire premises.

# At The Zenith!



Our stocks of Millinery—Millinery Novelties—Trimmings—Fancy Dry Goods—and Notions are at point perfection—we held a grand opening, and it has given an impetus to trade that quickens daily—we know that the success which has come to us is but proof of a successful season to the trade generally throughout the Dominion—quick changes in styles keep us on the alert to have everything up-to-date, and experience has taught you that we're never caught "napping" in having the just the right things at the right time—our European buyer is now in the markets picking up the later novelties—our special American buyer makes fortnightly trips to New York, and as quick as any new feature appears we post you on it. While we put particular stress on the advantages of visiting the market, we have a most perfect organization for filling promptly and carefully orders by mail, 'phone or wire.

**McKinnon Made-Mantles** == Our travellers are covering the ground as rapidly as possible, and are meeting with phenomenal success in placing orders for the next Autumn Styles—the success of mantle making by us has been proved beyond a peradventure, and the success of our first season promises to be double discounted—wait for our travellers—the line is the finest on the road—the trade say so.

## S. F. MCKINNON & CO. (Limited)

71-73 York St., Toronto.

## EASTER FASHIONS IN NEW YORK.

"THE DRY GOODS REVIEW" CORRESPONDENT REVIEWS THE SHOOTS AND STYLES.



RUSH in one day or one night from Winter into Spring through one of the loveliest parts of the country, to be surrounded by every attention and comfort, to feel that the trials of traveling are minimized and its pleasures enhanced by conveniences of all kinds, that's what a trip on the beautiful New York Central and Hudson River Railroad means. Leaving Montreal in the morning, you find yourself in a very short time entering the Adirondack Mountains. There had been a tremendous snowstorm the day I left, and the sky, a brilliant blue, made a sharp, clear cut line against the glittering white. The train dashes past station after station with the quaintest Indian names and quainter surroundings—dashes through a different world from that with which the city dweller is familiar, on, on, through the day. The snowdrifts are in some places so high that the engine dashes through them, scattering the snow in all directions. At Utica the change for New York is made, and in a few moments the Empire State express tears into the station. The Empire State express is known all over the country. It is the fastest, most convenient train on the line, and resembles time and tide in that it waits for no man. Connecting trains may come and go, but the Empire State pursues the even tenor of its way, and is always on time. After leaving Utica you get an idea of what flying is like, for the express skims along, stopping only at Albany and Troy, till at 10 o'clock the conductor shouts "42nd street Grand Central depot."

And now for the shops and fashions. The GLIMSES OF THE SHOES. New York shops at Easter mean everything that is bright and beautiful. They mean a bewildering, dazzling mass of color and light. They mean the ceaseless murmur and rustle of crowds passing and repassing. They mean life and stir and excitement, and—money. The decoration of the shops and the window-dressing occupy the minds and clever hands of the merchants for a long time before Easter, and the results are beautiful. Siegel-Cooper's, "the big store" is a wonderful sight. It is tremendously large and everything that can be imagined is under the one roof. In the very centre is a great fountain and an enormous figure of "Liberty." In the basin of the fountain white swans and ducks swim about and various colored lights are continually flashing and changing. First green, then red, then blue shines out from hundreds of electric globes. Suspended from the ceilings is a lattice-work of bamboo covered with artificial flowers, and hundreds of canary birds in cages are singing with deafening force.

In Wannamaker's the shop is dressed in green and white with artificial apple blossoms. Butterflies are suspended everywhere and one huge butterfly in the centre. The arrangement of the windows show wonderful skill and many of them are devoted to one color. Purple and white are the favorites.

In a fashionable milliner's is a beautiful design in violets. In the centre is an enormous basket composed entirely of double violets and resting on crinkled violet paper. Ribbons of the same color are fastened to violet doves, which appear to flutter away from the basket.

Another window is arranged in the same color most effectively

by having a foundation of violet, and the color scheme carried out by every article of wearing apparel in the window being violet and white. Blouses, hats, parasols, gloves, flowers, an exquisite violet fichu, a white and violet front to be worn with a suit, violet note-paper, everything was arranged with a view to delightful harmony.

Another window is done in pink, a shade between salmon and rose pink being much used. Another contains nothing but neckwear, and another gloves. There is nothing strikingly new in the dressing of the windows, but so much taste is displayed that the results are most effective. Some of the windows contain several wax figures of women completely dressed to show hat, gown, wrap and gloves. Some very large ones contain nothing but costumes. The most exquisite and quite indescribable combinations of rich lace, flashing steel and jet, silk, and velvet are here displayed. One notices particularly that only in the cheaper shops is the terrible mistake made of overcrowding the windows.

Naturally, the most interesting question relates to the sort of hats and gowns worn. There are several very striking features about the prevailing fashions. As to the gowns first. All the dresses are narrow and tight-fitting with scarcely any fullness in the back, and flaring around the bottom of the skirt. The placket hole fastens with buttons and laces, and where there are no buttons, the fastening is closed with sets of fancy pins, something like the belt pins worn lately. There are three pins in a set. Most of the gowns have a small train, but many fashionable women decline to have their gowns made in so uncomfortable a manner. The little coats are very short and fit smoothly and tightly with little, and in many cases, no fullness at the top of the sleeve. This description of the useful suit, of coat and skirt, applies to all tailor-made gowns. The whole effect is of slimness, tightness, and height. New forms of tunics are seen everywhere. They are worn short and long, and some of them are very fancy. Some, though not many of the coats, are as black as the case may be, are rather short in front and are cut long, and rounded in the back. These, however, are not universally becoming. The princess style—which consider well beforehand, for it requires a good figure—is much worn in more elaborate gowns. A simulated peplum is a good deal worn. Skirt will consist of an upper and lower part, the upper having the appearance of a pointed peplum. Some skirts are made with a peplum short in front and much longer at the back.

As to colors, all are fashionable. Purple and grey are the most so, but green is also in evidence, and, in suits, black and fawn are seen everywhere.

Shirt waists are as much the rage as ever. There is one unailing rule by which this year's can be told from last year's. All the new ones are made with the shoulder seam exactly on the shoulder, instead of an inch or two below, as formerly. The waists have white collars, though some are made with self collars. The white collars for Spring have rounded corners. Stripes are much worn. Beautiful (and rather expensive) white waists are made of shirred muslin, alternating with rows of insertion. These are extremely dainty. The sleeves are smaller and the blouse effect in front is less pronounced.

Every imaginable kind of neckwear is worn. On some of the models appear wonderful lace scarves falling below the knees. Fancy collars of silk, with bows and ends of chiffon and lace, are



# MILLINERY

We have and will continue to have everything required for the assorting season. All orders, either through travellers, by letter or wire, will have our best attention.

The **JOHN D. IVEY CO.,** Limited

18 Wellington St. West.  
TORONTO.

1811 Notre Dame St.  
MONTREAL.

# HUTCHISON, NISBET & AULD

Select Woollens  
and  
Tailors' Trimmings

In our special department we are showing a large range of

# VENETIANS

FOR  
Women's { **COATS**  
AND  
**COSTUMES**

In Black, Blues, Browns, Drabs, Slates, Fawns, Tan, Red, Greens, Greys and Mixture Colorings.

New Mitchell Women's Fashion Plates In Stock.

**34 Wellington St. W., Toronto.**

**INVESTIGATE FOR YOURSELF.**

# Perfection Brand Comforters will stand any investigation.

Handle these goods once and you will handle them always. Size, quality and style the best that can be had for the money.

Place your order now to insure prompt delivery.

# CANADA FIBRE COMPANY, Limited

Manufacturers of "Perfection Brand" Down, Cotton and Wool Comforters, Cushions, Tea Cosies, and Muff Beds of every description.

Office and Works:

**582 William Street, MONTREAL.**

**EASTER FASHIONS IN NEW YORK—Continued.**

pretty. Very high collars, with pointed ears, are made in all the daintiest of colors. White net scarves, which were all the rage lately, are now on the bargain counter, a sure sign of a fall from popularity. High stocks of tucked satine are very cheap, as are stocks with a white lace or chiffon bow. These will be worn for some time longer.

In the more manly ties, to be worn with linen collars, are very pretty black satin puffs and striped mauve and white, and blue and white.

In silks, the well-known India silks hold their own. In navy blue and white, large patterns are shown, but dots are very fashionable. There are lovely muslins and cambrics and everything to inspire envy and longing in the heart of the female with the flat purse. Mousseline de soie is used for everything, and lace is an important part of the new gown. Mousseline de soie spangled with silver and jet is very pretty.

In gloves, there is a great variety. From Paris comes the news that the white glove is on the way to a decent burial, and the truth of this cannot be doubted. Grey gloves are very fashionable, and pale shades of ivory and cream. Suede is in again in all shades.

**THE DOMAIN OF HATS.**

I have left hats until the last, as too serious a subject to be hurried over. Tulle and chiffon are the keynote to the new chapeaux. All are either made of or trimmed with these materials. The one idea is to give the effect of roundness and puffiness to the crown. The straw hats are made with Tam o' Shanter crowns. The more expensive ones are made of fine silk straw, and many are made with tulle crowns. Many smart hats are turned up at both sides and tip over the face. Some are composed almost entirely of flowers. A girl I met yesterday wore a hat massed with violets, and two white doves poised on top as though preparing to fly. One lovely hat in a Sixth avenue shop was composed of grey tulle in clouds, ending with a large choux at the left side, below which, to lie on the hair, were bunched yellowy-red roses. Honiton lace is used on many smart hats. Purple is the fashionable color, and many yellow hats are sold. Red is to be fashionable, but no such striking contrasts and hideous combinations are to be seen this year as formerly. Plain outing hats, to be trimmed with a twist of velvet and a wing, have the Tam o' Shanter shape, too. One exquisite hat, in a very swell shop, was of cream straw, and, instead of the entire brim being straw, about an inch and a half or two inches was wide lace insertion. Flowers and feathers with lace formed the trimming. Some hats turn up sharply in the back and have flowers and leaves where they turn up. The English walking hat shape is used with many variations in trimming. Large picture hats are made of tulle and chiffon. Black is prettier than white for these. The crown is of tulle and the brim of chiffon in frills. A wide satin ribbon goes around the crown and stands up in front. The prettiest flowers are violets, roses and pansies, but to my mind the latter are a little stiff. The one sure thing, to cling to a frail support, truly is—tulle, and quantities of it. Fancy buckles and buttons are worn in the trimming. Turbans are rather small and trimmed in front with a thick bunch of flowers.

In men's furnishings, there is not much change. The ties to be seen everywhere are in wide stripes running horizontally or on the bias. The colors are rather gay and all colors appear to be worn. For the morning the four-in-hand is in favor, and for more dressy use the Ascot. Mauve and white stripes are to be seen in swell shirts at the best haberdashers on Broadway. In gloves, castor grey are still in favor, and always look well. Of course, freaks of color and make are seen upon the avenue, and are to be

thought of only as awful examples. Plaid socks are worn, as well as stripes in silk and finest Lisle. In men's collars, the round points are in favor, the same as for women.

**SHOPPING SNAP-SHOTS.**

Stockings embroidered with bow knots.

Gloves with the old broad black stitching.

Crush belts with small silver clasps are still worn.

Silk evening stockings with front of lace insertion.

Wedgewood notepaper with monograms in white.

Hideous cyrano chains of imitation coral and crystals.

Mannish bull dog shoes, with round toes and military heels, for women.

A new veil clasp of silver and gold to hook the veil is studded with jewels.

Accordian-plated silk petticoats loaded down with tulle and lace insertion.

Marble notepaper with a white edge, stamped with bow knots across the top.

Belt clasps, silver buckles in French grey finish with smaller neck clasps to match.

M. M.

New York, Easter, 1899.

**NEW HALIFAX ESTABLISHMENT.**

ROBERT STANFORD'S new establishment in Halifax is a departure from the ordinary, being constructed of Roman buff brick, with dark freestone trimmings. The building is three storeys, and, it is claimed, is the best equipped ladies' tailoring establishment in Canada. No expense was spared in fitting it up. The store has one large plate glass window, and is lighted in the rear by pyramidal skylights, of the very latest kind. The interior of the store is finished in oiled ash and hard pine. The ceiling is done in ornamental white metal, with embossed borders and cornices. The cutting-room is immediately in the rear of the show department, and is well equipped. This department has electric bells and speaking tube connection with the workroom on the second floor, which is commodious, light, and beautifully finished. The ventilation of the workroom is perfect.

The waiting and fitting-rooms, etc., are all superbly furnished and splendidly lighted, the apartments including lavatory, reception, and toilet-rooms, every attention being paid to the accommodation of the firm's patrons.

Mr. Stanford has disposed of the ladies' tailoring department to Messrs. Stanford & Dirmer, who will give all matters their personal attention. The premises immediately south of the ladies' establishment will contain nothing but first-class goods, and will be personally conducted by Mr. Stanford as a gents' tailoring department. The store adjoining will be under the supervision of Fred George and W. B. Elliott. Mr. George has had 15 years' experience with Gray, Goodall & Co., tailors and cutters, Regent street, London, Eng. In connection with this store has also been established a sporting department, which will be conducted principally by Mr. Elliott, who recently took a course of instruction from Hecklinger, of New York. Sporting goods, such as caps, gunning, rowing and bicycle suits, leggings, etc., will be made there.

Clon, Ont., has had, for some time, three millinery stores. As Miss Hillier has removed to Goderich, Miss Ross, late of Brussels, has purchased the good-will and opened up for the millinery season at Easter. Miss Ross has been located formerly in some of the cities and large towns, latterly in Brussels.

## Window Shades.

PLAIN, FRINGED, LACED AND  
ORNAMENTED AND MOUNTED  
ON ROLLERS.

## Drapery Poles

AND BRASS GOODS PER-  
TAINING TO DRAPERY  
FIXINGS.

### Our New Department.

Recently Established. Naturally, of course,  
no old stock.

**EVERYTHING NEW**

**Geo. H. Hees, Son & Co.**

We invite your inspection and criticism of our  
new lines of LACE CURTAINS, FURNI-  
TURE COVERINGS, DRAPERIES,  
UPHOLSTERY GOODS, etc.

LARGE STOCK. LOW PRICES.

71 BAY ST.  
**TORONTO.**

## Window Shade Laces.

BRASS AND WOOD POLE  
TRIMMINGS, STAIR PLATES,  
DRAPERY PINS.

## Window Shade Fringes.

OUR PERFECTION POLES  
ARE PIANO FINISHED.

N.B.---Our New Illustrated Catalogue Mailed on Request.

## Woollens and Clothing.

### PRESENT FASHIONS.

**S**INGLE-BREADED Chesterfield overcoats are the most popular for Spring wear. They are made in a number of attractive lines of Scotch tweeds, also worsteds with satin linings, and rough-faced cheviots.

The covert coat in whipcord, both straight and diagonal, is very much worn. Herringbones and tweeds are also being made into this style of coat quite extensively.

The four-buttoned sack coat will retain its last year's position, the chief change being that outside breast pockets will again be generally adopted. Some very handsome cloths in dark green and brown effects, with strong overplaids, are destined to become very popular.

The old-fashioned plaid trouserings are again being given a prominent place.

### THE LONDON STYLES JUST NOW.

An English authority on men's fashions advises the Londoner not to have a frock coat made at this time, as there may be a radical change in cut by the Spring. A park suit is described with a dark gray frock coat of basket weave, silk facings, medium in length and in fulness of skirt. The waistcoat is of the same cloth, double-breasted, cut high in front, and with a collar. This will possibly be, without much variation, the style of coat for Spring. In America, black cloth is worn in preference to dark gray, except at weddings.

For bicycle and home day suits, flannels will be much in vogue, and the striped materials will be very fashionable. For cycling, puttees will be worn in place of leggings.

The Chesterfield overcoat is straight and loose of cut and hang. It is more roomy under the sleeve, and its pockets, though not cut vertically, are more capacious than of old. The colors are rich dark brown and gray. The dark blue Chesterfield has seen its day. The gray, or pepper and salt, with a velvet collar, is very fashionable.

### THE COVERT COAT.

This garment is having a very extensive run for this season's trade, and houses who manufacture a fine class of covert overcoats are being taxed to their utmost resources to fill their orders. A very stylish garment recently shown in this make of overcoat was made from the orthodox covert cloth, produced by Canadian looms—and a very creditable production it was too. The garment was made with wide facings extending over the shoulders and under the arms, and lined throughout with silk serge. The material from which it was made was waterproofed by the Rigby process. Certainly nothing more creditable to Canadian industry in the clothing way could have been produced.

### THE CLOTHING TRADE.

The very marked improvement which has taken place within the past two or three years in this industry has amounted to almost a revolution. The class of goods that are now turned out are very appropriately designated by the manufacturers as "Ready-Tailored," where formerly they were as properly called "Ready-made." Among the larger and better clothiers in Canada shoddy and worthless fabrics have been almost entirely discarded in favor

of a class of goods that reputable houses may sell and retain their reputation. The lower grades are still sold by a class of traders who have unfortunately worked into this trade, and the better manufacturers are allowing them to have it entirely to themselves, which, in our opinion, is a wise course

—we refer now to the chosen people.

THE REVIEW recently visited a large establishment in Montreal who have taken the stand of absolutely guaranteeing all of their goods, and place a card in the pocket of each garment which reads to that effect. We were shown some surprisingly high-class goods which were made up in a style that suggested a high-toned and high-priced tailor rather than ready-made clothing. Among other things we saw a line of overcoats for the coming Fall season made of the finest wool beavers, meltons, cheviots, montenacs and heavy vicunas. Many of these goods were lined entirely through-

out with silk satin, having undyed velveteen pockets, and were stitched throughout with silk, and made in all the newest shades.

This cut represents the inside and facings of a coat that is being extensively sold now in ready-tailored goods.

The facings extend over the shoulders and under the arms, which has the effect of keeping the coat in shape until it is worn out.

One great advantage of the facings extending under the arms is that they prevent the linings from wearing out in that place as they otherwise usually do.



The two inside pockets in this

coat are bound with Kliners's silk serge.

The facings and dust vent in the bottom facing are also bound with the same material.

### CLARE SERGES.

A very popular fabric in the clothing trade for the coming Spring will be the Clare worsted serge. These goods are manufactured by The Sir Titus Salt Co., Saltaire, England, and are guaranteed fast dyes. The Clare serge is controlled for Canada by a firm of Montreal clothiers.

### A CLOTHIER'S FRANKNESS.

THE REVIEW was recently shown a circular issued by a retail clothier in Ontario which commends itself as very convincing advertising. It was headed: "We want to do business with you. That is the reason we send you this card."

Continuing, it reads:

"Your trade will do us good, but we have no right to it unless you receive an equal benefit.

"We appeal to your own interest. We appeal to your desire for nice clothing.

"We appeal to your pocket-book. The same amount of money spent with us this Spring will buy a better outfit than you can buy at any other store in this section.

"We sell good clothing because it pays us. A small profit brings larger sales.

"A satisfied customer comes again, and brings his friends. The



REGISTERED



TRADE MARK

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

Registered Trade Mark, as above.

This Trade Mark means that the goods are

# Salt's Belwarp Cloths

and are made at the famous mills of

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

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

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

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

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

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



**WOOLLENS AND CLOTHING—Continued.**

reason we speak with such confidence of our goods is because we are asking you to buy —ready tailored clothing.

"It is hard to judge quality unless you are thoroughly posted. That is where —'s guarantee card comes in. It is as easy to buy clothing here as sugar at a grocer's.

"We do not say it is all wool when it has cotton in it. We do not say it fits, when it does not. Our salesmen have positive instructions to tell the truth."

If the writer of this circular does not mean what he says he certainly gives the reader the impression that he does.

**THE BICYCLE SUIT.**

The cut represents the latest thing in bicycle suits for the coming Spring. The trousers are made full at the hips and tight at the knees, something in the style of riding breeches. The coats are usually unlined and worn with a negligee shirt without waistcoats; made with four patch pockets with buttons to keep the articles contained therein from falling out in case of a spill.

The trousers have two side, a watch pocket and a hip pocket, with a flap buttoned over the latter. These suits, made of material waterproofed by the Rigby process, are most in vogue. Large checks with soft Scotch effects in material prevail.

A very satisfactory outfit for a bicyclist is made from Canadian homespun—an extremely porous material, and yet capable of being rendered a non-absorbent by the Rigby waterproofing process. These goods are made in very chic designs and in all the newest shades of browns and olives. They are also made in mixtures of natural sheep's wool undyed. The combination of different shades of brown and black wool, together with the different greys, produce some charming effects, and they have the double merit of being made of pure stock—consequently durable, and, as they are undyed, their color will not be affected by the sun's rays.

**A BRIGHT IDEA IN ADVERTISING.**

A wholesale clothing firm of Montreal, whose make of goods has secured a very considerable reputation throughout the Dominion, have conceived the idea of writing their customers' ads., and distributing them, set up in electrotypes, to those who wish them, and will guarantee their insertion in their local paper. This firm issued a circular to their customers offering to do this, and, in response, have received about a thousand requests from their customers to supply them with ads.

As advertisement writing has become an art, and as everyone cannot write an attractive advertisement or find the means to properly illustrate it, the offer of this firm will, no doubt, be productive of a considerable improvement in country advertising in this branch of trade.

**A TRADE-DRAWING WRINKLE.**

F. & P. Doppler, of Weston, Mo., are demonstrating what merchants in a small town can do to hold the trade of the country people, and of the smaller towns near by, from going to the cities and ordering from catalogue houses. A member of this firm, when asked for some plans for drawing trade, said:

"We do not neglect newspaper advertising, but we help it out with the personal-letter plan, to a considerable extent. We pre-

pare several forms of letters which will fit most of the different classes of people in our community. We use a mimeograph in making the copies, and have the boys address the letters on rainy days or in the evenings. We have a list of all the families within 25 miles of our town, and we classify these families in various ways. We know which are regular customers, which come in occasionally and which never come. We make our advertising and mimeograph letters apply to whichever of these classes they are to be sent. Few people notice that the letters are not written personally to them. We watch very carefully the new trade, and, when we find a new family has been sent in by some of our other customers, we write a personal letter to each of these families, thanking the one for the favor of sending us the new customer, and the other for giving us a trial."—Chicago Dry Goods Reporter.

**A U. S. WOOLLEN COMBINE.**

An organization known as the American Woollen Co. has been incorporated in New Jersey. The capital stock is given at \$65,000,000. For some time the organization in question has been in process of formation. The larger mills all over the Eastern States, from Maine to New York, have been invited to join with a view of putting woollen manufacturing on a safer and more economical basis.

**NOTES OF TRADE.**

S. D. Abell, of Petrolia, has taken W. J. Coyle into partnership.

Laidlaw Bros. have opened out in tailoring at Peterboro' with good prospects of success.

T. Morgan, is opening a ladies' tailoring establishment in the Nelson block, Vancouver, B.C.

H. M. Peterman, of Brantford, has succeeded R. B. Smith in the tailoring business at Petrolia.

John A. Cathro, formerly with Lahey & McHenry, has opened out for himself in the tailoring business in Napanee.

Frank Broderick & Sons, of Chatham, Ont., have received the contract to make suits for the Grand Trunk officials. The goods will probably be made in Toronto.

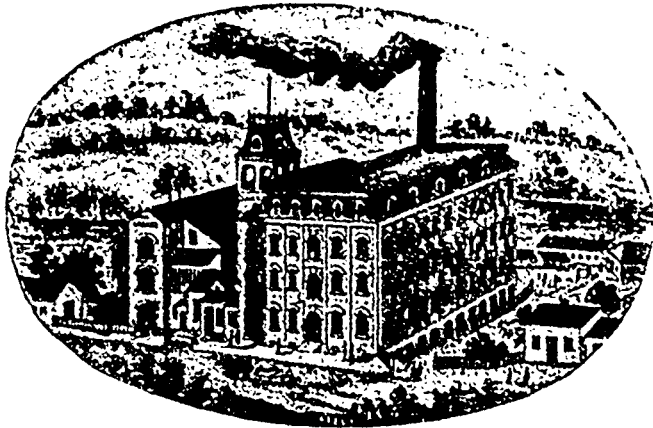
G. Stephenson, tailor, has just moved into his handsome new establishment at 259 St. James street, Montreal. The premises are large, well-lighted and splendidly situated, and will, no doubt, be the means of bringing additional custom to this popular house.

A very handsome new store has been opened at 231 St. James street, Montreal, by The Kennedy Co., for its "Semi-ready" clothing. Extensive alterations and improvements have been made in the premises, and it is now said to be the handsomest and most complete gentleman's clothing house in the country.

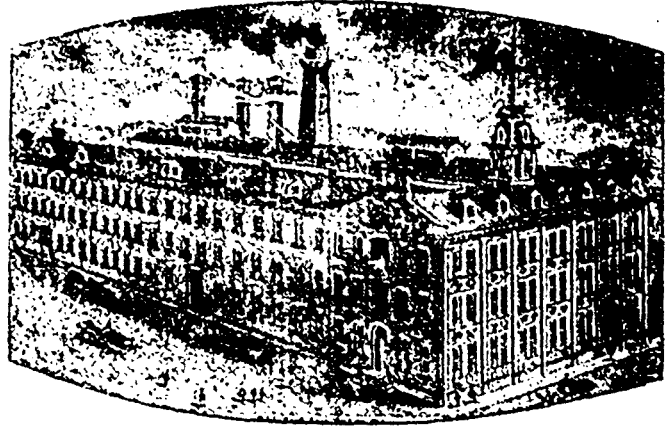
The circumstance that \$200,000 worth of ready-to-wear clothing, woollens, etc., is to be disposed of by auction during the first week in April does not seem to be causing the clothing manufacturers any uneasiness. No doubt the stock of Doull & Gibson will be disposed of to large buyers, and will therefore reach the retailer through the ordinary channels, and, as a consequence, the placing of this large quantity of goods on the market at one time will not affect the trade to any material extent.

**A MERCHANT IN COURT.**

An order for the committal of P. Rochon, of the firm of P. Rochon & Co., has been made by Judge Mosgrove, of Ottawa, for contempt of court. The committal was made on a motion by J. E. O'Meara, acting for the creditors of the estate. Rochon, it was claimed, gave unsatisfactory and evasive answers in the examination for discovery in connection with the winding-up of the estate. Rochon was sentenced to three months' imprisonment; the order, however, not to take effect until April 10, in order to give the defendant time to appeal, if he so desired.



MILL NO. 1

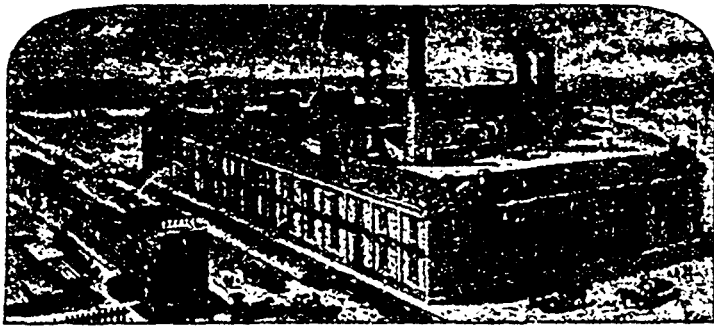


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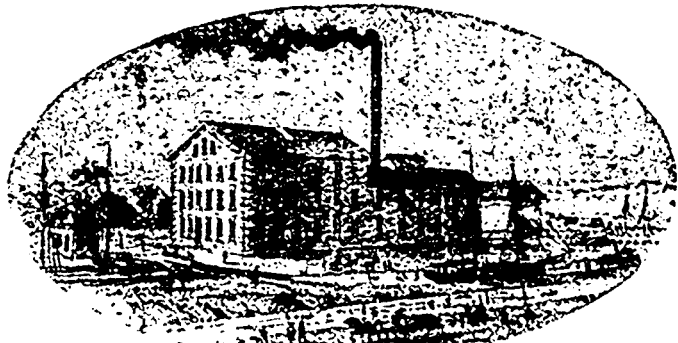
# The Penman Manufacturing Co. Limited

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

Head Office - PARIS, ONT.

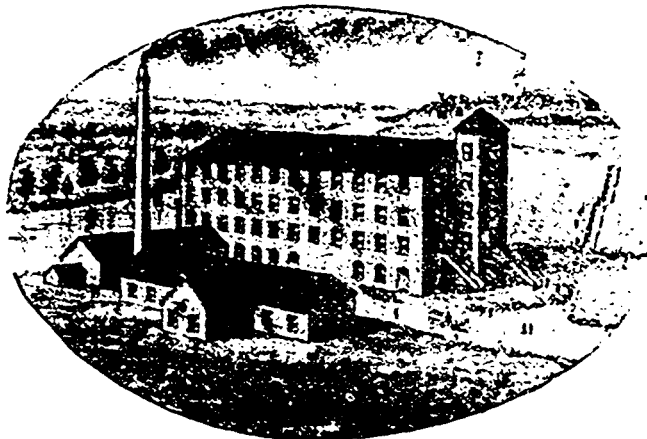


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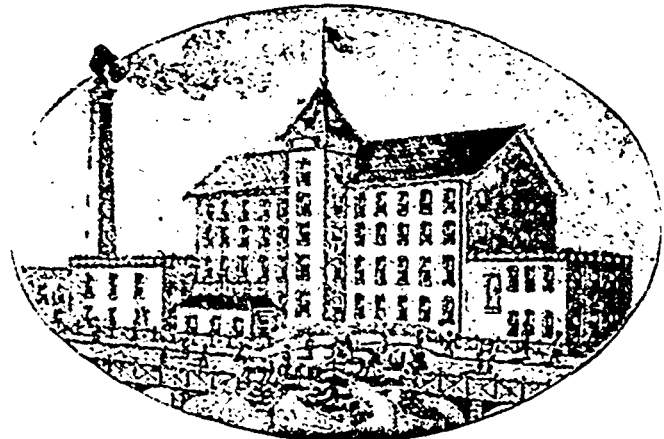


MILL NO. 4

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

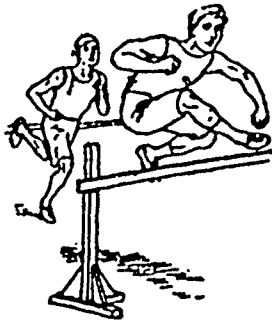


MILL NO. 5



MILL NO. 6

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



## Setting a Lively Pace!

*We're ready in advance with our sample lines for Fall. The idea we want you should have of them can't be got, except by looking. We never had a richer stock; never better, and what can't be found in completeness here and now isn't worth the mention.*

*We've exploded the old-fashioned notion that Germany must supply Canada with Cloaks. Manufacturing for ourselves on a large scale gives us every advantage of low prices. Larger facilities even than last year, and larger possibilities to save money means better selling lines for you. But nobody buys Cloaks or Costumes before seeing. Shall be glad to send you a sample line if you can't get to Toronto.*

*The simple fact is that we're doubling our business right along. The reason isn't far to find.*

**JOHN NORTHWAY & SON, 32 Wellington St. W., TORONTO**

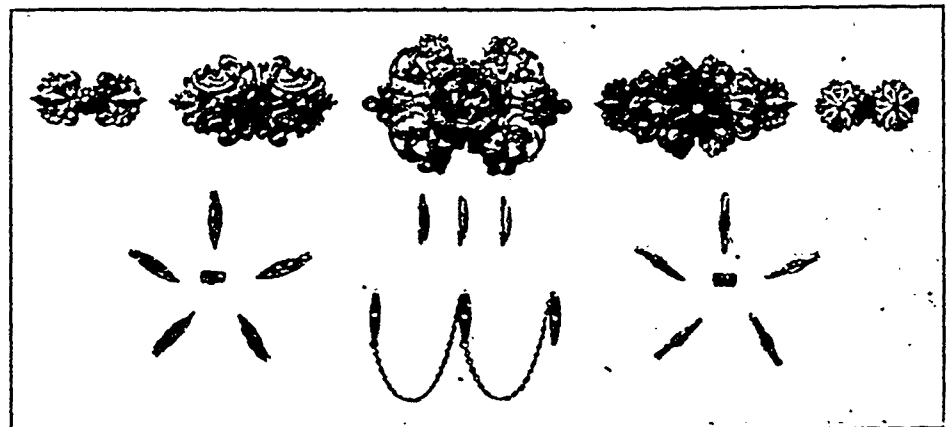


# WM. CROFT & SONS

ESTABLISHED 1855.

Our Line of STOCK BUCKLES, SASH BUCKLES, PIN SETTS, DRESS PINS and CUFF PINS is Unsurpassed. We have EXCLUSIVE patterns and designs. ASK us for samples.

LADIES' BELTS, BELT HOLDERS, LINKS and CUFF BUTTONS, STICK PINS and FANCY HAT PINS.

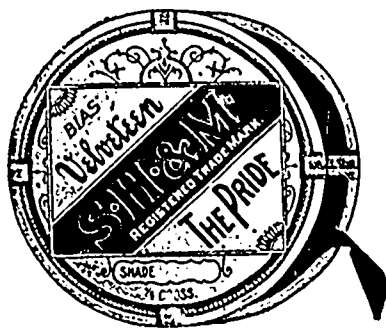
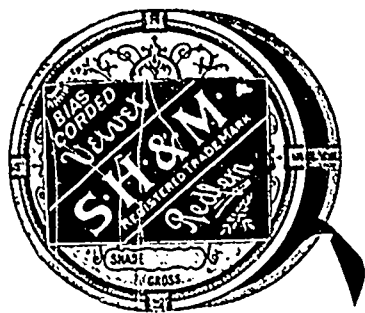


Large assortment of FANCY HAIR COMBS, POMPADOUR COMBS, BALERO COMBS, SIDE and BANG COMBS, and a splendid line of HORN and CELLULOID HAIR PINS.

CROFT'S (Registered) NEEDLES and PINS a specialty.

Have stood the test 50 years.

53 BAY ST., TORONTO, also Winnipeg and Quebec.



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

Are unsurpassed for durability, elegance, and economy, and for this reason enjoy a larger sale than all other skirt bindings put together. The trade mark is a guarantee of quality, and when you see S. H. & M. stamped on the back, you know that it is the best skirt binding produced.

We carry in stock the following lines :

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

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

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

S. H. & M. WATERPROOF Cord Edge.

Sample and Shade Cards, with prices,  
mailed upon application.

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

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

Manchester, Eng.

New York

Boston

Chicago

St. Louis

Cleveland

San Francisco, U.S.A.

IT NEVER SHRINKS



**STANFIELD'S  
UNSHRINKABLE**

REGISTERED

is the only underwear made that is all wool  
and will not shrink.

EVERY GARMENT GUARANTEED.

THE ...  
**Truro Knitting Mills Co.**

Sole  
Manufacturers

TRURO, N.S.

## MILL YARNS

is a line of which we  
have a very large out-  
put. We make them in

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

put them up in 1/4-lb. skeins,  
6 lb. in a spindle, and guar-  
antee all our pounds to have  
sixteen ounces.

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

**Eureka Woolen Mfg. Co.**

Limited

EUREKA, N.S.

## NEW GOODS IN WHOLESALE TRADE.

K. ISHIKAWA & CO.

**T**HE silk business has been better this season than in any preceding year, though the cold weather has somewhat disturbed the Easter trade. As soon as warmer weather comes, there will be a rush for medium and cheaper grades. The market in Europe, the United States and Japan has been lively. The raw material has steadily gone up in price since last Easter season. Habutai silks in Yokohama are at present very scarce, the present prices ranging from 9 to 9.50 yen, compared with 7 to 7.25 yen, the price last year.

K. Ishikawa & Co. have an ample supply of these goods in their Yokohama warehouse, so, are able to take orders at last year's prices, except for a few special lines. This firm are also carrying a heavy stock of both plain and fancy silks in their Toronto warehouses, so are prepared for the lively sorting business which usually comes a few weeks after Easter.

They have a large line of 20-inch Habutai silks, to sell at 25c. retail. These are shown in all the popular shades, Havana brown, turquoise, cerise, fuchsia, magenta, and all blues, particularly the royal shade.

In fancy silks, stripes, checks, and plaids are all popular, and are selling in large quantities to retail at from 25c. up. Crystal corded silks are specially favored this season. K. Ishikawa & Co. have an exclusive line, which retails at 50c., and which is proving a very strong seller.

The most fashionable lines in the higher class of Japanese silks are satin checks and striped taffetas, the latest colorings in which are black and white stripes on turquoise, magenta, royal blue, or cyrano.

The demand for Japanese matting is reported by K. Ishikawa & Co., Toronto, to be steadily assuming large proportions. This firm opened this department just about a year ago, and from the number of large dry goods and furniture houses they supply, it would seem that these goods are here to stay.

### CAULFEILD, HENDERSON & BURNS.

Mr. R. E. Burns, of Caulfeild, Henderson & Burns, is at present in Europe making purchases for the coming season. He has also made a special purchase of novelties in silks for Summer neckwear, samples of which they now have, and are being shown by their travelers with splendid results. As orders for these ties are at once put in hand, there is very little delay in delivery of the goods.

Caulfeild, Henderson & Burns are now running their factories overtime in order to fill the demand for the "C. H. & B." brand of Summer clothing, bicycle

suits, shirts and neckwear. They report a big demand again this season for "C. H. & B." white duck goods, and their output in this line for this season will greatly exceed that of any former season. Their neckwear department is also going ahead with big strides, the output being about double what it was a year ago.

### BROPHY, CAINS & CO.

This firm, famous for tasteful dress goods, are showing some new organdies, crepons, poplins and reps of very particular merit. Some handsome novelties in blouse materials are also shown. In wash goods, including muslins, Scotch ginghams, brocaded percales, etc., the range is full of attractive fabrics.

In boys' and men's underwear for Fall trade, the firm announce a very large range, and have secured, for this market, the exclusive control of certain lines of underwear.

### NOTES.

S. F. McKinnon & Co., Limited, report that the dominant feature of their hat department is variety. The latest designs and newest braids are to be found in their stock. Being in constant touch with manufacturing centres, new creations are constantly arriving. Special attention is drawn to their line of sailors; correct shapes and nobby trimmings, made exclusively for themselves. Samples will be sent.

Cookson, Louson & Co., are showing a new line of neckwear, for which they have recently secured control for Canada. It is a satin stripe of about half-an-inch, alternating with a red stripe of the same width, and comes in a variety of new colors. It is known as the Boyan stripe.

Although the season for Spring trade is now about over for the wholesaler in men's furnishings, Matthews, Towers & Co., report being still very busy, and state that the business done by them since the first of the year is greater than for any previous year at the same time.

S. F. McKinnon & Co., Limited, direct attention to their large stock of plain ribbons, in faille, taffeta and satin, including all new and popular shades.

It may interest the retail trade to know that a body called The Credit Exchange has been organized to protect wholesale houses against bad debts, slow pay and customers otherwise unsatisfactory. The Exchange collects information daily from its subscribers by means of a circular form of questions, and keeps the source of all information confidential. The Exchange has a number of subscribers in the leading cities.



J. ROBERTSON.



F. TISDALE.



D. P. SMITH.

Three of Messrs. John Macdonald & Co.'s Buyers who have just returned from the United States markets.

# Perrin, Freres & Cie.

The Glove House of Canada.

Perrin's  
Gloves

ARE THE BEST.



QUALITY GUARANTEED.

Perrin's  
Gloves

ARE THE BEST.

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

PERRIN, FRÈRES & CIE.

5 VICTORIA SQUARE

Montreal.

## WM. PARKS & SON, Limited

ST. JOHN, N.B.

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

### FLANNELETTES

Stripes and Checks

Domet Flannels  
Shaker Flannels  
Fourtenay Flannels  
Flannelette Sheeting

Cottonades  
Denims  
Tickings  
Galateas, Yarns, etc.

Agents . . .  
J. SPROUL SMITH, 39½ Yonge Street Toronto.  
DAVID KAY, Fraser Building, Montreal.  
JOHN HALLAM, 83 Front Street East, Toronto, Special Agent for  
Beam Warps for Ontario.

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

PRICES IN THE CANADIAN MARKET.

THE WOOLLEN PRICES STIFFER.

THERE was a general advance in raw wool at the London sales in January and this communicated itself to woollen dress goods and similar materials. In high-class merinos the rise was as much as 20 per cent.

The March wool sales again confirmed the rising tendency of price, especially as regards the finer wools. In fact, according to cable advices up to March 25, prices were fully maintained. We need not expect lower prices on foreign or British woollen stuffs for some time to come.

INCREASED PRICE OF BROOMS.

To all dry goods and departmental stores the information of the recent rise in brooms and whisks will be of interest. The broom manufacturers of Canada have raised their prices twice since the beginning of the year, and another advance went into force on April 1, with the prospect of again another raise in the near future. These changes are due to a shortage in the broom corn crop with no chance of relief until the Fall.

FALL LIST OF MAGOG PRINTS.

The Dominion Cotton Co. are now showing Fall samples of Canadian prints to the wholesale trade, and the price-list for the Fall of 1899 is as follows:

|                               |        |                                          |         |
|-------------------------------|--------|------------------------------------------|---------|
| Salisbury .....               | 7 1-2c | Napped sateen (aniline and indigo) ..... | 11 1-2c |
| Fancy costume .....           | 7 3-4c | Heavy twill (aniline and indigo) .....   | 10 1-2c |
| Fall suitings .....           | 7 3-4c | Heavy moles .....                        | 24 c    |
| Fancy wrapperettes .....      | 9 1-2c | Extra heavy moles .....                  | 26 c    |
| Steel grey wrapperettes ..... | 9 1-2c | Ottoman cretonne .....                   | 8 c     |
| Reversible flax etc .....     | 9 1-2c | Oatmeal cretonne .....                   | 10 c    |
| Costume twills .....          | 9 1-2c | S. C. indigo .....                       | 7 1-2c  |
| Coat linings .....            | 10 c   | H. H. H. indigo .....                    | 10 c    |
| Napped fancy weaves .....     | 10 c   | D. C. .....                              | 9 1-2c  |
| Napped welt cord .....        | 12 c   | G. C. .....                              | 12 1-2c |
| 18-in napped skirting .....   | 10 c   |                                          |         |
| Moreen skirting .....         | 10 c   |                                          |         |
| Ladas tweeds .....            | 10 c   |                                          |         |

THE CANADIAN COTTON SITUATION.

Some inaccurate statements regarding the prices of Canadian cottons have been made during the month by the daily press. It has been reported several times that prices of Canadian cottons show a strong upward tendency and that heavy advances must shortly take place. This is hardly the exact truth.

The position of affairs is about as follows: Just as the March issue of THE DRY GOODS REVIEW was going to press a series of drops in price by The Dominion Cotton Co. was announced. The reduction was briefly noted in our paper. Fuller details show that the reductions affected grey cottons, several lines of which were

reduced 1/4c.; bleached cantons were reduced from 1/4 to 1/8c.; several numbers of grey cantons were reduced from 1/4 to 1/8c.; ducks were reduced from 1/2 to 1/4c., and bleached ducks from 1 to 1 1/2c.; reductions also took place in a few numbers of bleached cottons, a line of white quilts and drills. These reductions are said to have enabled the mills to clear out quite a lot of goods. One Toronto firm at least secured a special "snap," it is said, in this way.

The new list of The Canadian Colored Cotton Co., which went into force in March, when Fall samples were shown the trade, exhibits no marked change either way. Several advances made some time ago, such as took place in cottonades, apron gingham, and flannelettes, are adhered to. On the other hand, prices are lower on some lines of Saxony goods and shaker flannels. The former is said to be caused by English competition, but is probably due also to domestic competition. These mills are turning out this season several new lines of plain denims, and colored denims (the latter 8-oz. and 9-oz. goods), which are cheaper than the lines they replace.

Finally, The Merchants Cotton Co. issued a circular dated March 24, announcing that, owing to increases in the cost of raw material, wages, etc., prices of their goods would be advanced on April 1. As this company reduced prices of grey and bleached sheetings about three months ago, it is probable that the intention is to restore the former rates. The trade had received no detailed information of the increases up to April 3, although it is expected the advance will be about 5 per cent. on all the lines.

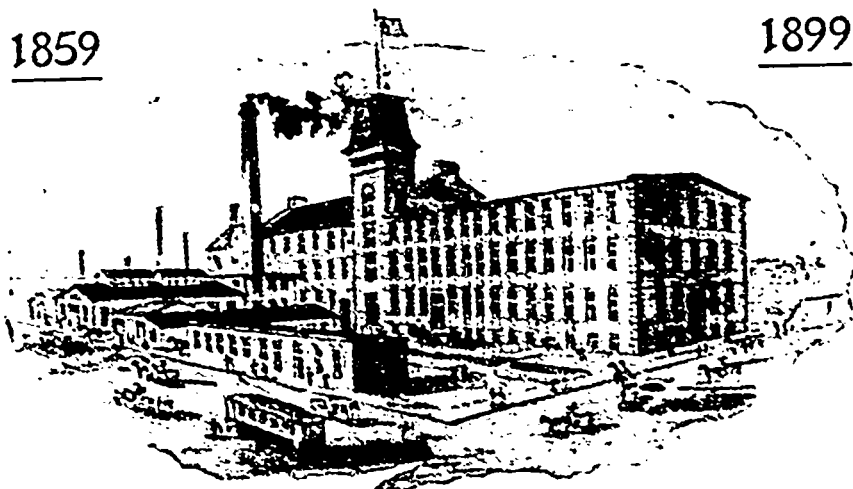
It is reported, also, that the cotton companies will discontinue the trade discounts to manufacturers after this season.

Thus it will be seen that the reported advances in the daily press are not as extensive as might be supposed. As far as THE REVIEW can learn, however, the market will continue firm, and reductions are not anticipated. The conditions in the United States would rather warrant a rise here, and one Canadian buyer told THE DRY GOODS REVIEW it was impossible to buy white cottons in the United States and bring them in under the present duties, and that, in the United States, cotton men talked advance all along the line.

The Dominion Cotton Co. holds its annual meeting early this month. The year has, it is rumored, been very prosperous, and, after the usual dividend and interest on bonds have been paid, there will be a surplus to carry to the reserve fund. It is not known whether Mr. A. F. Gault, who has so ably presided over the company since its formation, will consent to remain in the presidency or not.

During the past month, there has been an advance in the price of low-grade flannel. One mill is said to have put its price up half-a-cent., and others are likely to follow its example.

1859



1899

This is Our Growing Time.

"TURNBULL'S" has Grown to be a household word and stands for the best and cheapest Underwear made in Canada.

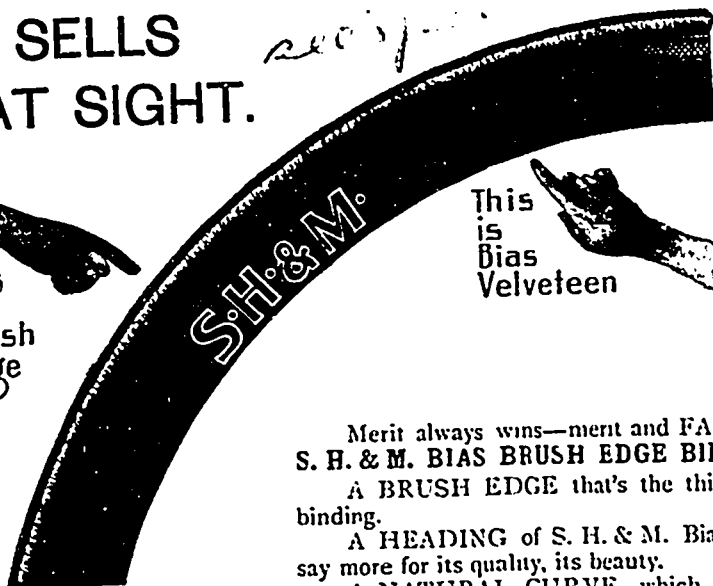
THE C. TURNBULL CO., of GALT, Limited.

GOULDING & CO., 27 Wellington St. West, Toronto.

JOSEPH W. WEY, 7 Bastion Square, Victoria, B.C.

IT SELLS  
AT SIGHT.

This  
is  
Brush  
Edge



This  
is  
Bias  
Velveteen

**S·H·&M·**

**Bias Brush Edge  
Skirt Binding.**

*U.S. Patent No. 621,089. March 14, 1899*

**ALL OVER THE U.S. AND CANADA THE  
SUPERIOR EXCELLENCE OF THIS BIND-  
ING IS KNOWN.**

Merit always wins—merit and FACTS—and the following are the FACTS concerning the S. H. & M. BIAS BRUSH EDGE BINDING which place it miles ahead of all competitors (?)  
A BRUSH EDGE that's the thickest, handsomest and most durable ever put into a skirt binding.  
A HEADING of S. H. & M. Bias Velveteen—and, when we say that, volumes could not say more for its quality, its beauty.  
A NATURAL CURVE, which causes it to fit the edge of the skirt without pucker or wrinkle, as though a part of the fabric itself.

If your buyer has overlooked it, make a memorandum asking for Sample Cards and Prices, and ask him to forward it.

**THE STEWART, HOWE & MAY CO.**

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

24 Front Street West, TORONTO, ONT.

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

**Wm. Taylor Bailey**

27 and 29 Victoria Square  
..... MONTREAL

**Upholstery and . . .  
. . . Drapery Goods**

Selling Agents for

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

**Jaeger & Schmiedel, Fancy  
Silk Villosart Plushes.**

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

FREDERICK WYLL, President. ANDREW DARLING, Vice-President. A. W. GRASSETT, Director. H. D. MALCOLM, Secretary.

*The Wm. Taylor Bailey Co.*

**HOSIERY AND GLOVES**

**CASHMERE HOSE**—Stock complete of our special lines at former quotations.  
**COTTON HOSE**—Fast black, Hermsdorf eye, EXTRA VALUE  
**FABRIC GLOVES**—Lisle, Taffeta, and Pure Silk, in Black, Cream, and Tan, complete assortment.  
**KID GLOVES**—Seven-hook Lacing French Kid Gloves, all sizes in Black and Tan.

**Linen Department**

Complete range of Swiss Applique Pillow Shams, Table Covers, Sideboard Scarfs, etc. Very attractive goods.

**Dress Goods Department**

New Goods Arrived. 52-inch Granite Cloth, in Blues, Greens, Fawns, and Browns, 52-inch Heather Mixed Suitings in all the latest shades. Lace Curtains, Muslins, and Wash Goods.

**Woollen and  
Tailors' Trimmings Department**

New lines. Spring Overcoatings—English Whipcords, Herringbones, and Vicunas. Suitings—in Fancy Tweeds, Worsteds, Serges, and Cheviots. Mitchell's Spring Plates.

Daily Deliveries from our Factory—Pants, Overalls, etc.

BY LETTER ORDERS A SPECIALTY.

*The Wm. Taylor Bailey Co.*



## THE REVIEW'S WANT DEPARTMENT.

## SITUATIONS VACANT.

**WANTED—A MILLINER** APPLY TO MATTHEW KEE, ORMS-  
town, Que.

**YOUNG MAN FOR WHOLESALE FANCY DRY GOODS HOUSE—**  
must have experience in dry goods trade, state age and experience. Box  
822 Telegram Toronto

**SALESMEN WANTED—TWO—EXPERIENCED** APPLY TO MR.  
Stuart, The S. Carley Co., Limited, Notre Dame street, Montreal.

**SALES LADY FOR DRESS GOODS—MUST BE THOROUGH—**  
mention references. E. P. Cuffe, Norwood, Ont.

**WANTED—A MAN WHO IS THOROUGHLY COMPETENT TO**  
take full charge of dry goods department in large general store must  
be able to speak English and French, single man preferred; state age,  
salary and references, services to commence about June 1. W. C. Crawford,  
Tilbury, Ont.

**STOREMAN WANTED—MUST HAVE GOOD REFERENCES AND**  
experience in all work connected with packing room and shipping depart-  
ment of wholesale dry goods house. Apply W. 2248, Star Office, Montreal.

**PACKER WANTED—FOR WHOLESALE DRY GOODS TRADE—**  
steady and reliable, with good experience. Apply, with references, N.  
2256, Star Office, Montreal.

**NECKTIE MAKERS WANTED—50—EXPERIENCED—AND**  
apprentices willing to learn. Apply at once at Gault Bros.' Factory St  
Helen street, Montreal.

**SHIRT MAKERS WANTED—EXPERIENCED—ALSO BUTTON**  
hole operators. Apply Tooke Bros., 69 Latour street, Montreal.

**TRIMMER WANTED—FOR FIRST-CLASS TAILORING ESTAB-**  
lishment. Apply by letter, to S. 2168, Star Office, Montreal.

**OPERATORS WANTED TO COMMENCE WORK ON NEW**  
machines, also girls to learn. Apply Mr. Davis, Standard Shirt Co.,  
Limited, Montreal.

**SHIRT CUTTERS, COLLAR STARCHERS AND SHIRT IRONERS**  
wanted. Skelton Bros. & Co., 90 St. Peter street, Montreal.

**BOOKKEEPER WANTED—FOR RETAIL DRY GOODS HOUSE—**  
competent, capable of assisting occasionally at sales and stock, young  
man holding similar position preferred. Apply, stating age, experience,  
salary and references, to J. D. Creghan, Newcastle, N.B.

**SALESMAN WANTED—FOR DRESS GOODS DEPARTMENT—**  
must be good window dresser. T. H. Pratt Company, Hamilton.

**SALESMAN WANTED—FIRST-CLASS—TO TAKE CHARGE OF**  
the dress goods department of one of the principal stores in Montreal.  
Apply with references, to Box 100 Citizen Office, Ottawa.

**SHIRT AND DRAWER FINISHERS WANTED** APPLY STATING  
experience, to Peterborough Underwear Co., Limited, Peterborough.

**JUNIOR CLERK WANTED—FOR OFFICE OF THE PATON**  
Manufacturing Co. Sherbrooke. Apply, stating experience and salary  
expected to J. E. Boswell Secretary, Sherbrooke, Que.

**WANTED—AN EXTRA GOOD SALESMAN FOR A MANU-**  
facture, in the dry goods line, state past experience, last place salary  
expected and references. Address C. 3015, Star Office, Montreal.

**SALESMAN FOR GENERAL STORE—YOUNG MAN—MUST**  
speak English and German, and furnish satisfactory references. R. W.  
Walden, Neustadt.

**OPERATORS ON WRAPPERS, SKIRTS AND WAISTS—50—**  
wanted to work in factory at St. Stephen, N.B., steady employment and  
good pay, by the dozen. Imperial Manufacturing Co., St. Stephen, N.B.

**WANTED—AN INTELLIGENT YOUNG MAN—ABLE TO WRITE**  
good advertisements and willing to assist in men's furnishing store.  
Apply by letter, stating experience, to D. 3049, Star Office, Montreal.

## TRAVELERS WANTED.

**COMMERCIAL TRAVELER WANTED IN A LEADING LINE**  
for Province of Quebec. Englishman speaking French, good salary and  
permanent position for the right man. None but good, experienced men need  
apply. A. 1254, Star office, Montreal.

**TRAVELER WANTED—UNMARRIED, FULL OF PUSH AND**  
energy, with first-class recommendations, none other need apply. Box  
184, Mail and Empire, Toronto.

**EXPERIENCED SALESMEN WANTED—TO HANDLE ON COM-**  
mission Japanese silks, handkerchiefs, etc. Quebec, Nova Scotia and  
New Brunswick. K. Ishikawa & Co., 24 Wellington street, Toronto.

**ENERGETIC MAN WANTED AS TRAVELER FOR NECKWEAR,**  
as a side line, liberal commission. F. 2463, Star office, Montreal.

**ACTIVE MAN WANTED—TO TRAVEL FOR LARGE MANUFAC-**  
turing house and appoint agents, \$18 weekly and expenses. State age and  
reference. Address Globe Co., 723 Chestnut street, Philadelphia, Pa.

**FIRST-CLASS TRAVELER WANTED—FOR WHOLESALE FANCY,**  
dry goods house, Kingston to Montreal, and Ottawa Valley. Apply by  
letter only, stating experience, references and salary required, to J. P. Langley,  
Toronto.

**WANTED—BY A WHOLESALE DRY GOODS AND IMPORTING**  
house—for the territory east of Toronto and the Ottawa, a first-class  
traveler; must be a live, active man and possess a thorough knowledge of the  
ground. Fitzgibbon, Schafheutlin & Co., Montreal.

## SITUATIONS WANTED.

**YOUNG LADY BOOKKEEPER OF FIVE YEARS' EXPERIENCE;**  
dry goods, grocery, open for engagement after April 1; best city references.  
Apply H. E., Province office, Vancouver, B.C.

**SITUATION AS DRY GOODS SALESMAN IN CITY OR COUNTRY.**  
seven years' experience in general store; references furnished if necessary.  
Apply Box 98, Free Press, Winnipeg.

**YOUNG MAN, UNMARRIED, STRICTLY TEMPERATE, WANTS**  
position as salesman or manager in general store; ten years' experience;  
good salesman and window dresser, can write good ads. References. Address  
R. W. Meredith, Durham, Ontario.

## BUSINESS OPENINGS.

**GENERAL STORE BUSINESS—BEST TOWN IN WESTERN**  
Ontario, stock clean and well assorted, large turnover, no ruinous  
competition, a money-making business, long established, good reasons for  
selling. Apply Box 227, Globe, Toronto.

**FOR SALE—ESTABLISHED MANUFACTURER'S AGENCY REP-**  
resenting best firms in the country, satisfactory reasons for selling. W.  
Horace Lee, Sparks street, Ottawa.

**DRY GOODS OR GENERAL STOCK WANTED FOR CASH; GIVE**  
full particulars, must be a bargain. Box 193 Globe, Toronto.

**FOR SALE—A GENERAL STORE AND HOUSE COMBINED;**  
corner lot, about half-an-acre, fronts on three streets, Niagara Falls  
South, owner retiring from business. Apply to E. Redpath, Niagara Falls  
South.

**STORE TO RENT—BEST FURNISHED STORE AND BEST LOCA-**  
tion in Pentanguishene. Apply to C. Beck Mfg. Co. Limited.

**WOOLLEN MILL TO LEASE OR SELL—WATER-POWER, SUIT-**  
able for making yarns or to put knitting machines in. Box 195, Mail  
and Empire, Toronto.

**FOR SALE—THE LEADING DRESS AND MANTLE-MAKING**  
business in the town of Orillia. For particulars, address "Dressmaker,"  
P.O. Box 612, Orillia.

**FOR SALE OR RENT—BEST BUSINESS STAND SITUATED IN**  
the thriving town of Blenheim splendid opening for dry goods or general  
store next door to the Canadian Bank of Commerce. Apply for particulars  
to W. L. Hall, Blenheim, or John Campbell, St. Thomas.

**\$2,500 CASH BUYS THE DURHAM WOOLLEN MILLS—1 SET;**  
well-equipped, two-stories good repair, cost \$9,000; large  
custom trade, good wholesale connections, a sacrifice, sold to close estate.  
Estate of J. H. Hunter, Durham.

**MANUFACTURERS WISHING TO INTRODUCE THEIR GOODS**  
to the retail trade of Northern Ontario by man who knows the ground  
thoroughly, salary or commission. Apply T.S., DRY GOODS REVIEW office.  
(4)

**WANTED—TO MAKE ARRANGEMENTS WITH SOME GOOD**  
firm to make a Waterproof Dress Facing, goods patented in Canada.  
For further particulars, address, W. F. Wyman, Oshkosh, Wis., 41 N.  
Park Ave.

**JOHN NORMAN, Commission Traveller, the Ottawa Valley**  
and Eastern Ontario routes, calls on dry goods, clothing,  
and general stores. Samples from manufacturers and  
others solicited. Cash advanced on consignments. 4500 St.  
Catherine, Westmount, Montreal, Que.



# 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.

NOTICE some good advertising in Toronto papers of the "Semi-ready" clothing. Whoever writes these ads. does it well. For clearness, brevity and force it is equal to any clothing advertising now running and with which I am acquainted. Here is a sample; it may be studied as a model:

### What is Semi-ready?



Semi-ready is a new brand of gentlemen's clothes of the best custom tailor made quality.

So called because not quite ready made.

Only finished to that point where a suit may be tried on and afterwards completed to order.

That is to say - The cuffs of sleeves and bottoms of trouser legs are merely basted into position.

Buttons in coat collar, vest back, trouser leg and waist seams to let out or take in as desired.

It would be just as truth ful to say "made to order" but Semi-ready has this advantage, you don't have to guess at the effect of the color and style of the garments, but you see it before you order them.

"Semi-ready" is equal to the best custom tailoring.

The prices are:—Suits and Overcoats \$10.00 to \$25.00. Trousers \$3.00 to \$4.00.

Delivered two hours after ordered.

Your money back if dissatisfied.



22 King Street West. Manning Arcade. Toronto  
MONTREAL, WINNIPEG, and OTTAWA.

## Opinions

differ as to taste and style in dress. Our

### Men's Furnishings

Comprise many different opinions.

**I. GEARY**

431 Dundas St

I recently noticed two advertisements in a Woodstock, Ont., paper. Both these advertisements occupied about the same space; one was about as bad as an advertisement could be, while the other was not at all bad. I reproduce the two for the sake of the lesson they teach. Here is the one that has the better typographical display, but which really says nothing that would induce anyone to go

to Mr. Geary for men's furnishings. And yet there are so many things to be said about men's furnishings. For example:

### THE LATEST COLLAR FOR MEN.

The latest London style of men's collars is the Rosebery. It is a stand-up turn-down-in-front collar, and very handsome in appearance; 4-ply linen; 1/2c. each, 2 for 25c., or \$1.35 a dozen. Only a limited supply, so come early.

### FIVE DOLLAR HATS AT \$3.00.

Twenty (20) dozen Alpine hats in assorted colors just in. They are of a celebrated New York make, but the maker's name is not in the hats. The quality is the same, but not having the name in saves two dollars on the price. Queer, isn't it? Lots of queer things happen in business. But you needn't mind so long as you get a five dollar hat for three dollars.

The other advertisement does say something definite, though it is quite "short" on details. I should say that it probably sold some stationery for Mr. Smith.

The advertisement of Joseph Rippon, which I clip from the Woodstock paper before referred to, is an example of fairly good advertisement gone wrong, on account of being entirely out of date (January 23). A "Christmas and New Year's Goods" advertisement at the end of January is not only a disgrace to the merchant who inserted it, but to the publisher who allowed it to go into his paper. I have often wondered who is the more to blame for this sort of thing—the merchant or the publisher? That both surely suffer is obvious.

I want to say a good word for the Blue Ribbon tea advertisements which have been running for some time in the Canadian

## Bargains for Saturday

Ladies' Cream Note Paper, 24 sheets and 24 envelopes..... 10c.  
Ladies' Purses—solid leather, regular price on Saturday.... 20c.  
300 Page Scribbler, good paper. 3c  
200 Page Scribbler, good paper. 2c.  
Good Foolscap, 24 sheets..... 10c.  
292 Pens, one doz..... 5c.  
Exercise Books at 1c., 2c., 3c., and 5c.

Remember the place

**PETER SMITH'S**  
BOOKSTORE.

Opp Caister House Woodstock.

# PROFIT WITH HONOUR

is attained through handling

stamped

Gloves *Louis Hermsdorf* Hosiery  
*Dryer*

The name costs you nothing.

It is a guarantee of quality.

The Name *Louis Hermsdorf*  
*Dryer*

stamped on any article adds 50%  
to the value.

Millions of wearers can testify to their unfading qualities, and thousands of merchants bless the day these goods were first brought to their notice.

Why not give them a trial? It will prove profitable to you and pleasing to YOUR CUSTOMERS.

## American Bureau of Louis Hermsdorf

78-80 Walker St., NEW YORK.

papers. It is the best tea advertising being done in Canada. I will venture to say that Blue Ribbon tea is having a good sale throughout the Dominion. I reproduce one of the ads. I am of the opinion that about the only thing lacking is the quotation of the price.

### Christmas and New Year's Goods

—AT—  
Joseph Rippon's

A fine choice. Inspection invited. Sleights, 20c., 25c., 40c., 50c., 63c., 75c. and \$1. Japanese Trays, 30c., 55c., 75c., \$1. \$1.50. Xmas Cards and Booklets, from 1c. to 15c. Games in large variety, 5c. to 25c. Toys 5c. Toys 10c. Toys 25c. Toys 50c. 100 Envelopes in box 15c. 5 qr. Note Paper 20c. Books—Chums, Young Canada, Chatterbox, etc. Steam Engines, Magic Lanterns, Trolley Cars, Flying Birds, Balloons, Climbing Monkey, etc., etc., etc., at

Joseph Rippon's

Issuer of Marriage Licenses

403 Dundas and 43 Wellington St. WOODSTOCK.

to himself" without delay. It seems a pity that an otherwise fairly good advertiser (judging from this one advertisement) should

It is easy to SAY a thing is good — another matter to PROVE it. Blue Ribbon Tea will stand every test.

spend his money with the result of creating prejudice against himself.

The R. A. J. Little ad. is one from Oshawa, Ont. Compare it with the Whitby advertisement, and note the difference in favor of Mr. Little's production.

### A Good Appearance

Now is the accepted time to decide whether you want an up-to-date, stylish spring suit, such as is made up by Henry, the practical cutter and fitter. Henry's tailoring is of a scientific high-grade, and bears no resemblance either to ready-made clothes or to dry goods tailoring, which are so conspicuous for their clumsy, unscientific baggy appearance. Be not deceived, they are indeed mockers of true artistic cutting and fitting. All Henry asks of you is to give him a trial and you will see that his experience adds greatly to your comfort and appearance. And he is in full swing and receiving orders daily, leave your order early so that you may get your suit for Easter

Jas. Henry

Merchant Tailor

WHITBY.

a serious thing. The underlying principles of advertising are so simple that anyone can understand them. You have something to

sell, and you announce the fact to the public with all the desirable particulars—that's advertising. But the principles that underly common law are also simple and easily understood, yet, by the practical working out of the things of life, law frequently becomes very complicated and hard to understand—and we need lawyers and judges and courts, and other things. Advertising is just like law or the practice of the healing art or merchandising or market gardening or what not—it needs serious study. And yet the average advertising merchant gives less attention to his advertising than to any other branch of his business. He has a hazy idea that advertising is a good thing.

Partly in consequence of this notion and partly to help his local paper along and partly perhaps for the vanity of seeing his name in print, he makes a contract for so much space, and straightway he forgets all about it. Pretty soon the paper gets ready to go to press, and it is discovered that the merchant's advertisement has not yet been received. The merchant is notified that his copy is needed at once. He seizes his pencil and a sheet of paper and writes a few lines and scores them out and a few more and scores them out. He tries again and again with no better success, and finally, in desperation, he gets off something like this: "This space belongs to John Merchant & Co., importers and dealers in staple and fancy dry goods, groceries, boots and shoes, etc. Too busy to write an advertisement this week. Farmers' produce taken in exchange." This production is rushed across the street to the newspaper office, and in due course appears, and it keeps on appearing week after week. Half the advertising in country newspapers is no better than this, and plenty of it is not as good, and yet the country publisher wonders why his advertisers (?) keep dropping out, and the country merchant on his part wonders why his customers are deserting him for the big city department stores.

There are two big department stores in Toronto which keep getting bigger and bigger, while most of the city's smaller stores and the stores of the territory tributary to Toronto are doing less business than formerly, many of them having been closed up. Anyone who reads the Toronto papers can easily see the reason why the two big stores are so big and why bankruptcy seizes upon so many of their competitors. I have before me a copy of The Toronto Mail and Empire, of March 16 last, and find that each of these two big stores has a full-page advertisement, and, furthermore, that there are only four other retail-store advertisements in the same paper, and yet it is a 12-page paper containing a large quantity of advertising. The other four advertisements are all small and three of them don't contain a price quotation. The big-store full-page advertisements are full of prices, quotations and other interesting information. Does advertising pay? Ask the big stores in Toronto and Montreal, or New York, Philadelphia, Boston or Chicago.

There is one line of dress goods which appears to be specially popular just now, in fact, so much sought after is it that many houses cannot secure the goods to fill orders. It is a new crepon with what is called "blister effects."

### A New Song

LOOK HERE

DID YOU KNOW that Harris, who composed "After the Ball," "Comrades," etc., composed the song, "Break the News to Mother," which has spread faster than smallpox all over America? He has just written another, which will share the same fate. Its title is:

"I've Just Come back to Say Good-Bye."

These songs may be had for 10c. from R. A. J. Little, Oshawa. Three for 25c.; sent post paid to any address. We have "Coal Black Lady," "Give Cind, the Cake," "She Was His Daughter," and several others.

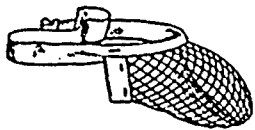
Write for list of 10c. Songs

R. A. J. LITTLE  
OSHAWA.

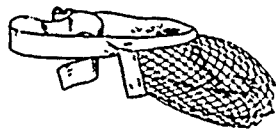
# BRAIDED WIRE

**Bustles, Forms,  
Hair Rolls . . .**

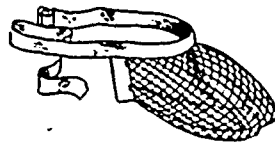
Improve the figure and give a certain, delightful style to the dress.  
Infinitely superior to hot, musty pads.



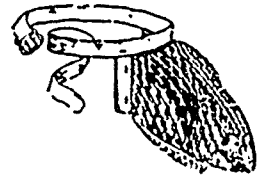
BEAUTY.



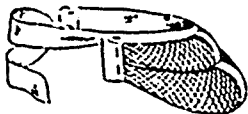
GEM.



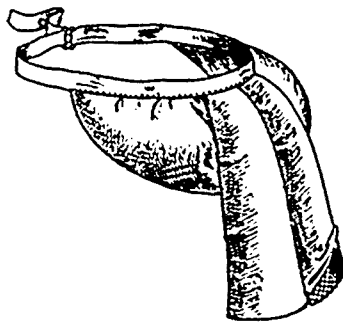
EMPIRE.



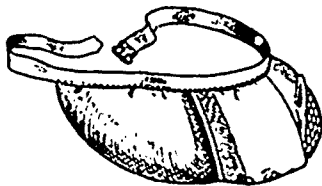
PRINCESS.



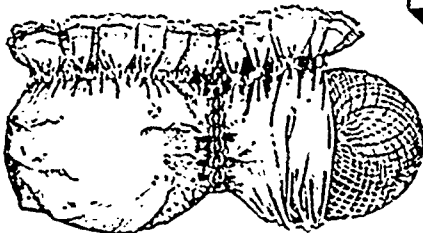
QUEEN, 2 ROWS.



IMPERIAL HIP.



COMBINATION NO. 1.



HYOEIA FORMS.

## Braided Wire Hair Rolls



For the Latest Styles of Hair Dressing.



These hair rolls are most desirable for the "pompadour," "side roll" and "back puff" effects.

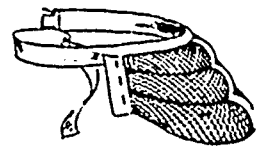
They weigh less than half an ounce—are comfortable, cool and cleanly.

Made of the finest tempered wire, covered with knitted lace to match any shade of hair.

The hair cannot become musty or damp from perspiration if the Braided Wire Rolls are worn. No obstruction to hair pins.

Made in Five Lengths

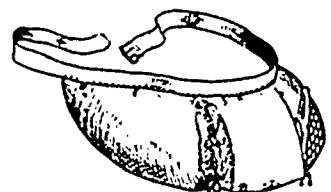
4, 6, 8, 12 and 15-Inch.



QUEEN, 3 ROWS.



LA MODE, 3 ROWS  
or  
GRECIAN, 2 ROWS.



COMBINATION NO. 2.

**SAMPLE ORDERS  
SOLICITED.**

Manufactured in Canada by

**Brush & Co.  
TORONTO.**



BRAIDED HEALTH FORMS.

**B. & C. Corsets**

**RUBBER TIPPED  
AND PEERLESS  
Dress Stays.**

## CASH DISCOUNTS IN THE STATES.

**S**PEAKING recently of the advantages gained by the retail dealer in discounting his bills, the member of a large firm in the United States said: "The cash discounts in the dry goods trade are 6 per cent. from a four months' bill, which is equal to 18 per cent. per annum. No merchant can afford to lose the advantage which this discount represents. I know, intimately, a merchant who has done a business in excess of \$400,000 per year for twenty-five years past. Instead of discounting his bills, he has drawn money from his business from time to time, which he has invested in real estate and other outside matters. There has never been a time that the outside investments would sell for what they cost him. I estimate he has lost directly not less than \$16,000 per year in discounts during all the years he has been in business. During all that time he has made an additional loss by having to pay long prices for his goods. The discounts of themselves would have made him rich. They would have aggregated some \$400,000. The merchant is still slow in his payments and is now looking for a partner."

## MR. BROOK BACK FROM EUROPE.

Mr. William R. Brock, president of The W. R. Brock Co., Limited, returned to Toronto April 1, after an absence of several weeks in Europe. Mr. Brock, in answer to the inquiries of THE REVIEW, said that the striking fact in commercial affairs abroad was the advancement of prices, attributed chiefly to the rise in the prices of raw materials. This was especially marked in the case of silks, which showed advances both in Europe and New York. At the latter trade centre business was reported better. In fact, as one New York commercial man expressed it, business had had "the grippe" for some time but was now recovering. Mr. Brock,

who sailed for home from Italy, was asked regarding the internal conditions in that country about which so much has been cabled to this side during the past few months. "Italy," he said, "is a very productive country. The truth is it is bled to death by taxation to support a vast army of officials and soldiers. But the prospects are improving." Mr. Brock looks exceedingly well, although the passage across the Atlantic was very stormy.

## DEATH OF CHARLES ASHBY.

Charles Ashby, one of the best known men in dry goods circles in Toronto, died last month in his 78th year. Mr. Ashby came to Toronto 36 years ago from London, England, and was for 32 years in the employ of R. Walker & Co., of the Golden Lion. He was a prominent member of the Orange Order. A widow, four sons and three daughters survive. Three of the sons are resident in Cleveland.

The Ontario Legislature failed to take action on two business questions of much importance: The tax on the turnover of a business rather than the value of stock being held over till next year; and the proposal to license trading stamp companies being knocked out in the House.

The Nelson, B.C., Tribune has the following to say about the store of Fred Irvine & Co., formerly of St. John, N.B.: "The Messrs. Irvine's store is the largest and handsomest in Kootenay, and with the additional floor space will give them about 5,000 square feet in all. Wm. Irvine, while on a business trip east, secured the services of a first-class milliner and also a dressmaker, two new departments being added in order to meet the requirements of their increasing business. The senior member of the firm is still in the east enjoying a well earned vacation."

**"By leaps and bounds."**

|           |               |             |                   |
|-----------|---------------|-------------|-------------------|
| In 1896 — | 4,481         | pieces were | "Pirle"-finished. |
| 1897 —    | 18,503        | " "         | " "               |
| 1898 —    | <u>38,025</u> | " "         | " "               |

A success like this speaks for itself.

**"Pirle"** finished cloths do not "spot"  
do not "shrink"  
do not "cockle"  
Rain does not damage them!

FROM THE LEADING IMPORTERS, or full particulars from

**E. RIPLEY & SON**

Bowling Dye Works, BRADFORD, ENGLAND.

**Irving Umbrella Co.**  
LIMITED

MANUFACTURERS

**Parasols  
Sunshades  
and . . . .  
Umbrellas**

20 FRONT STREET W., TORONTO

**STOREY  
Spring Trade.**

**Gloves.** New and desirable lines.

**Travelling Bags.** The latest designs.

**Women's and Men's Belts.**  
New patterns and styles of excellent value.

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

**W. H. Storey & Son**

THE GLOVERS OF CANADA

ACTON, ONT.



C. K. HAGEDORN, Manager.

Our travellers are on the road with

**SPRING  
LINES.**

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

A trial order solicited.  
Remember we guarantee satisfaction.



**THE BERLIN SUSPENDER AND BUTTON CO.**



## Carpets, Curtains and Upholstery.

### THE CANADIAN TRADE.

THE retail trade is reported to be good, and the prospect of Spring furnishings, when the weather takes a mild turn, are believed to promise well. There is more money in the country to spend on new carpets, curtains, floor oilcloths and coverings, and city trade has been quite satisfactory. Wholesale houses have imported largely, and their stocks are now complete, the range being probably the largest ever shown in Canada.

### THE ENGLISH TRADE.

The same satisfactory reports come from England. The Kidderminster Shuttle says: "We are just now having a busy time in the carpet trade. During the Winter months many looms have been kept employed weaving carpets, which were not wanted for immediate delivery. The carpet warehouses have been heavily stocked with goods waiting the opening of the Spring trade. This usually sets in with the beginning of February, and the race for delivery continues until the early days of March. Some say that the delivery of goods during the six weeks commencing with February is as large as during the whole of the remaining portion of the year. But this is not strictly correct. Still, manufacturers and local railway managers find it a very busy period. We have pointed out on several occasions that trade this year shows a distinct improvement. Authorities have represented it as being at least 10 per cent. better than the Spring trade of last year. Consequently there has been a corresponding activity shown in the great delivery season."

### CONDITIONS IN THE STATES.

According to The Philadelphia Carpet Journal, manufacturers have, on the whole, been fairly well employed, and decidedly less complaint is heard concerning the business conditions at this time when compared with that of last year.

Stiffer prices for tapestries, velvets and linoleums are recorded.

Domestic rugs of all sorts and art squares continue to hold a strong position as the goods which have been among the heaviest sellers, and the offerings in these for this Spring have, without doubt, eclipsed anything ever shown to the trade in times past.

### CARPET MOTHS AND BEETLES.

In response to several recent inquiries regarding the best method of exterminating carpet moths and beetles, it can be said that so far as the buffalo beetle is concerned corrosive sublimate seems to be the only certain remedy. In using this drug take a wide-mouthed earthen jar, pour into it two quarts of boiling water and dissolve in this one teaspoonful of corrosive sublimate. When possible this solution should be used out of doors and applied with a small wisk broom used for this purpose only. As the solution is poisonous, the jar should be plainly labeled and kept carefully covered. Gloves should be worn in using it and care should be taken to prevent any of it touching the face or eyes. In applying it the best method is to hang the rug or carpet over a line, then dip the wisk in the liquid, shaking it nearly all off against the inside of the jar, then carefully brush the rug over both the face and back without using enough of the solution to make the fabric wet.

Benzine, or carbolic acid, or kerosene oil, will kill beetles or moths if it can be brought into contact with them. The most

effective way of using benzine is to take up the carpet and fill all the cracks and crevices in the floor and under the baseboard with the benzine, using a hand atomizer for the purpose. The carpet should be beaten and lightly sprayed with benzine. The cracks and crevices should then be filled with a

mixture of plaster of paris and water, which will soon set and form a hard substance, through which the insects cannot penetrate. In the case of a stock of carpets, the benzine spray alone is generally sufficient to kill the insects. Benzine is very inflammable, and no light should ever be brought near it.

Camphor was the old remedy for all kinds of moths, but it is not now regarded as a certain protection, and it is, moreover, rather expensive.—American Carpet Trade Review.

### A MAMMOTH ENGLISH CARPET.

When the contract was given recently for carpeting the Palace hotel in San Francisco, one of the stipulations of the proprietors was that the main hall should be covered with a fabric which was without joint or seam throughout its entire length. This hallway was 336 feet long and 6 feet wide, and as a fine grade of floor covering was wanted, a mottled pattern of velvet of a deep crimson shade was chosen. The carpet was made by the Crossleys at their Halifax factory, and was 336½ feet long by 6 feet 9 inches wide. It was made in one solid piece, weighed 807 lb. unbaled, and the circumference of the roll was 10 feet.

### CAT SKINS FOR RUGS.

Strange to say, we have never looked on the skin of the ordinary house cat as worth anything from a commercial standpoint, but yet, statistics show that 50,000 skins of tabbies are exported annually from the United States. Wholesale dealers in furs and skins of all kinds state that they rarely receive a consignment of skins from the country which does not include a number of these, the average price being 15 cents per hide. The demand for cat skins in this country, says The American Carpet Journal, is extremely limited, and the only use made of them is in the production of cat-tail rugs and oddities of like character, and sometimes as trimmings. Once in a while, too, they are used as a chest-protector in winter for an old man who lives in the customs of the days gone by.

### CANADIAN PURCHASES FROM ENGLAND.

A feature of our import carpet business in 1898 was the increased purchase of British goods. In this department at least the preferential tariff is getting in its work. Notwithstanding the strong competition, in certain lines, from the United States, and the steady development of carpet making in Canada, the British imports increased from about \$700,000 in 1897 to \$850,000 last year. Taking the leading lines of imported carpets, the details of trade during the two years are as follows:

|                            | Great Britain. |           | United States. |          |
|----------------------------|----------------|-----------|----------------|----------|
|                            | 1897.          | 1898.     | 1897.          | 1898.    |
| Carpeting, hemp or jute.   | \$ 67,137      | \$ 92,882 | \$10,855       | \$ 6,423 |
| Carpets, brussels. ....    | 222,834        | 280,447   | 9,685          | 5,514    |
| Carpets, tapestry. ....    | 312,930        | 387,319   | 18,519         | 15,769   |
| Wool carpets. ....         | 10,807         | 11,382    | 13,396         | 2,760    |
| Cotton warp carpets. ....  | 4,540          | 1,419     | 13,848         | 1,350    |
| Carpets, other kinds. .... | 59,720         | 44,855    | 29,034         | 10,242   |
| Total. ....                | \$674,968      | \$818,304 | \$95,437       | \$42,058 |

The many friends of Mr. J. M. Garland, of Ottawa, will be sorry to hear of the death of his wife, which occurred a few days ago at Los Angeles, California. Mr. Garland has the sympathy of the trade in his sad bereavement.

# James Johnston & Co.

## WHOLESALE DRY GOODS.

The following Departments are now complete :

Dress Goods, Velveteens, etc.  
 Silks, Ribbons and Trimmings  
 Hosiery, Gloves and Underwear  
 Smallwares, Notions, etc.  
 Gents' Haberdashery and Neckwear  
 Muslins and Embroideries

Laces and Curtains  
 Umbrellas and Parasols  
 Prints and Cotton Dress Goods  
 Cottonades, Flannelettes, Shirtings  
 Tickings, Linings, Towelings, etc  
 Linen Napkins, Doylies and Tablings

Our Travelers are now on the road with a range of Samples that cannot be surpassed in the Dominion. We advise free buying at this time, as most lines of goods are likely to be advanced in the near future.

### LETTER ORDERS A SPECIALTY.

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

## The Lace Warehouse of Canada . . . .



THE 'OPEN DOOR' to success in our line is by keeping in close touch with the world's producers of Fancy Dry Goods and Novelties.

Our buyers, at present in the European and American markets, are sending forward selections of the newest designs in Summer Fabrics and Notions.

### OUR SPECIALTIES:

LACES, LACE CURTAINS  
 VEILINGS and DRESS GOODS

are kept fully assorted throughout the season. We carry also immense ranges of Trimmings, Gloves, Hosiery, Underwear, Ruchings, Chiffons, Belts, Ties, Hairpins, Ribbons, Silks, Muslins, Grenadines, etc., etc.

### JACKETS AND SKIRTS

FOR FALL AND WINTER SEASON

Samples of these lines produced at OUR OWN FACTORY are now in our travellers' hands, and will speak for themselves as regards style, finish and value. SEE THEM or you will miss it. These can be repeated throughout the season and will be produced and delivered promptly to your order.

LETTER ORDERS GIVEN SPECIAL ATTENTION.

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

## THE MILLINERY SEASON IN THE WEST.

A GLIMPSE OF FASHIONS AT WINNIPEG.

From THE REVIEW'S Special Correspondent.

WINNIPEG, March 28, 1899.

**E**ASTER falling earlier than usual this year has hurried the millinery season, and, in spite of the cold weather, millinery openings have been the order of the day during the month, and I do not think I can do better than devote this letter to a description of what the Manitoba women are going to wear upon their heads during the coming season.

This month we had three wholesale openings, The D. McCall Co., Limited, Thomas May & Co., and Green's (to this latter your correspondent was not invited, so, is not in a position to do it justice, though rumor states that many of the hats were choice).

The D. McCall Co., Limited, opened on March 6, and the stock shown was very fine. The company have two showrooms. The first, a very large room, was devoted to untrimmed hats, flowers, feathers, gauzes, tulle, chiffons, ribbons, and ornaments. Among the untrimmed goods, the variety of sailors and walking hats was very noticeable. In more expensive lines were the Panamas in tan, fawn, and white, lace straws, fancy braids, wheat cloths, mohairs, chips, and leghorns. The flowers were beautiful and artistically arranged, while too much praise can hardly be bestowed on the selections of trimmings. It would seem as if never in the whole history of millinery were there such dainty fabrics for hat decoration.

In the second showroom were arranged the trimmed goods, a very garden of delight to the feminine eye. Of the hundred or more hats shown it would be quite impossible to give a full description, but a few deserve special mention. A large hat of fancy white straw, drooped slightly over the face and trimmed with green tulle in three shades made in a series of rosettes, these were held together by a wire. In the front this trimming was held down to the brim with a large square gold buckle, then carried back on each side of the crown, having much the effect of plumes, and again caught together at the back by a large high bow of three-toned Nile green taffeta ribbon. Just beneath the brim, and resting over the hair at the back was a large bunch of violets in purple velvet. An Empire hat, of sunburst pink, had the brim draped with a scarf of black net embroidered in true lovers' knots. The crown was composed of bows of sunburst, in three tones, black quills; below the brim on the left side was a bank of black violets with golden hearts. A pretty toque shape in cornflower blue was trimmed with three tones of satin faille ribbon of the same color with large pompoms of fluted white tulle, from the centre of which rose sprays of lily of the valley. A large picture hat of white lace straw was trimmed with burnt orange ribbon in three tones, with fringed edges, black quills and black roses under the brim. A pretty Napoleon in wood-tinted straw had a scarf of butter lace on the brim, a coil of three-toned ribbon, same color as the hat, round the crown, drooping doves' wings and rosettes of orange velvet against the face in front. This was a most stylish hat. Handsome black hats were numerous. Black and burnt orange also seemed a favorite combination.

Thomas May & Co.—This house was a little handicapped on account of not deciding on an opening until very late in the season. Their showrooms are very large and there was not time enough to prepare sufficient to fill them fully. However, what was lacking in the number of hats was fully made up in the quantity and beauty of the flowers and ornamental crowns, gauze, feathers and the like.

One very handsome hat had black velvet rim with lining of pale pink gauze, black sequin crown, scarf of satin de chene in pale rose, high bows of the same and glory dijon roses and foliage. This hat turned flaring from the face, and was filled in with bows of black velvet, roses and large pearl-headed pins. From the back were wide ties of black taffeta to tie under the chin.

Russian helmet in black wheat cloth, run with black velvet ribbon and trimmed with fans of black tulle, black plumes and sequin wings. Another effective creation was a tam crown of silver cloth shrouded with black sequin net. The trimming was white ospreys and a large jet butterfly.

A shortbacked sailor in heliotrope was effectively trimmed with alternating pompoms of lavender and white, white wings and masses of violets shading from purple to white.

### RETAIL OPENINGS.

All the retail millinery houses, with one exception, held their openings last week. The displays of trimmed goods were the finest in years and the sales large, particularly so when the state of the weather is taken into account. The cold March winds are not conducive to millinery sales as a rule. However, women in Winnipeg, and Manitoba generally, have learned the wisdom of having Spring hats and garments ready to pop on with the first fine weather. It usually comes with a rush when it does come.

Preston & Co.'s millinery department is in charge of Miss Wood, who visited New York and the eastern markets, returning about March 10. Her stock is well assorted and many of the hats very pretty. A shortbacked sailor in cyrano, was trimmed all round the crown with stiff bows in three tones of the same color. The bows were placed flat against the crown, and gradually rose in height from the front to back. At the base of the bows was a wreath of rose foliage fastened with a large gold buckle in front. Under the brim at the back were masses of the foliage and rosettes of ribbon. A pretty lace straw toque, in cornflower blue, was trimmed with three tones of the same color and a bank of salmon roses against the face. A large black hat of gauze was trimmed with a scarf of pink satin de chene, appliqued with true lovers' knots in butter lace. A particularly stylish hat was a large leghorn, drooping over the face, and trimmed with a soft coil of white gauze tucked with rope silk. The coil ended in high-wired bows at the back, where the brim was turned up and banked with deep petunia roses and bows of black velvet ribbon.

Miss Bain owns one of the longest-established millinery businesses in Manitoba. She devotes herself to millinery exclusively, and carries a very fine stock. Among the pretty hats seen at her opening were: Large drooping shape of black tulle, the brim entirely covered with double stocks, shading from purple to palest mauve, scarf and bows of lavender faille shot with gold, spreading black wings in front, fastened with large rosettes of purple tulle. A pretty shape turned up at the left side, brim of sequin, gauze fans of jetted tulle, black ospreys, and entire crown of deep petunia roses. A fancy lace straw in brown, with crown of violets in five shades, brim wreathed with rose foliage and finished with large bow of deep purple faille at the back. A jaunty French toque, crown of sweetbrier leaves, brim of closely-banked pink roses in four shades; the only trimming of this dainty creation was a high standing double rosette of pink gauze, flecked with silver. A

# 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.

## 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.

# The Dominion Oil Cloth Company

...LIMITED

MANUFACTURERS OF

**FLOOR Oil Cloths** 3 Grades  
**STAIR Oil Cloths** Canvas and Painted Back.  
**MATS or Rugs** All Sizes.

**TABLE Oil Cloths**  
**SHELF Oil Cloths**  
**STAIR Oil Cloths** Cotton and Duck Back.

**ENAMELLED and LEATHER CLOTHS.**

Satisfaction guaranteed in Quality and Price. Jobbing trade solicited.

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

**MILLINERY IN THE WEST—Continued**

brown shortbacked sailor, with tire brim, was decorated with a wide scarf effect in cere straw and clusters of deep cabbage roses.

The Honorable the Hudson's Bay Company always have a fine show of hats for opening day. Miss Rogers is a judicious buyer, and the showrooms this season certainly did great credit to her taste. Among the more noticeable hats was a Viola Allen, all black. This shape is an exception to the general rule (which decrees that large hats shall droop over the face) and rolls directly back from the face and is trimmed with Prince of Wales' feathers; the crown of sequin gauze and the wide brim of shirred Brussels; the feathers fastened in place with high fans of tulle edged with fluted gauze and interspersed with sprays of jet, the only color being three handsome pearl pins. It would be difficult to imagine anything more becoming than this hat. A rather large Empire hat of lace straw in heliotrope shades was decorated with a scarf of butter lace. This scarf was laid in soft folds on the brim and secured in front with a large and perfectly round buckle of plain gold with strap across the centre. The scarf crossed at the back and drooped gracefully over the hair. The crown was almost entirely covered with violets, rising in pyramid shape at one side.

One of the very jauntiest hats of the season is the French walker, with sharp point in front and vaudeville crown. One in black was trimmed with scarf of ecru tied in a knot and falling over the hair. In front were high-wired bows of ecru-net fastened with a gold and jeweled buckle. The rolled brims were banked with roses in fuchsia pink. Another pretty effect was a flat frame of butter net with heavy applique design, edge of fuchsia straw and crown of French poppies shading from deep red to white, in front of crown black ospreys, masses of maidenhair fern and large rose of black gauze with jetted edges. Floral hat composed entirely of shaded purple stocks and lily-of-the-valley with sweetbrier leaves. One very pretty bonnet was composed of jet sequins and trimmed with bows of fuchsia pink satin de chene ribbon, appliqued with true lovers' knots in butter-colored lace, a bunch of fuchsia pink roses and a handsome steel buckle.

J. Robinson & Co.—This is Miss Jerrard's second season, and her showrooms were very charmingly arranged. The light is good, and between the long mirrors were placed pyramids of flowers. Among the hats, the first to be noticed were the Dewey shapes, which, by the way, are much in the style of the Empire, only somewhat smaller. One very handsome hat was composed of wheat cloth covered with sequins, just at the front, where the brim droops to the face, were arranged black ospreys, fans of black tulle and a large black gauze butterfly with jetted wings. Another Dewey hat was the same, only developed in white instead of black. A magnificent production was a sunset hat; this shape was shortbacked sailor, with raised tire of straw on left side of crown; the scarf drape was composed of eight shades of gauze, ranging from deep fuchsia to palest mauve; the rest of the garniture was deep petunia roses and foliage; the whole effect was very striking. A very pretty Napoleon was developed entirely of violets, the garniture being a handkerchief effect in pale blue, with white drooping wings. Another Napoleon, in black fancy straw, had Prince of Wales' feathers, black edged with white. Another handsome hat showed a white gauze frame shrouded with black lace, with ribbon applique of true lovers' knots; this hat drooped over the face; at the back were sequin-covered gauzy wings, and, beneath the brim, resting on the hair, a bank of black satin roses with deep yellow hearts.

**SUMMARY.**

A brief summary of the styles would seem to be mainly divided into two classes, with many variations in each class. These classes are large hats drooped over the face, and small hats turned directly

back from the face. In colors, there is without doubt a preponderance of those red shades comprised under the various names of cyrano, petunia and fuchsia; purple shades, running through all the gradations of deep purple, heliotrope, lavender and mauve, come next, and blues, such as old china, cornflower, lobelia, delf and sky blue, follow. In spite of the number of bright colors, however, there are a very large number of handsome black hats and white hats; wood tints are not overlooked, and there is a good deal of Nile green.

If any objection can be offered, where there is so much to admire, it is the tendency to overload hats with trimming. The fabrics are all light, but many are put on in such a way as to look massive and rather overtopping.

**NOTES.**

Mr. Douglas, representative for Chas. Reid & Co., is opening a fine sample-room in the Nanton block. His millinery goods are not yet on view, but will be in a few days.

Mr. Campbell, buyer for Whitla's, has left on his 36th purchasing trip to Europe. He was accompanied by Mrs. Campbell and will probably be absent about three months.

The Hoover Manufacturing Co. have opened a new factory with all modern equipment for the manufacture of overalls, pants, vests, and the like. Their goods will all bear the trades union label. This factory is the direct outcome of an attempt on the part of Emerson & Hague, overall and tent makers, to cut the wages of employes. Their hands, to the number of 35, struck in February last and the trades council took up the grievance, supported the strikers, and finally negotiated for the opening of this new factory.

E. C. H.

**TESTIMONY OF A CASH MERCHANT.**

Mr. J. A. Stewart, a cash merchant, of Exeter, Ont., writes as follows:

"In reply to your request, I submit for the consideration of yourself and your readers a few points with respect to the 'cash system.'

"Before my introduction of this system I had for about seven or eight years been doing a somewhat large credit business, in the course of which I was frequently made to feel that the credit system was neither just to myself nor to my cash customers, and I consequently determined to adopt the 'cash system.'

"I fixed a date for the change from credit to cash, advertised the same through our two local papers and notified all our customers specially, and the public generally, by means of printed circulars mailed to them. In this way I gave three months' notice of the change. I, at the same time adopted the 'one price system' and advertised it and the 'cash system' together. The result has more than realized my expectations.

"You ask me if I had any difficulties to encounter on the introduction of this system. I can say I had none. I lost a few customers, but gained more than I lost.

"A few of the reasons why I favor the cash system are the following: No keeping of books other than a stock book, sales book and cash book, thus saving the salary of a bookkeeper.

"No bad debts incurred. Selling for cash, can buy for cash, thus getting reduced prices, better discounts and better choice of goods; and I get a better class of customers, as the cash customers are the most desirable ones. I would not on any account return again to the credit system."

R. H. Mitchell, who represents the W. R. Brock Co., Limited, on the old northern ground, has recovered from his recent illness. His friends will be glad to know, and is at the post of duty again.

# IF YOU WANT THE BEST

BE SURE YOU GET

- M. & K. SILKO, 12 Balls in a Box.
- M. & K. SILCOTON, 10 Balls in a Box.
- M. & K. SILCOTON EMBROIDERY.
- M. & K. TURKEY-RED EMBROIDERY.
- M. & K. VICTORIA CROCHET THREAD.
- M. & K. KNITTING COTTON, etc., etc.

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

SOLE AGENTS FOR CANADA.

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

  
**SHIRTS**  
 and  
**DRAWERS**  
 IN ALL  
 Durable  
 Qualities.

FOR THE FAMILY

## WRIGHTS

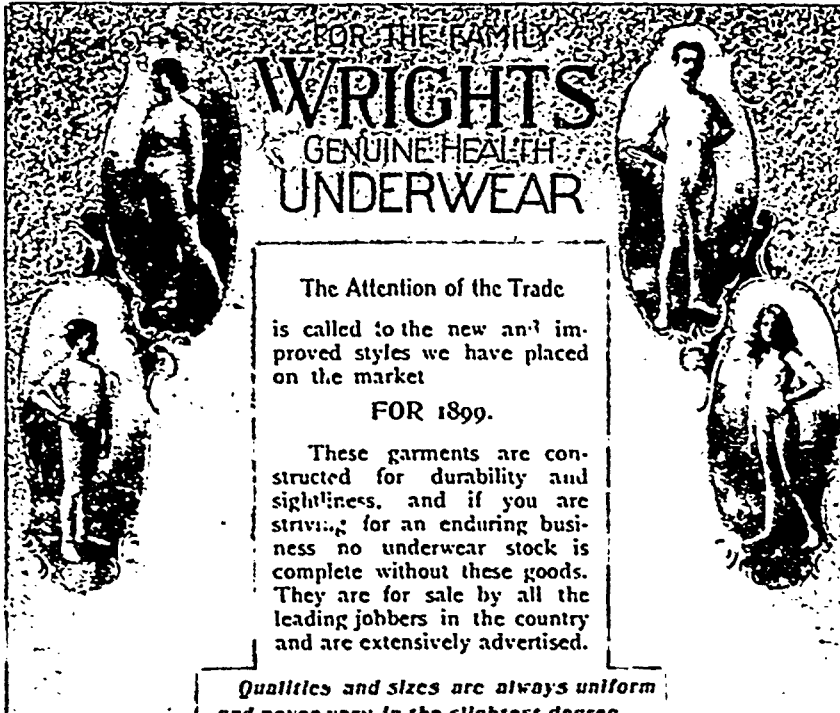
GENUINE HEALTH  
 UNDERWEAR


The Attention of the Trade  
 is called to the new and im-  
 proved styles we have placed  
 on the market

**FOR 1899.**

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

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



  
**COMBINATION  
 SUITS**  
 FOR  
 Men, Women  
 and Children.

**WRIGHT'S HEALTH UNDERWEAR CO., NEW YORK CITY**

**NEW GOODS IN WHOLESALE TRADE.**

**JOHN MACDONALD & CO.**

**J**OHN MACDONALD & CO. this season are able to meet the large demand for carpet squares, and are showing an assortment of these in axminsters, wiltons, velvets, tapestries, Japanese. There is a full range of designs and patterns. In the matter of linoleum, the stock is very complete, including all widths up to 4 yards wide. There are some very new designs in China mattings and Japanese mattings this season, and they can scarcely be told from a regular carpet pattern when on the floor. A line of twine mattings this season is a close imitation of the Japanese. A special line in plush cushion tops and tapestry cushion tops is being shown.

In the blouse set trade, the beauty pin is driving out the stud. Blouse sets in pearl and gold are popular, and may be had in nice goods to retail at from 25 to 50c. Side combs are still in demand, and so are pompadour combs. Ladies' chiffon bows in plain colors sell well.

In men's furnishings, a line of the wide striped shirts so popular in New York and elsewhere will shortly be offered for \$1 retailing. There is a heavy business this season in cheap rubber coats, American make, to retail at a good profit from \$3 to \$6.50. This firm's special in linen collars, No. 2100, to retail at two for 25c., is taking well. Some new things in linen handkerchiefs, just purchased abroad, will shortly be offered as clearing lines.

The woollen department will shortly be sending out Fall samples. These include, in mantlings, the following: Mantle cloths, mantle beavers (all colors), curl serges, astrakans, sealettes and costume tweeds. For men's wear: Worsted and serges and all makes of tweeds, domestic and imported, suitings and trouserings, and tailors' trimmings, will be shown. The March trade in collars has been exceptionally good. A drive in 6 4 imported tweed suitings, another in fancy worsted trouserings, and a special drive in 3-4 low priced Canadian tweeds are interesting features

**TORONTO FEATHER & DOWN CO., LIMITED.**

The Toronto Feather & Down Co., Limited, are showing a splendid range of goods in down and cotton-filled comforters. Many new and artistic ideas are introduced into these goods, and the result is one of the most attractive displays ever shown.

The bed pillows made by The Toronto Feather & Down Co., Limited, are known throughout the entire Dominion as thoroughly reliable goods and are meeting with the appreciation they justly merit

**TOOKE BROS.**

Tooke Bros., Montreal, are introducing a very handsome line of Fall and Winter blouses, including almost every class of texture suitable for Fall and Winter wear. They are opening a special department for this business, and their silk blouses in original and beautiful effects, such as are almost impossible to describe, will be sold to the trade at prices ranging as high as \$5 and \$6 each.

Ladies' neckwear in all its many beautiful and attractive lines is now being made by Tooke Bros., Montreal. The designs are pretty, unique and tasteful, and must be seen to be appreciated. These new goods will be placed on the market about April 1.

**KYLE, CHEESBROUGH & CO.**

Kyle, Cheesbrough & Co. are now showing some exceptionally fine mercerized Italian and sateen skirts, with ruffles, corded, and

trimmed with satin and velvet ribbons. They are all made in the new bell shapes, which are the latest thing in skirts in New York and other United States centres of fashion.

The firm are making a specialty of K100 cashmere hose, nyantic foot, spliced and full-fashioned, to retail at 50c. per pair.

A line of metal belts in six different designs, which will be sold at the low figure of \$2.25 each, have recently been received.

**ALASKA FEATHER & DOWN CO.**

The Alaska Feather & Down Co. have recently had many designs heretofore shown in high-class sateens only reproduced in cheaper material by a Manchester mill. Hereafter, the Puritas comforters made by this company will have all the appearance of its fine down quilts of highest grades. These comforters, samples of which are now on hand, will retail at \$2 each.

Owing to the constantly increasing demand for its patent elastic felt mattresses, the company has been compelled to devote more of its space and attention to the manufacture of these goods.

**FINLEY, SMITH & CO.**

Finley, Smith & Co. have just received a large shipment of "Trafalgar" serge in the three weights, and can fill repeat orders promptly. These goods are maintaining their high reputation, and continue to give perfect satisfaction. They are absolutely fast, thoroughly shrunk, and are made from specially selected yarns.

The firm have purchased a stock lot of Spring trouserings, which they are offering at special prices. Their trimming department is now well assorted.

Finley, Smith & Co.'s travelers are now out with the largest and most complete range of Fall and Winter patterns that they have yet shown, comprising all the latest London novelties in overcoatings, suitings, and trouserings.

**THE H. A. NELSON & SONS CO., LIMITED.**

The H. A. Nelson & Sons Co., Limited, handle this Spring a large line of ladies' belts, waist sets, summer shirt-waist cuff links, side and back combs, notably the celebrated "Empire" line. They have this year added to their large line of flags a line of American (stars and stripes) bunting flags, and believe they are the only jobbing house in Montreal who carry these flags. As they are at remarkably low figures, it would pay the retail dealer to send for their catalogue and ask them to quote. Their assortment of folding summerfaces, from 9c. to \$4 per dozen, are marvelous values.

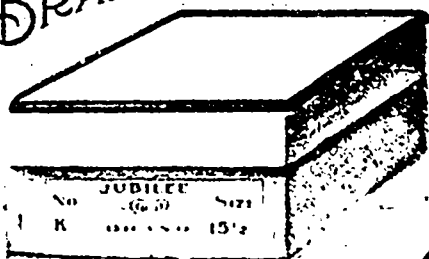
For the departmental store trade, they are showing a very large cake of well shaped cocoa butter soap.

**NEW MILL FOR MAKING FINE COTTONS.**

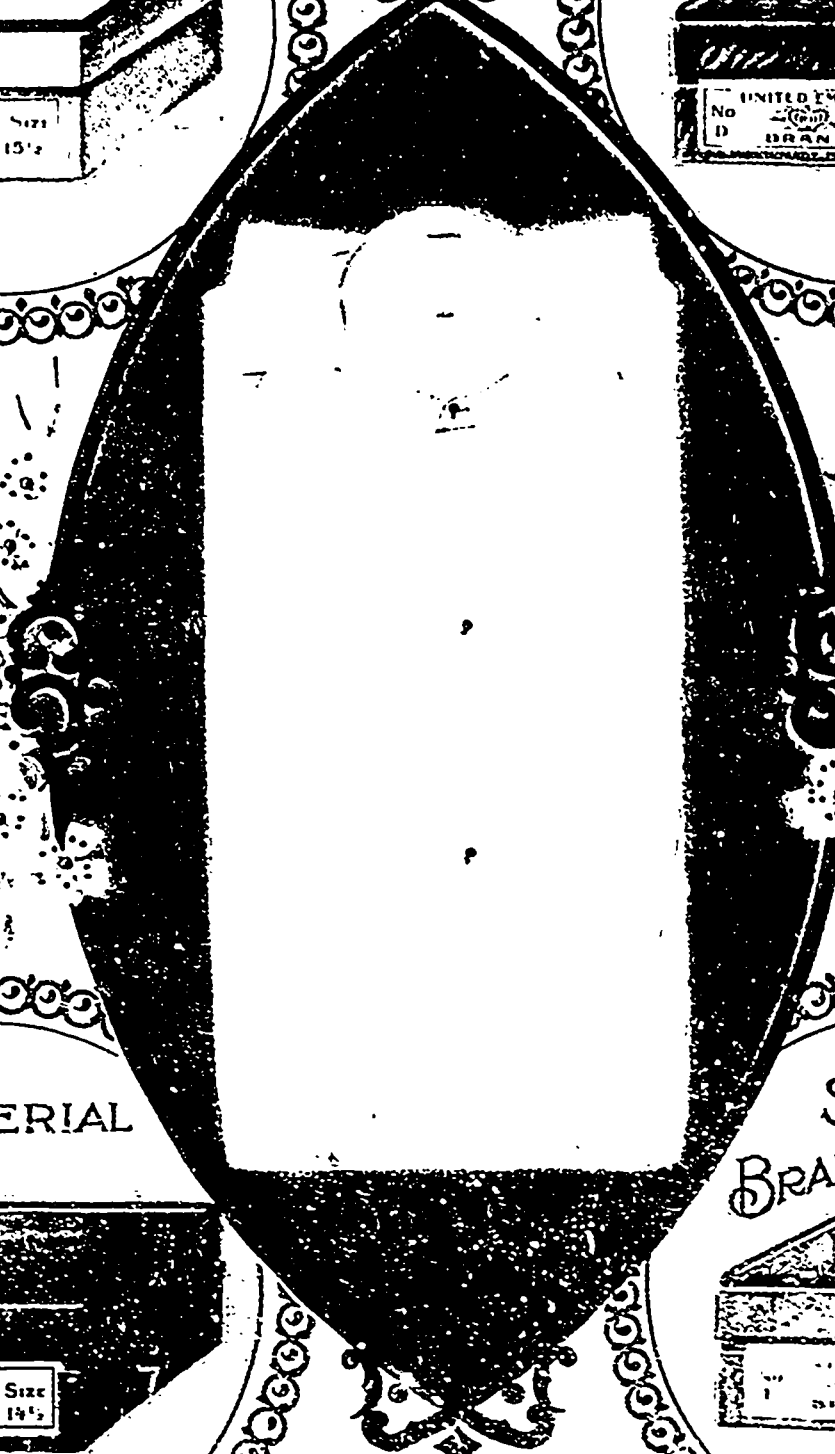
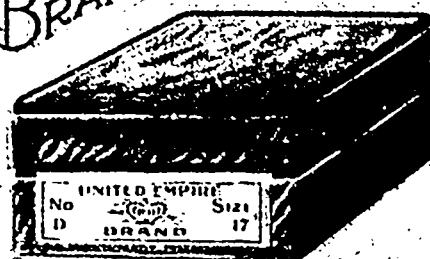
The Montreal Cotton Co.'s new mill at Valleyfield nears completion, and the first shipment of looms is now on the way. It will be called The Empire Mill and will be used exclusively for the manufacturing of Egyptian cotton into yarn, for use in the fine goods of this company only. This is a new industry for Canada, and comparatively new for the American continent. Egyptian cotton is more silky than American and is largely used in the United States for the manufacture of hosiery. The Montreal Cotton Co. will make use of it for its fifty-four-inch Italians, fine sateens and for a variety of new linings for ladies' underwear.

Among the passengers by the ss. Canada, which sailed from Boston on March 15, and arrived at Liverpool on the 24th, were several prominent wholesale drygoodsmen, including Mr. James Slessor, of Jas. Johnston & Co.; Thos. Brophy, of Brophy, Cains & Co.; Samuel Hird, of McIntyre, Son & Co., and H. M. Belcher, of The Gault Bros. Co., Montreal.

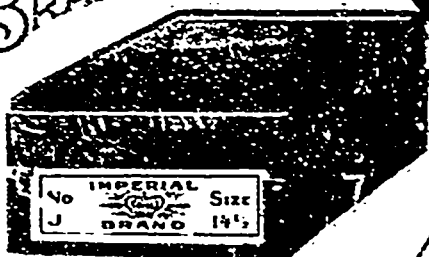
JUBILEE  
BRAND



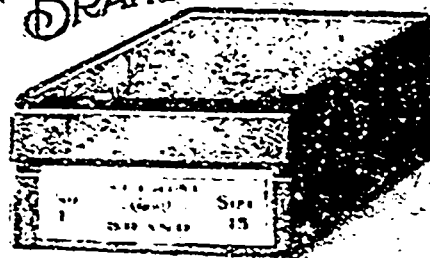
UNITED EMPIRE  
BRAND



IMPERIAL  
BRAND



STANDARD  
BRAND



SHIRT

AND

COLLAR DEPARTMENT

OF THE

STANDARD SHIRT CO. Limited,

MONTREAL.



# THE REVIEW'S DIRECTORY OF AGENTS.

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

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

Representing—STANFELD BROS & Co., Bradford, Eng., manufacturers of meltons, carriage cloths, rugbings, etc. HESSAL, COLLADAY & Co., Philadelphia, U.S.A., manufacturers of dress trimmings, fringes and upholstery goods. ARNOLD B. HORN & Co., St. Gall, Switzerland, manufacturers Swiss embroidered handkerchiefs, Swiss embroideries and curtains.

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

Representing: { W.L. IMES & SONS & Co., Philadelphia, Pa., Prints, Linings and Draperies.  
CARTWRIGHT & WANNERS, Limited, Loughborough, England, Hosiery and Underwear.  
D. SAIDMAN & Co., Leicester, England, Yarns and Wools.

**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.

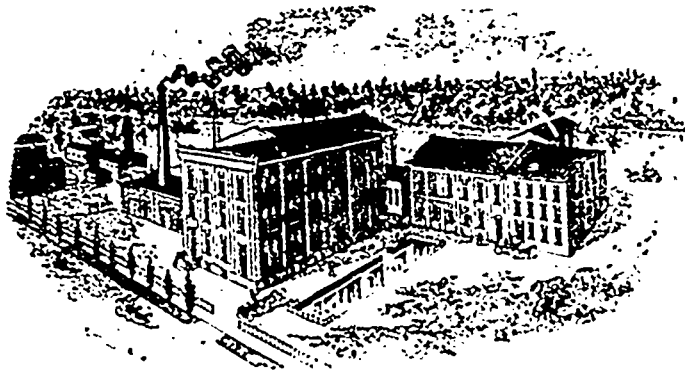
**W. E. WALSH** \* \* \* \* \*  
13 St. John Street, **MONTREAL**

Manufacturers' Agent and Importer of Foreign Novelties:  
PURSES, POCKETBOOKS, DRESSING CASES, AND FANCY LEATHER GOODS.

**FRED. R. WILLIAMS** Manufacturers' Agent  
Hamilton Chambers, 17 St. John St., **MONTREAL.**  
Open for Agencies of Dry Goods and Smallwares.

**A. ROLAND WILLIAMS** Manufacturers' Agent,  
10 Wellington St., East, **TORONTO.**  
L. T. & L. Taylor, Limited, Batley, England. Hope St. Factory, Limited, Belfast-shaw, Wallace & Co., Belfast. Strauss & Uhlen, Annaberg. Baker & Brown, Montreal.

MANUFACTURERS OF  
*All Wool and  
Union Flannels.*



*Tweeds, Serges &c.*

A.H. BAIRD, SECY TREAS. H. STROUD, MGR

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

## ALL NIGHT. ALL DAY.

We are now running our factory night and day, and expect to catch up with our orders on automatic Bachelor Buttons within next 30 days.

Use the "Derby Link," No. 2.



Patented Nov. 23, 1888.  
FOR ALL CUFFS.

The New Automatic

BACHELOR



BUTTON

U.S. Patent June 3, 1891. Eng. Patent No. 11,631

Baby "AU FAIT" Scarf Retainer Use the New "Star" Cuff Holder.



Opens Wide at Mouth.



Patented.  
For Link and Plain Cuffs

For Sale by Principal Jobbers Everywhere. **J. V. PILCHER & CO.,** Sole Manufacturers **LOUISVILLE, KY.**

## NEW GOODS IN WHOLESALE TRADE.

### B. GREENSHIELDS, SON & CO.

In their carpet and housefurnishings department, S. Greenshields, Son & Co. have received a fine assortment of tapestry and chenille table covers, which are selling very fast. Special bargains are also being offered in lace curtains and curtain nets.

### GLOVER & BRAIS.

Glover & Brais have recently received several new lines of bicycle hose, among them being one in black with fleur-de-lys in yellow, red or green on the tops. When the stocking is stretched the underlying color, be it yellow, red or green, shows through the black and produces a very delicate and pleasing effect.

### R. C. WILKINS.

Mr. Robert C. Wilkins reports that his trade for overalls this Spring is away ahead of former years, owing to the trade recognizing merit in working garments. Formerly it was, "anything in overalls will do," but now the trade want something good.

Summer clothing for men, and crash and pique skirts for women, are having a big sale at the "Rooster" brand factory, and Mr. Wilkins reports many repeat orders from Ontario already, for these lines.

### CANADA FIBRE CO.

The Canada Fibre Co., of Montreal, have issued their new price list of cushions and tea cosies, and will be pleased to send same to anybody desiring one. The values in white cambric cushions this season are special, and it will pay any merchant to see samples before ordering.

Some beautiful lines of cushions covered with art sateens and silks are being shown. These are being manufactured in sizes from 18x18 to 24x24, with five different grades of filling, thus giving a range of prices hitherto unsurpassed.

### JAMES JOHNSTON & CO.

James Johnston & Co. are showing homespun linen suitings and skirtings, black grenadine, lace effects, Swiss spot muslin and Swiss applique curtains, white piques, fancy piques, mercerized piques, pleiss ribbons, steel and pearl slides and buckles, tartan hose for children, misses' and ladies' kid and silk gloves in newest shades. Ladies' belts in great variety.

### THE GAULT BROS. CO., LIMITED.

The travelers for the Gault Bros. Co., Limited, are out with samples of a complete range of Fall underwear. Features of the range are arctic underwear, ladies' vests, some new lines in men's colored shirts.

The firm are showing a fine line of rich silks in self colors, myrtle, cardinal, navy, black, with white rings in three sizes.

In the smallwares department there have just been passed into stock ruche chiffons in 4 in. and 21-in., black and colors; ruche chiffons with lace insertion in 6 in. and 21-in.; liberty muslins, 40-in. and 42-in., black and colors; mousselin de soie, all prices, 42-in., black and colors. In embroideries, new white mercerized embroidery, new white pique insertion, embroidered in white and colors, and a full stock of cashmere, flannelette, cambric and muslin embroideries are in stock.

The firm are now showing a full stock of new lace goods for immediate delivery, including white ivory and butter valenciennes, mercerized gupure lace, in butter color and black; also a full stock of lawns in large variety, from 34 to 42 inches.

Some very nice goods in ladies' belts, including washing belts,

are shown. The selection of belt buckles, pins, combs, etc., contains some new things. In ladies' parasols, the latest novelties in taffeta (plain and striped) and broche are shown.

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

The W. R. Brock Co., Limited, are showing a line of drap de Madras, 38-in. gingham checks, small, medium and large size, in light, medium and dark colors, the regular price 15c., being cleared at 10c. Also a line of pique travers, 28-in. wide, with wide stripes, from a half inch to an inch wide, in pink, blue, black, navy and cardinal coloring. The first lot of these goods was completely sold out, and a repeat will be ready April 1 for merchants who cater for fashionable trade. A line of black, 28-in., jacquard sateen in a very handsome design, equal to the best effects in black crepons is one of the best productions ever turned out by a Canadian mill. They are 25c. goods, selling at half price.

A large quantity of belts and buckles are being sold, and the run is on no particular class of goods. Some nice goods are being shown in leather, plain and fancy, metal of various designs and crush belts, the latter being a wide ribbon with a metal clasp, which gives the belt the necessary shape by adapting it to the figure.

An extreme novelty being shown is the Anglo-American belts and hat pins. The belts consist of two rows of military and naval buttons with various other emblems, such as the harp, the crown, etc., chained together. There is a line of elastic web belts, also. Novelties in buttons just in stock are the new loop buttons, shown in gilt, nickel, black satin, and black silk. These are the proper caper for finishing the back of skirts over the vent. In the ribbon department are shown novelties in the shape of frilled and fluted ribbon, done up in short ends, in all the fashionable colors.

For wet weather, an assortment of ladies' and men's umbrellas and rain coats, good values, and a large range is being shown. "The Leader" hose has reached a larger sale than any other line ever placed in the market by the firm, and can be had in all sizes from 4-inch to 9½-inch. The sale has exceeded over 10,000 doz. pairs in one season, a remarkable tribute to the popularity of the goods.

In ladies' neckwear, the new butterfly bows, plain stock collars, and stock with puff tie attached, are the latest New York ideas. In cashmere hosiery and socks, the last of the large contracts placed in 1897, before the advanced prices in these goods, have arrived and will be sold at the old quotations as long as the stock lasts, only one line in the whole range having been advanced.

The carpet department are opening repeats of some of their special designs in tapestry and Brussels carpets, and report fresh shipments of hems, jute Brussels, linoleums and floor gills. In the curtain end, some effective styles in lace art muslins, will be opened immediately after Easter.

In woollens special attention is called to the new range of "Maple Leaf" serges. There is still a large demand for the "Tiger" and "Terror" serges.



Catalogues and drawings furnished.

Established 1874.

**M. FROST & CO.**

Bellefleur, Ont.

Manufacturers of Show Cases of every description; Store, Bank, Office Fittings; Wood Grills and Automatic Turnings.

The **MERCHANTS MERCANTILE CO.**

260 St. James St., Montreal.

**MERCANTILE REPORTS AND COLLECTIONS.**

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

Tel., Main, 1955.

# SPRING 1899.

OUR STOCK OF

- Smallwares
- Notions
- Gents' Furnishings
- Hats and Caps
- Laces and Ribbons
- Hosiery and Gloves
- Blouses and Wrappers

is now complete.

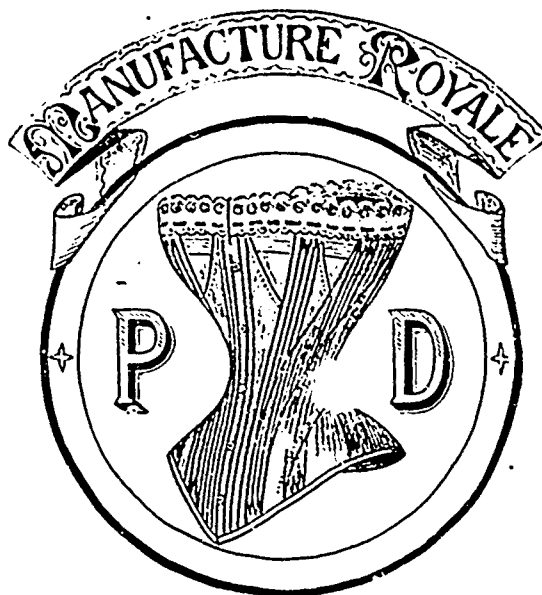
FILLING LETTER ORDERS A SPECIALTY.

TERMS LIBERAL.

**A. B. BOAK & CO.**

HALIFAX, N.S.

## French P. D. Corsets



The Most Graceful, Comfortable, Durable

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

**KONIG & STUFFMANN**

7, 9, and 11 Victoria Square, MONTREAL



Every Yard Saleable.

Every Plume Fashionable.

You have no reason to think that people will buy old-fashioned undesirable, out-of-date dress goods, ribbons or plumes.

You may, at the sacrifice of good money, cut deep into the price and still they will drag and hang. Shoppers are not ready to lose money even if you are.

Why don't you have them dyed? That's all that's needed to make the dress goods, every yard of them, as saleable as the latest goods on

your shelves. Old feathers and plumes that have become mussed and faded and off color are dyed to the fashionable colors of the season and you get first money for them.

Our dyeing is good dyeing. Cloths dyed by us never fade. The old color never shows through. The lustre is perfect. The cost is small.

Write us for circulars and price lists, and we will tell you everything.

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

Head Office and Works: 787-791 Yonge St., TORONTO.

PLEA FOR AN INSOLVENCY LAW.

The Editor of THE DRY GOODS REVIEW.

DEAR SIR:—Another session at Ottawa has begun. Will it end without anything being done about an insolvent law? There are two important reasons why it should not:

1. There is the question of the general business morality of the country. Repeatedly has the attention of the Ministry been called to the fact that in every Province of the Dominion legalized robbery flaunts itself in the full light of day, protected by the Government which alone can, yet, will not, pass a law to prevent it.

2. Then, there is the practical question—how are creditors to get possession of insolvent estates, when the debtors actually admit their insolvency? There is no machinery to accomplish this—a debtor can actually, as has recently been done, call meetings of his creditors, and offer a compromise, while refusing to assign for the benefit of his creditors. If they do not accept the situation, their only recourse is to sue for their accounts, and the suit can be defended and appealed, and carried from court to court, the debtor meantime having complete control over his estate. All the assets, of course, belong to the creditors, but they can do nothing, and this fact is used as a lever to compel them to accept any compromise offered. One of the great objections to an insolvent law, by many people, is the fact that it must contain a discharge clause. Why, in nearly every case, the merchants just now are only too glad to promise an insolvent a complete discharge, if he will only hand over his estate to the creditors, an estate which is really their own property? To such a pass have we come without any law. Surely any reasonable discharge clause would be better than this. The Provinces of Quebec, Ontario, New Brunswick and Nova Scotia, have tried to remedy the laws, but they are met at once with the fact that insolvency matters are specially reserved for the Dominion, so they can only legally pass Distribution of Assets Acts, without any machinery for compelling an insolvent to assign. The Province of Quebec has put this also into its Act, but, as the Privy Council held the Ontario Act to be good for the very reason that there was no such machinery, and that it therefore did not conflict with the powers of the Dominion Parliament, the Province of Quebec Act is, without doubt, by similar reasoning, ultra vires. Any debtor forced into insolvency under it, who chooses to appeal to the Privy Council, will gain his case. Enough has been said to show the absolute necessity of an insolvent act, both to take away from Canada the reproach of having unjust, unreasonable and unfair laws, and also to give the merchants of the country, the right to take possession of their own property and distribute it equitably.

This was all clearly pointed out to the Ministers by a deputation of merchants last session. Sir Wilfrid Laurier, to his credit, be it said, deplored the state of the law under which such iniquities could take place, but did the other Ministers? No word on the general question from Sir Richard Cartwright, or Hon. Mr. Mills, or Sir Louis Davies, all men from whom you would expect expressions of righteous indignation. They confined themselves to trivial remarks about the difficulties of the matter, the question of discharge, and how various powerful corporate bodies might feel on the matter.

These are the men chosen by the country to give it just laws. Will they not remove the reproach the country lies under abroad, and the grievances the merchants suffer from at home, by framing and passing a liberal and fair measure for the distribution of insolvent

estates? Such action would earn for them the gratitude of their fellow-citizens and be remembered when present party politics are long forgotten. We are, dear sir,

Very truly yours,

S. GREENSHIELDS SON & CO.

P.S.—Great Britain requires to have an insolvent law. Those who oppose the measure here should show why Canada requires none!

Montreal, March 25, 1899.

**LADIES' NECKWEAR.**

The ladies are adopting the men's shapes and colors in neckwear as rapidly as they appear, the difference being the demand for a stock attached, the stock to be of white cord silk or white cord pique.

The large puff, which sold so well last year, is now completely dead, the correct thing in ladies' puffs now being a smaller, neater one with pointed ends, either with or without the stock of white cord.

The fluffy butterfly bow, with tucked ends, is a great favorite for those who do not care to wear men's shapes in neckties.

The swellest thing seen, however, is a hemstitched Windsor to go twice around the neck and tie in a bow in front; this Windsor has square ends and a double row of hemstitching, which gives it a very pleasing effect.

**A BUYER'S RECENT REPORT.**

A buyer for a Montreal house who has arrived back from a business trip to New York, says that tucked silk blouses are all the rage there now. They are made from plain taffeta silk in all shades, and sell from \$4 up to \$30.

Chiffon bows and capes are largely in use in Gotham this Spring.

Point-de-lirre, point d'Alencon, and oriental laces are the thing this season, the favorite shade being maize. Valenciennes laces are, however, still in good demand.

Plain handkerchiefs with valenciennes edge are much thought of, as is also a very pretty and delicate article in Swiss embroidery, with valencienne edges.

Some very striking colors are now being shown by high-class retailers in gloves and ribbons. Blues of various shades, some very vivid, are the leader, bright green, heliotrope and purple also being very popular. It is improbable that these effects will continue to be good style after the present Spring season, in fact, importers say that for Fall and Winter wear the old reliable fawns and greys will be almost universally adopted.

**The Detective and Confidential Agency.**

Room 12, James Building,

75 Yongo Street, - TORONTO.

Investigate all matters in secrecy—Burglary, Robberies, Fires, Embezzlements; Lost Friends Located, Legal and Private Reports, Movements of Employes or Friends.

**NOVELTIES IN CHENILLE**

**OUR** { Cords, Braids, Gimps,  
Tassels, Fringes,  
Barrel Buttons, etc.

Are the **BEST** in the market.

TRADE MARK.

**Moulton & Co. - - - Montreal**

# GERMAN TAILOR-MADE JACKETS

If the size and number of orders is any indication of worth, we have, without doubt, the best value, and finest collection of Ladies' and Children's Jackets and Cloaks ever shown in Canada.

Buyers in justice to themselves should at least see these samples before placing their orders.

## J. E. SNIDER & CO.

5 King St. West, TORONTO.

# The Toronto Patent Agency

Limited

CAPITAL, - - \$25,000.

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

TORONTO, ONT

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

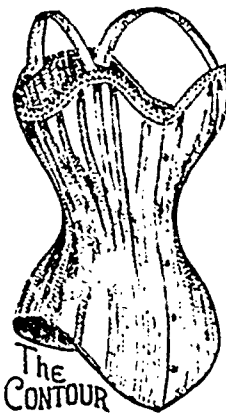
Toronto Patent Agency, Limited, - Toronto, Ont.

# THE CANADIAN COLORED COTTON MILLS COMPANY

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

Only Wholesale Trade supplied.

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



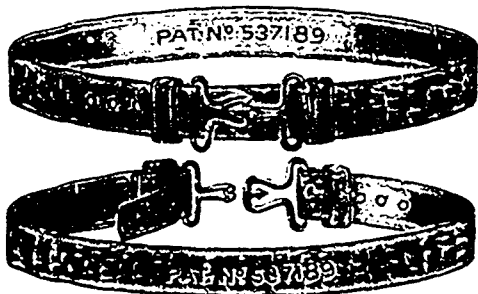
# CROMPTON CORSETS

are constructed in accordance with physiological principles and give no undue pressure. They are modelled in different shapes to suit various types of figures.

Queen Moo, Victoria, Contour, Magnetic and Yatisi Corsets, and the Celebrated Crompton Hygeian Waists are proclaimed by ladies throughout the Dominion to be the most perfect garments obtainable.

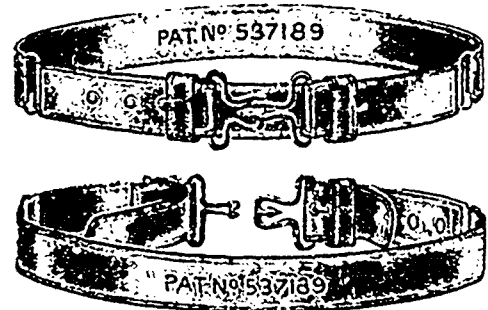
Crompton Corsets  
Capture Critical Customers

# THE P. & P.



# HOOK AND EYE BELT.

Pat. July 27th, 1897.



# SPRING SEASON, 1899

The P. & P. Hook and Eye Buckle for belts is the only safe device in existence which locks and unlocks instantaneously and simply, and is absolutely, entirely and completely new in every feature, nothing resembling it in the remotest way in a lady's or gentleman's belt having ever before been offered to the trade.

Its construction, though novel, is substantial, and so simple that it requires no explanation as to its workings. Made in all classes of leather and at a range of prices starting from the cheapest to the best.

No buyer can intelligently organize a line of Belts for the SPRING SEASON of 1899, without giving this article the strongest consideration.

Canadian Branch in charge of

MR. F. H. CRAGG

11 and 13 Front St. East,  
TORONTO - - ONTARIO

Manufactured exclusively by ...

SCHEUER & BROTHER

Cor. Canal and Greene Sts. NEW YORK CITY, U.S.A.

**BOOTS AND SHOES.**

**IMPORTED GOODS.**

**A** REPRESENTATIVE of THE REVIEW recently had an opportunity of viewing the new goods being imported from the United States by W. H. Stewart, St. Catherine street, Montreal, and noted very little change in the shapes for either men's or women's wear. The tendency is, however, to wider toes and heavier soles in all boots for outdoor wear. Light brown and orange will largely replace the darker shades of tan. Low-laced shoes in a number of patterns and styles are being shown, and a large sale of this class of footwear is anticipated in patent leather, tan and vici kid.

Ladies' boots and shoes continue to incline towards the mannish last, and the English style is expected to be the best seller during the coming season. The old light-soled, pointed-toed boot has almost disappeared in the United States, and is replaced by a commonsense, comfortable fitting one. Tan in the lighter shades will be much worn by the ladies, and some very attractive samples of this class are now being shown. Vesting tops in checks and brocade continue to be popular, and heavy waterproof boots, to be worn without rubbers, are still in good demand.

The special one-priced shoe seems to be losing ground, and we are informed that several United States manufacturers who have heretofore confined themselves to one line are now altering their plant so as to supply the general demand.

**BOOT AND SHOE NOTES.**

Mr. Charles F. Smith, of James McCready & Co., is spending a couple of weeks at Atlantic City. He has not been in the best of health for some time past, and is now taking a short rest from the cares of business.

The boot and shoe store of Mr. Z. Pilon, Notre Dame street, Montreal, was burglarized a few nights ago, about \$100 worth of goods being stolen. The burglars broke open the back door, and, without disturbing the stock on the shelves, went to the front window and helped themselves from the goods there displayed.

The Dominion Government has passed an order-in-council, placing on the free list "Cotton yarn, polished or glazed, when imported by manufacturers of shoe laces for the manufacture of such goods in their own factories."

**CHARGING FOR CASES.**

Montreal manufacturers of boots and shoes are again making an effort to come to an agreement whereby all will charge for cases instead of giving them free, as is now done by some of the larger firms. The question has been up several times before, but without a satisfactory result. Most of the houses interested have now agreed to charge, and it seems only a question of a few days until this system will be adopted by all.

**AN ERA OF HIGHER PRICES.**

There is every prospect of a stiff advance in the price of boots and shoes in the near future. All grades of leather, as well as silk and cotton linings, tacks, etc., have advanced fully 10 per cent. during the past two months, and, as indications point to the continuance of these higher prices, manufacturers will be compelled to put their prices up. The retail trade would do well to follow the market closely and provide against the time when they will have to pay higher prices.

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

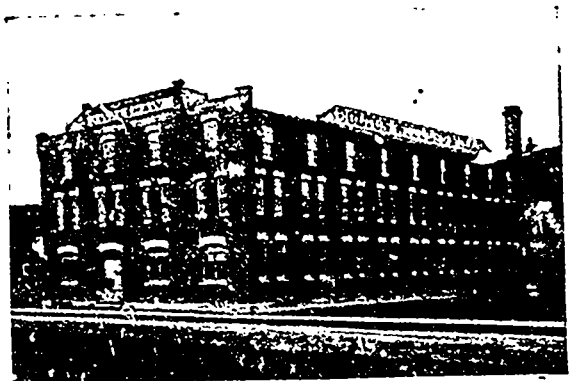
**CAPITAL CITY BUSINESS COLLEGE.**

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

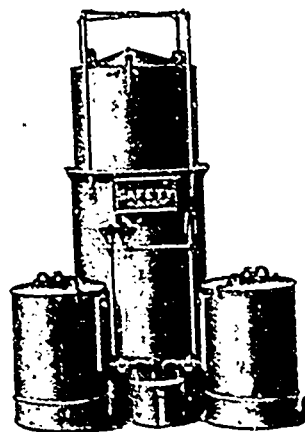
Shorthand, Bookkeeping, Penmanship, Telegraphy, Business Correspondence and Proof reading. Pitman's or Munson's Shorthand, per month, \$4.00; White's Phonography, per month, \$8.00; Telegraphy, per month, \$8.00; Bookkeeping and Business Practice, per month, \$5.00; Bookkeeping and Business Practice, per month, \$5.00; Penmanship per month, \$3.00. Night School, per month, \$3.00. Private Lessons, each, \$1.00. Address, A. M. GRIMES, Principal, Cor. Bank and Sparks Sts., Ottawa.

**HOTELS FOR COMMERCIAL MEN.**

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



**J. Walshaw** Manufacturer of all kinds of White and Grey. **BLANKETS** BOLTON, ONTARIO.



**Acetylene Gas**

Simple and Safe.

WATER JOINTS SELF SUSTAINING.

The ONLY Machine that automatically removes the ash from the Carbide, leaving both dry. No Danger of Explosion with this Machine.

Manufactured by

**The Safety Light and Heat Co.**

The only firm permitted to use the registered CLIFF-WARDLAW SAFETY GENERATORS.

Dundas, Ont.

Send for Booklet and Price List.

**NEW FACTORY IN RUNNING ORDER.**

THE factory and warehouse of Messrs. MacFarland, Gray & Southgate, Yonge street, Toronto, are now in full running order. THE REVIEW paid a visit to the place, which is one of the best arranged and cleanest factories in the country. Besides making overalls, the firm will handle a complete line of Canadian staples, which, after Mr. Southgate's long experience of over 25 years in this business, will be well managed. Many hands are now at work making a superior class of goods in overalls, the idea being to put into the goods the very best workmanship and all the new wrinkles in the way of improvements. The latest machinery has been provided, which, by using stronger thread than ordinarily and by employing an experienced staff, will provide the best sewing. The new firm have lots of capital and the interior of their factory has been equipped with great skill and foresight. Samples will shortly be shown the trade.

**A POINTER REGARDING DRAFTS.**

When Mr. Stewart, of Exeter, the well-known merchant, was in town the other day, he had a chat with THE REVIEW on various business matters. One matter, which probably reflects the views of other live retailers like himself, is the habit which some firms have of sending out drafts blank for merchants to fill in. Some have their blanks already printed and all that has to be filled in is the name and address. A merchant in a hurry who gets a lot of them in is kept busy filling in the blanks, and it would be well if the idea of having them as nearly ready for use as possible were adopted by firms.

**A SNAP IN FANCY LININGS.**

The present rage for fancy dress linings is being met by some very handsome goods, both of domestic and imported makes. One of the most remarkable of these lines is a stock lot of the opalescent range, an American fabric of very fine texture, which has just been secured by The W. R. Brock Co., Limited. It is a beetled cloth, silk finish, fancy colored stripes, black, new blue and fawn grounds with cerise, red, green and helio stripes. This fabric is sold over New York counters at 25c. per yard, and has an immense sale there. The Toronto firm, having made a large purchase at an advantageous price, intend to place it on this market at the low figure of 12c.

**A GROWING CONCERN.**

Roulter & Stewart have again found it necessary to increase their premises on account of the rapid growth of their manufacturing business. They have taken the whole of the large building at 13 Front street west, Toronto, which is now being entirely overhauled and fitted up in the most approved manner. Here they will have sample-room for their factory and warehouse under the one roof.

Fred. R. Williams & Co., agents for The Farnham Corset Co., have removed from 17 St. John street to 246 St. James street, Montreal.

It is rumored that Jos. Hamel & Co., Quebec, are going out of business, and that two gentlemen who have been for some years with the company are about to form a partnership to take over the business, commencing operations about June 1 next. The names mentioned are those of Mr. Bedard and Mr. Chouinard.

Messrs. J. V. Pilcher & Co., inventors and sole manufacturers of the celebrated Star, Derby Link, and other cuff-holders and scarf-holders, have been enlarging their place in Louisville, Kentucky and have put a new engine in their factory, which gives them three times the power of the old one. They are now running 24 hours a day, but hope to catch up with their orders in 30 days.

## 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., Montr. al.  
287 Yonge St., Toronto.

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

## BEAVER LINE

STEAMSHIPS.

TO and FROM

### LIVERPOOL.

Rates of Passage :

FIRST CABIN.

Single, \$50 to \$55. Return, \$95 to \$104.50.

SECOND CABIN.

Single, \$32.50 to \$35. Return, \$61.75 to \$66.50.

STORAGE.

Outward, \$22.50. Prepaid, \$24.

For sailings, and all particulars as to freight or passage, apply to any Agent of the Company or to

D. W. CAMPBELL, General Manager, 18 Hospital St., MONTREAL.

## THE PRESS CLIPPING BUREAU . . .

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

Politicians can obtain from it everything the papers say about themselves on any subject in which they are interested. Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

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

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

**THE PRESS CLIPPING BUREAU**

Board of Trade, MONTREAL

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

**FIRE  
AND  
MARINE**

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

HON. GEO. A. COX, President.

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

C. C. FOSTER, Secretary.

# Colin McArthur & Co., Montreal, Que.

MANUFACTURERS OF ARTISTIC WALL PAPERS.



This cut represents one of our popular

High-Grade Friezes

But it is not by any means our best one.

The season in which our goods are in such great demand is now almost upon us. If you have not already placed your order, A POST CARD IS SUFFICIENT to bring a nice selection of patterns right to your post office.

OFFICE, 1030 NOTRE DAME STREET.

FACTORY, 11-21 VOLTIGEURS STREET.

## Seasonable Dry Goods Specialties

For the

NOTION COUNTER.



|                   |                   |
|-------------------|-------------------|
| Hammocks, Fans,   | Japanese and      |
| Shawl Straps,     | Chinese Lanterns, |
| Belts,            | Skipping Ropes,   |
| Shopping Bags,    | Sand Pails and    |
| Belt Pins, Flags, | Shovels, etc.     |

SPRING AND SUMMER LIST NOW READY.  
WRITE FOR IT.

**H A. Nelson & Sons Co., Limited**  
59-63 St. Peter St., Montreal.

Ask Your Manufacturer for

## KERATOL BELTS.

A Leader for 1899.

HANDSOMER THAN LEATHER OR SILK  
WEARS BETTER, TOO.

Novel Leather or Silk Effects, be-  
sides Seal and Other Old  
Favorites.

Write to us for address of Manufacturer who can  
show miles of Keratol Belts.

**THE KERATOL CO.,**

South St., Newark, N. J.

DEPT. A.

P. R. BRADLEY, Manager.



# The Celluloid Company

30, 32, 34, 36  
Washington Place

**NEW YORK**

ORIGINAL and ONLY  
Manufacturers of

**"CELLULOID" Interlined Waterproof  
Collars and Cuffs . . .**

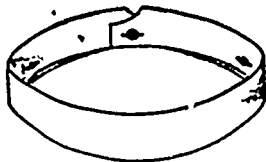
All goods made by us are stamped as follows :

Absolutely No

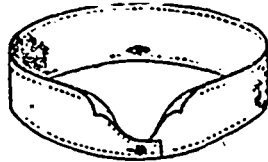


TRADE  
**CELLULOID**  
MARK.

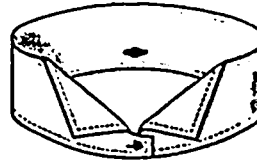
Others Genuine



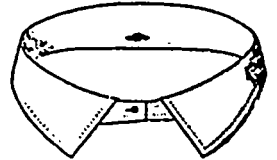
**ROMAN**  
Sizes 15 to 17 1/2 in.  
Front 1 3/8 in.  
Back 1 in.



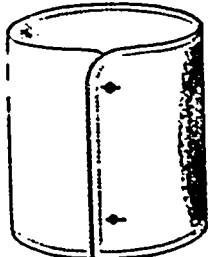
**VULCAN**  
Sizes 13 to 18 1/2 in.  
Front 1 3/4 in.  
Back 1 1/2 in.



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



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

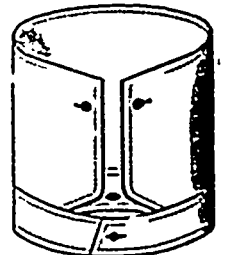


**EXCELSIOR.**  
Sizes 8 to 11 1/2 in.  
Width 3 1/2 in.

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

**CAUTION**

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



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

**The Celluloid Company**

# LUXFER PRISMS

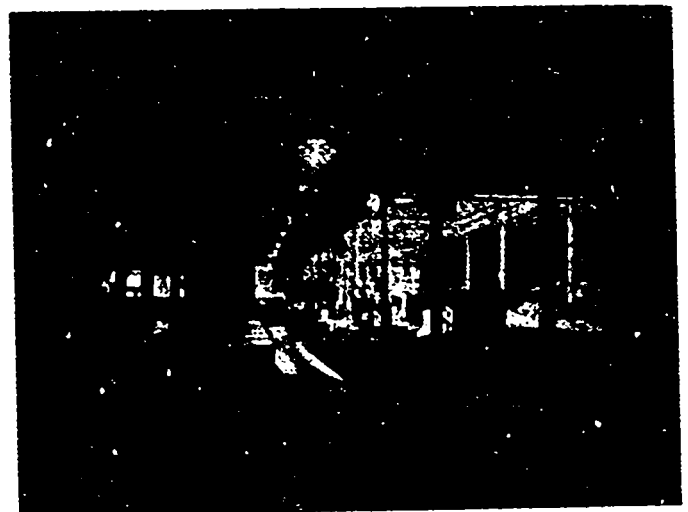
**CARRY DAYLIGHT  
with wonderful success.**

All progressive business men recognize their value.

"The most useful, and the most profitable  
improvement you can put into commercial  
premises."



**EATON'S—WITH PRISMS**



**EATON'S—WITHOUT PRISMS**

Send for Descriptive Booklet to . . . .

**The Luxfer Prism Company**

Limited

58 Yonge Street

**Toronto.**

Installation at premises of } A STORY WITHOUT WORDS.  
The T. Eaton Co., Limited }



# Abreast of the Times.

Half a century of successful buying and selling is our record in this city.

Any goods marked with our . . .

We are  
Sole Agents  
For  
"Imperial"  
Hosiery,  
"Gold Medal"  
Black  
Dress Goods,  
"Seabelle"  
Serges, etc.



We are  
Selling Agents  
For  
"Crum's"  
Prints,  
"Belwarp"  
Serges,  
"Thomson's"  
Glove-Fitting  
Corsets, etc.

is a guarantee of their superior value.

Have you seen our "Jubilee Souvenir" and "Spring Catalogue"? if not, we shall be pleased to mail one to your address. It will tell you, in short form, what we were and what we are, let you see the class of employes we have to wait upon you, and give you a list of number, description and price of goods we are showing for the Spring Season, 1899. It will be of extra special value to those placing letter orders with us.

Filling Letter Orders  
A Specialty. . . . .



## John Macdonald & Co.

Wellington and Front Sts. East,

**TORONTO.**