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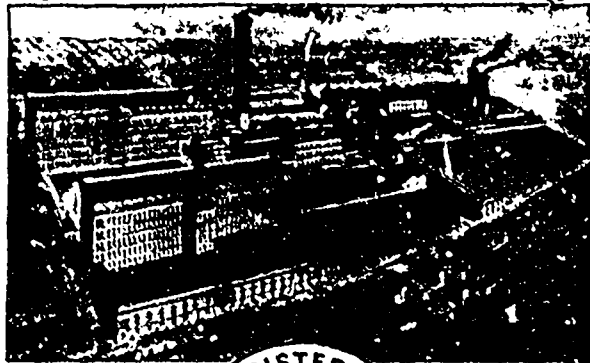
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Dress Goods Comprise one of the most attractive features of our collection, and the steady increase in this branch of our business speaks for itself. See our special 56-inch all-wool Costume Cloth to retail at 75c. It is a revelation, and orders have already been booked for an unusual quantity of this line.

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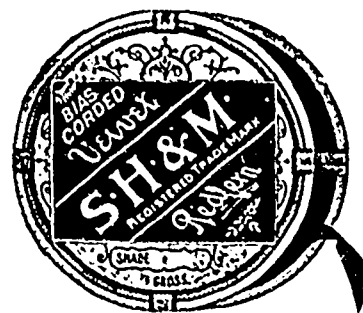


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“Accuracy with Celerity,”

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THE CANADIAN GOODS DRY REVIEW

VOL. VIII.

MONTREAL AND TORONTO, AUGUST, 1898.

No. 8.

THE MANAGEMENT OF A BUSINESS.

THE FIRST OF A SERIES OF ARTICLES ON THE METHODS OF ADMINISTERING THE OFFICE AND THE STORE.

PRELIMINARY PAPER BY AN OLD MERCHANT.

Specially written for THE DRY GOODS REVIEW.

IN responding to the request to write, for THE DRY GOODS REVIEW, the first of a series of articles on Business Management, I deem it proper to offer some remarks of a general nature on the whole question. Success in business pre-supposes certain qualities in the merchant himself. Rules for conducting a business are practical and suggestive. But, unless the merchant applies the rules with some knowledge of the principles that ought govern his general policy in trade matters, he is just as liable to make a mess of it as not. Systematic inspection of every branch of the business, or correct bookkeeping, important as these are, will not alone result in success. There must, in addition, be a comprehensive grasp of the proper methods, and what these are I wish, as briefly as possible, to outline from my experience as a merchant. Not that any one man, even during a long experience, masters perfectly the principles of sound business. But he possesses this advantage. He has tested the value of certain maxims and he knows which are most important.

I. First, I would put Integrity as the foundation stone of Business Management. This is not a sermon, and I merely deal with the matter from the business, not the moral standpoint. It pays every hour of the day to have a good reputation, to be trusted by the customer and employe alike, to become a sort of court of appeal whose decisions shall inspire confidence and be accepted as final. When there is a dispute about an account, or a promise made or any other detail, it is good for a business to be managed by a man whose word is taken, who is known not to be tricky, and whose good faith will not be questioned even should there be a misunderstanding on the subject involved. Then, in connection with the firm's credit, it is of great value to have a high reputation. In buying goods, in asking an extension (if necessary), in soliciting some privilege, reputation tells continually. The idea that other people will rob you if you are not ready to rob first, is not based on business experience. It is a diseased notion. The unfairness of competitors is a fruitful source of loss and trouble, but it is rather an exception than a rule to find a competitor breaking an understanding or violating some good rule to your injury. Supposing it proves impossible to maintain an understanding with the merchants

of your own city or locality, proceed on honest lines yourself, regardless of their policy, and in the long run it will pay. This was true during the years I was in trade, and, notwithstanding all one hears now, I believe the average honesty of merchants is just as high as it used to be. We must not judge by exceptional cases. In the office, therefore, as in the store, I would say fair

play and square dealing every time. Even the least departure from this rule lands you in unexpected difficulties. You need not be taken in, because you are honest. That is weakness. Honesty does not involve hesitation, doubt, fear and lack of promptness. Honesty is strength, and its fruits are quick decisions, readiness for emergency and longheadedness.

II. Secondly, what may be called System in Management should be steadfastly maintained. Everyone professes to be systematic in these days, but I mean that the manager of a business should be both the master and the servant of his own system. He cannot expect employes, when his back is turned, to obey rules he openly violates. In the matter of punctuality, the hour of opening, either for office or store, should be fixed, and, unless the manager has his deputy to act for him, he should always be on hand promptly. Just last week I noticed a case in point. The head of a large Montreal house was spending Sunday at a summer resort, and rose at half-past four on Monday morning so as to catch the first train into town. He said the staff expected him to be there promptly at nine o'clock to give certain orders and to supervise the letters. A later train would have delayed him half an hour. The habit which prompted him to do this was part of a good system practised during a long career. Punctuality extends into many different parts of the business: Into the matter of notes due, appointments made, deliveries of goods, etc. If the merchant is known to be particular in fulfilling all his engagements, others who deal with him will recognize this and try and respond. Even customers will not complain of a rule affecting them, when they feel that others are also bound by it. The effect on employes is remarkable. A young clerk consciously models his conduct, while on duty, upon that of his employer. In this connection, it may be said briefly that as regards the use of liquor and tobacco the invariable practice should be: Total abstinence during business hours. Neatness in dress is indispensable. These, and a number of other details, are necessary parts in the make-up of a sound business manager.

Memory is almost a necessity in business. Where a man feels that he may forget, and his duties are many, he is apt to keep a note book. For young merchants, a better rule is to discipline the memory by doing one thing at a time and by carefully fixing the thoughts in the mind beforehand. There is also the question of

MANAGEMENT OF BUSINESS—Continued.

temper. An energetic and high spirited man will naturally develop irritability. But control of temper is always the wisest habit of business. Even when justly incensed, the head of a concern who keeps his temper is master of the situation. He will then not decide hastily, or perform some act which brings injurious consequences. Nearly half an individual's mistakes in business can be traced to decisions reached in agitation or ill-temper.

III. Then, there is the end in view. The manager who does not keep before him a fixed permanent object to be attained will not succeed. We are not in business for a week, but for a life's success, and every important matter should be decided with an eye to the consequences a year or two years hence. This is usually called building up a business. It is hardly worth a man's while to keep at work unless to make a permanency of it. This is where the personal qualities tell. No matter how large or how small the business is, the same rules apply: Civility, integrity, punctuality and so forth. Then, if at the end of a year you can only figure out your personal living expenses as the profit, you can still say that the volume of trade added, the number of new customers and the experience gained are all parts of capital. Special efforts may be necessary, often, to secure or hold a customer. These efforts pay. No system, however detailed, can provide beforehand for them. Each case must be dealt with, according to circumstances, as it arises. But this proves the value of the merchant's conduct and disposition. There is no reason why you should be on bad terms with anyone in your locality. Someone has tried to rob you, as you think? Be on your guard, but do not let him know what you think, and do not waste time saying disagreeable things to him.

IV. Without forestalling future articles in this series, a word or two must be said on the financial side of the business. The tendency in many quarters is toward the cash basis, and, allowing for special cases in particular localities, that is the best basis. Lack of capital is by far the most general cause of failures. If a merchant intending to embark in business, or to double his business, lacks capital he had better not start. There are always contingencies ahead which you cannot exactly foresee. It may be national depression, or a failure of local crops, or the heavy embarrassment of some large corporation, or a disastrous fire. To meet this condition some reserve financial strength is required. When debts are good, but cannot be collected peremptorily without loss of custom, how can a merchant meet his payments? The cash system, therefore, tides him over difficulties of this kind. Besides that, the discount is a large item, and, as the volume of trade increases, it becomes more important. The cash merchant is appreciated by the firms he buys from. He can, if necessary, quote closer prices and clear out lines at cost without loss. But there are exceptions to any general rule. A merchant may be so placed that he deems it too radical a departure to change from credit to cash. Then, every merchant should shape, slowly, if necessary, his policy toward a cash basis. That should be the goal. The opportunity will come, if one is on the watch for it.

Akin to the financial basis of the business is what may be termed the financial policy of it. I was in trade for some time before fully comprehending the value of conducting the office routine satisfactorily to others besides myself. To meet paper due not only builds up credit, it does the merchant himself good. But, if a little time is required, correspondence of a frank and friendly kind, beforehand, is wise. Do not over-promise in financial matters. Better to perform more than you promise, and do this systematically until your reputation is established as a man whose word, as the saying goes, is as good as his bond. As little talk as possible about

your financial moves, even when successful, is advisable. If the other person to the deal wants to talk, let him, but the merchant who keeps his own counsel is respected. The man who talks is dis-trusted. People do not believe boasters. By wearing a pleasant countenance to the world, neither revealing worries nor successes, the merchant shows himself a good business man. Assuming, then, that obligations are always met, or arrangements made respecting them beforehand, there is the question of insurance of stock against fire. Never neglect that. The precautions taken in one store do not provide for every accident. Many a successful business has been crippled or ruined by fire, which started, perhaps, a block away. The man whose stock is meagrely insured or not insured at all, is on the edge of a precipice. A fire may give him a ten years' setback. It is folly to be uninsured at any season of the year.

V. In handling the staff, so as to secure cooperation from every member of it, no pains should be spared. Their help is a factor, and their behavior has much to do with the success of a business. Many times, when the manager is not at hand to observe, they might offend a customer quite unconsciously, or omit some duty simply because its discharge had not been specially assigned to them. The system of management, therefore, should provide for each clerk knowing his or her duty and being told also the exact limits of his or her authority. Even in a small store, with a limited staff, provision should be made for the manager's absence. He cannot always be on hand. There should be no friction when he is not. A conflict of authority, in this case, ought to be avoided. Any clerk, down to the messenger boy, is entitled to polite treatment and consideration from the chief. If he does not deserve this much, then he should not be employed at all. I need not lay stress on the importance of harmony in any concern. Keeping one man who competes with another in energy and zeal—that is, playing off one employe against another—is a poor expedient. Better have two who work together. Never encourage tale bearing or suspicion by as much as a look of enquiry. In the case of partners, separation is better than a quarrel. To maintain friendly relations, the principle of give and take is the only practicable method. This should be applied to every difficulty that turns up, as it is the most convenient and sensible rule by which to abide. One of the partners, or a trusted bookkeeper, should make the writing of all the business letters of the firm his special care and study. Time is not wasted in having this branch of the business well looked after. People often do business with a man they never see. He is judged by his letters to a considerable extent. In no particular is promptness more necessary than in replies to letters. If the circumstances make replying awkward, a brief, noncommittal answer is better than none.

VI. Successful management involves keeping an eye on the future to a certain extent. A well-balanced mind will not regard future contingencies as possible calamities. In a courageous way he keeps looking forward to dealing with future possibilities which may not be all satisfactory or all unsatisfactory. But it is prudent to be prepared for whatever may happen, and the laying of plans which can be altered to suit the conditions as they actually arise is not time wasted. While awaiting future contingencies, the good business man will carefully regulate his domestic expenditure in accordance with the activity or dulness of trade. Frugality, if not carried to extremes, is a safe course. By knowing each month how business is going, the merchant can decide how far he is justified in maintaining the existing scale of expenditure. Especially where it is the habit to charge purchases for the household to personal account, should a careful watch be kept, in order that the limit is not overstepped. If curtailment in personal expenses appears inevitable, let it be done thoroughly and without hesitation.

and no domestic considerations should be allowed to intervene. A season of economy does no harm.

VII. The merchant may declare that much of what I say is so obvious, that he carries out all these rules now. Is that really so? The experience of most business men is exactly the reverse, and violation of some of these foundation principles of business is a common thing. It should be said, in conclusion, that Canadian business, during the past five years, up, indeed, to the beginning of the present year, has been carried on under exceptionally difficult circumstances. There has been a lack of expansion both in population and trade, and a severity of competition, which have tried the pluck and resources of the most experienced men. Better times have dawned. There is a spirit abroad which points to far more active trade. When a man is getting a good profit, and he finds the people around him in a more hopeful mood, he can more easily practise sound business principles, so, when he is struggling along with poor prospects ahead, it is hard to bear in mind all the sage advice that is poured into his ears.

M.O.

THE PIONEER WALL PAPER MAN.

It may be interesting to give a few facts regarding the pioneer of wall paper in the metropolis of the Dominion, viz., Colin McArthur, who has been a leading spirit in this branch of manufacture during the last forty years, and who, prior to his arrival in the city of Montreal, personally conducted the management of the large and well known firm of Wylie & Lothead, Whiteinch, Glasgow, with whom he commenced as a lad. The foreign business of this firm extended in large proportions, and particularly with Canada and the United States, which resulted in the partnership in 1879 of Colin McArthur with the late John C. Watson, wholesale crockery merchant, of Montreal, under the style of Watson & McArthur, for the manufacture of wall papers; a few years later he retired from the above firm and continued under the style of Colin McArthur & Co.

On THE DRY GOODS REVIEW'S visit to their factory, which is situated at 1030 Notre Dame street, and commands a magnificent view of the shipping of the port of Montreal, the representative was cordially received, and shown the various processes of manufacture, with which most readers are already familiar. One is particularly impressed with the energy and foresight in anticipating the requirements of the different branches of manufacture.

We were also shown the large additional wing to the factory, just completed, and made necessary by their increasing business, which is not confined to Canada, but extends to South Africa, Australia, New Zealand, Tasmania, South America and the West Indies; we mention this fact particularly, feeling assured it will be interesting to most of our readers to find Canadian manufacturers competing, and successfully so, against the long established connection of the Old Country.

The sample-rooms are large, well lighted and very comfortable as well. The visitor was shown the results of the efforts, during the last year, to provide a line of wall paper calculated to surpass anything that may be shown to the wall paper trade this coming season. It is extremely difficult to describe the beauty of the combinations shown here, embracing all lines from the cheap to the most expensive one should, however, particularize the beauty produced by their new system of blending, which must be seen to be appreciated; the strong shades of the most unlooked-for colors are taken and blended in a manner that produces the most striking effect, making it difficult to believe that such artistic results can be produced by man's hand. This feature pervades the most of their range, and

reaches the height of perfection in their line of ingrain friezes. The most popular new shades have been selected as sidewalls, and in these tints, more especially the darker ones, the strong, masterly hand shown in the reconciling of such dark effects to the delicate tints of the ceilings, is remarkable. The visitor was satisfied the general expression of the trade upon these goods will be summed up in the word "perfection."

FEATURES OF NEW WALL PAPERS.

THE 1898-99 line of wall papers which The Watson, Foster Co. are now showing the trade, are so diversified in pattern and coloring that it is practically impossible to describe more than one or two leaders. In varnished gold, embossed papers, the designs and styles are beautiful, running in seven different patterns, each with half a dozen borders, and ceiling papers to match. No. 703, roses in green and gold surrounded by a rich green scroll on a light background, is one of the prettiest. No. 698 is striking also. On a cream ground are roses and pinks in natural colors, with ornamental bronze scrolls. Among the plain gold embossed papers No. 699 is one of the best. The pattern shows roses, lilacs and other smaller flowers in light colors set off by bronze ornaments, on a deep green background.

Ingrains in 20 different colors are a department in themselves. Nine, eighteen and twenty-one inch friezes with various patterns are designed to go with them. One blue ingrain has a wide border in yellow, green and bronze, with handsome ceiling paper to match.

In tapestries, white blanks and cheaper lines, they show an immense range in many colors and designs. No. 598, an inexpensive line, is very pretty. On a cream background appears a vase ornament, surrounded by a gold scroll.

To give their trade friends, who have not seen samples yet, an idea of what the season's range contains, The Watson, Foster Co. have issued a handsome folder, showing four of their best designs in original colors, including a hall combination, called "La Fontainebleau"; a corner of a Louis XVI. parlor, tapestry treatment for a dining-room, and a bedroom decorated with a special combination, to go with frescoed ceiling. As a specimen of good work, the book is worth keeping, and dealers who want it have only to drop the firm a post card, asking for one.

WHAT DEALERS APPRECIATE.

Advices from Watson, Foster & Co.'s travelers say that their 22½-inch tapestry and prest embossed goods are taking well. The 22½-inch denim stencils are also popular. Ingrains, with handsome 9, 18½ and 22½ inch friezes, meet with much favor from those of the trade who have seen them.

THE LATE MR. YOUNG.

Mr. George A. Young, formerly of Montreal, and a partner in The British American Dyeing Co., died recently at his residence in London, Eng. He came to Canada in 1847 to represent his uncle, a well-known cotton spinner, but later on resigned the agency to form a partnership with a Mr. Jeffries, under the style of Young & Jeffries, to carry on a retail dry goods business on Notre Dame street, Montreal. When the firm was dissolved he entered the employ of Thompson, Claxton & Co., and afterwards became a member of the firm. Mr. Young was also at one time a partner in the wholesale department of S. Carsley & Co. He held a financial interest in The British American Dyeing Co. for over twenty-two years.

The late gentleman was a well-known Methodist, and was prominently identified with the Royal Templars and various charitable organizations in Montreal.

FASHIONS AND STYLES.

By a Fashion Authority.

Hats and Trimmings. There is more of conjecture at present, as to coming fall fashions, than actual facts concerning what will be worn. Some points seem certain. One is that there will be any quantity of birds and feathers worn, in all varieties, both made and natural, and onto hats and bonnets in every way that milliners may wish, to suit individuals. Shapes will not be much changed, but style and detail, with richness of material, will be attended in a marked degree. There is always a steady demand for black velvet and ostrich plumes, and these will, of course, be in evidence. Bright toques will be put forward for the early fall, and the heavier styles can come on later. Strings will not receive much favor, but they will be worn by a few. There will always be a small demand for them by elderly customers.

Velvets of two or three shades of brown, grey, blue, etc., will trim hats and toques to match costumes in the same style. Milliners can count upon velvet, in all its various patterns and styles, being greatly in demand.

Blue is to be the favorite color this winter for both headgear and gowns, and all materials of all the shades can be bought for trimming.

Another new hat is out, of fur, with a moderately wide brim and small, round crown. It comes in all the felt shades and is trimmed with rolls of velvet or silk close to the crown, with a knot of the same in front, to which may be added a plume sweeping backwards.

Hats, it is safely predicted, will not be as large for the coming season as they are at present for cool weather. This is suitable, as the broad brim is essentially a summer production. Felts will, of course, be worn as usual, and the very dressy hats will be made of various materials, such as velvet, silk, etc., but velvet will be the more fashionable; it will be used in all colors and shades. For early fall, the lighter colors will predominate, with touches of darker to show them up, but, as the cold weather approaches, the darker ones will be more used, of course.

The Tyrolean hat will be again worn, with some slight modifications. The crown will not be quite so high, but will keep its indented top. The brim will curl. Some will be turned up more on one side. These are called the "Transatlantique," and will be more trimmed with bows and knots of velvet or wide ribbon and quills. The other shape, the same on both sides, called the "Buffalo," does not require so much trimming.

Sailor hats will be worn to a limited extent, but this shape is not suitable to felt. It is altogether a summer shape and only becoming in straw and worn with light gowns. The sailor hat is not really a becoming hat and only keeps its hold by its usefulness, which is undeniable. They will be trimmed in the usual way, with bands of ribbon or velvet, rosettes, or knots, and a wing or quill.

The crowns of felt hats are to be made as were those of straw this season, that is, with the opening of the crown perfectly round, this is in order that the brim may be turned up either in front, sides or back.

Milliners incline to strings for the coming season, but it is difficult to say whether they will carry the day or not. It often happens that the customers have quite a different view of what is becoming and settle the question themselves.

In most of the hats the crowns are of medium height, either straight or widening out at the top.

The Alsace bow will be worn for hat trimmings and promises to be fashionable. It will be made of either wide ribbon, or vel-

vet. It can be made with two loops on each side, no ends, and always with some sort of buckle or brooch in the centre, or with two bows and a rosette in the middle.

Piece velvet will be much used for tor-sades, large bows, etc., but wide ribbon velvet will also be worn. Spotted, instead

of plaid velvets are to the front, but they are not certain to be favorites and may drop out—no guarantee can be given for them.

Plumage of all kinds will be as much worn as ever, and, where positive color is required, artificial plumage will be resorted to for the necessary combinations. Wings can be placed on the hats in any way that may occur to the milliner; there is no rule. They may point downward or upward, they may be well at the front or the back or sides, they are in the highest favor. Velvet and silk are cut in wing shape, with the centre drawn through a metal buckle in a single loop; every kind of silk is used, but velvet has the preference.

Black ostrich tips will be as fashionable as ever, and will be used as backing for white or colored tips. Aigrettes, paradise tips and whole birds will be, as before, worn in spite of all protests from bird lovers.

Fall hats will be trimmed with the season's flowers, shaded leaves and berries. All sorts of cut steel ornaments will be required, as well as all styles of pins. These are not only to keep the hat on, but to stick up among the bows.

A rainy Easter changed the entire summer fashion in hat trimming. Flowers were to have been the order of the day, and large orders had been given. The weather turned out cold and wet, utterly unsuitable for such a style, and at a moment's notice something had to be devised to take their place. The rondeau was tried and has proved such a success that flowers have only been a secondary trimming ever since.

All kinds of material have been put to use, and the rondeau is seen from one of Aikin's exquisite creations to the attempt after it—a long way after—of the hat made-up of hairgrass faded finery.

Laces, Veilings * Feather boas are longer this season, and will be an indispensable adjunct to costumes.

Ostrich feathers will be used as borderings for mantles, cravats, and all sorts of neckwear.

Cravat bows are to be larger than ever, and trimmed with ruchings of chiffon, ribbon, etc.

Laces come in a variety of new styles. Some are interwoven with chenille, and others have a ruched ribbon outlining the edge. All sorts of guipure for applique and net-top vinese form a powerful factor in the coming season's styles.

The choosing of a veil is, with many customers, a most important matter. Now, that dressing has grown to be an art, a well-trimmed hat or toque may be entirely spoiled in its effect by an unsuitable veil, and artistic customers understand this thoroughly. A veil cannot be chosen carelessly, or put on hurriedly. The spotted Parisian gauzes sell well for both face and trimming. They come in white dots on black, and vice versa; also white on navy, and white on black. The 27-inch tulle, of all combinations of colors, and showing dots of various sizes, is a strong seller. Black lace bordered veils are to be worn for the fall. As the season advances there will be a large variety of veilings put upon the market. But the fine mesh, with medium dot, can always command a ready sale.

The season is, as yet, too early to report much on what gloves will be worn. All heavy purchases are made first, and the shades and style of gloves depend on what is to be the prevailing color of gowns and millinery. It is safe to say, however, that grey will be

If we did not have the goods we could not hold our trade! isn't that true? and does not the same apply to you?

If our goods were not right, our trade would not increase by leaps and bounds as it is doing.

Is your trade increasing? It will if you have our goods.

Listen! Advertising does not make our goods one bit better than they are, the goods speak for themselves.

From every part of the Dominion we continue to receive kind words and praise for the handsome goods we are showing.

No class of dress goods is so fashionable in London, Paris, and New York this season as fancy black goods.

We now have in stock from the finest cobweb weave of silk grenadines, to the rich heavy all silk, silk and mohair, and silk and wool effect dress goods.

We have the handsomest fancy black and coloured dress goods and silks ever seen in Canada.

Some Specialties in Fancy Goods:

Ladies' Scarfs and Ties, Ladies' and Misses' Golfers, handsome Handkerchiefs in Silk, in Lawn and Lace, Pure Linen and Lace, and Pure Linen Embroidered, also Initial Handkerchiefs.

New lines in Ribbons, Laces and Curtains. New Trimmings and Braids.

Our Imported Flannels and Flannelettes are selling well.

Brophy, Cains & Co.

23 St. Helen Street, MONTREAL.

FASHIONS AND STYLES—Continued.

ordered, as both from Paris and England word comes that that color is to be extremely fashionable.

White glace, with colored stitchings, are still demanded, and are to be worn right through the winter, it is said.

There is a new golf glove that may be sold. It has been found that the buttons on the inside of the hand are in the way in playing golf, and these gloves button on the back and are said to fully meet the requirements of the fair players. Three and four clasps and buttons will be the regulation number asked for.

Ladies' Lingerie.

There is very little change in ladies' underwear from last season. Necessity does not demand an alteration of fashion when the present suits and does not meet the eye. A character for up-to-date dressing is not hurt by wearing last year's night robe. The full sleeve has met with such favor and looks so well that it is still seen in all the newest gowns. Yokes are made with two points in the back, and with the fullness gathered or pleated into the centre. The French bosom effect is new and looks well, is soft and full. The trimmings are various, fine beadings, about one inch apart, the space being rimmed with tucks or embroidery. Narrow revers line the front, or handkerchief points trim the shoulders. Hemstitched lawn frills are used on underclothing.

Double ruffles are worn on skirts, which run in width about $3\frac{1}{4}$ yards. Flounces are trimmed with many rows of insertion, and with spaces of lawn the same width, from $\frac{1}{2}$ to 1 inch. Now that it is decided that the long corset (12 inch) is to be worn, there will be no change in the pattern of the corset cover this season. Very few bustles are seen. Dresses from Paris and England are made perfectly flat. For some women, who require an additional fullness at the back, small bustles can be procured that can be attached to the corset by light straps.

The umbrella drawers are still to be the favorites, with the 27 inch frill.

In underwear, as has been remarked, there is no radical change, and tucks, frills, lace, insertion, can be used at discretion, and as the particular fancy suggests.

Children's Frocks.

Frocks for children and growing girls are much the same as usual—plain, full skirts and waists, or slightly gored skirts, but always full enough.

Trimmings of ribbon, galloon, insertion or embroidery can be put on best dresses, and flounces on those of overgrown girls, as they take away from their gawky appearance. No large ornaments should be put on girls' frocks, such as steel buckles, etc., but simple knots and bows, of corresponding or contrasting color. These are quite sufficient.

Ladies' Dress Fashions.

One of the fashions in skirts prevailing in Paris, it is to be hoped, will not obtain here in Canada, but whether it is totally unsuitable or not it is possible that it may be taken up. The skirt falls straight to the ground and is as long in front as at the back, necessitating its being held up in walking. It is not elegant, nor is it tidy or clean. There is nothing to recommend it save its novelty. It can be safely used as a street sweeper, and ladies who have any regard for cleanliness or self-respect should avoid this style for street wear.

Slimness is to be the order of the day, and dressmakers will tax all their ingenuity to simulate it where it does not exist. The front must be cut as narrow as possible; all trimming should run in vertical lines, following the seam in front. No flounces can be allowed, as these give width to the figure. Waist belts must be

avoided and the bodices cut in sharp points both in front and back, with trimming coming to points as well. Consideration should be given to proper colors for stout persons, as some seem to expand and while others have a shrinking effect.

Black and olive green, or plum and peacock blue are the best shades for overly large people. All shades of pale grey and red are the reverse. Mauve and light green also can be worn.

Buttons.

Buttons of all sizes are to be worn, both for use and ornament. There can be sporadic outbreaks of buttons on bodices, sleeves and jackets, and they can be of two or three graduated sizes.

Trimming of Gowns.

All gowns will be much trimmed with varieties of material, such as braids, galloons, velvet ribbons, passementerie, etc., the last can be put on as a heading to several folds of either silk or the material of the gown. The ruffled ribbon will be used largely, patterns can be followed with it, or it may be laid on in series of rows alternating with clusters of tucks, fine ruched chiffon, or mousline de soir. The gathered ribbon, in either silk or satin will trim cloth as well as thin materials; it will also be used for capes, etc. Gowns of heavy material can be brightened with lace over silk of contrasting shades on the bodices and vests of pale chiffon, en pouffi. Collars will be high with vandyke backs or slashed tabs, but there will not be so much trimming at the back, they will be plain in this respect.

Capes.

As the cool weather draws in capes will be worn longer. Some are made in points both front and back, set into a yoke, trimmed with rows of stitching, these capes are lined with bright silk, with the exception of the high collar, which is the same on both sides. The Scotch capes, which have been worn so long will be again in fashion. The plaid on outside will be larger and bright, and need not contrast with a plain color on the other side, but with a check of either black, grey or brown and white. All plaids as well as other patterns are in brighter shades than last year. The Capuchins of the Scotch cape are made in funnel shape with the upper edge turned over outward. Sometimes a shoulder cape is worn instead of the Capuchin.

Jackets.

Tan will be the favorite color for fall jackets, and some smart effects can be made by facing with white silk or cloth on the revers and collars. The sleeves are small and close, with a slight fullness at the shoulder laid in pleats. Collars can be flat or in storm style.

The crinoline still is spoken of as a possible evil, but it is not necessary to be alarmed—the cry of wolf has sounded too long on this subject. It is thirty years now since the hoopskirt was in "full swing." Since then much has been done to make women's dress more artistic, and it is not likely or probable that anything like the old atrocity would be tolerated.

If skirts are to be worn full, something more graceful will be brought forward. The few attempts at resuscitating the crinoline have proved signal failures, and will continue to be so. Feather-bone is used by some houses to set out the skirts, but it is not very successful and will not be generally used. The former flounce still continues to prove first favorite—an improvement in it was lately seen on an imported gown. The flounce, instead of being slightly frilled into the tablier, had fine tucks run down from the top, about half an inch apart, to a length of six or eight inches all round. This made it quite plain when it was set in, and gave it additional fullness at the bottom. The tucks were not pressed, and the gown had a particularly smart effect.

THE GILLESPIE OASE IN MONTREAL.

On August 4th, Magistrate Lafontaine, of Montreal, committed W. E. Gillespie, a retail dry goods man from Penetanguishene, Ont., for trial at the September assizes, on the charge of obtaining goods on false pretences from Thibeaudeau Bros. It seems that on July 10, 1897, Gillespie furnished Thibeaudeau with a statement showing a surplus of \$10,000. On April 14, 1898, a second statement was submitted showing about the same surplus, and assets of \$22,000. No later than June 11 last a third statement showed the assets to be \$18,000, with a surplus of \$12,000. On the strength of the latter, Thibeaudeau Bros. & Co. advanced goods to the value of \$7,900. In a short time Gillespie assigned, with liabilities amounting to over \$17,000.

In committing the accused the magistrate pointed out that all three statements were false, the first, because the book debts which The Gillespie Co. claimed as theirs had been assigned to the firm of S. F. McKinnon & Co., of Toronto. The second statement was equally untrue. It stated that at the last stock taking of The W. E. Gillespie Co., there existed assets to the amount of \$22,000, whereas it had been proved that the stock-taking of February, 1898, of which Mr. W. E. Gillespie had a knowledge, showed assets of \$4,000 only.

The last statement was false prima facie.

It gives assets of \$18,000, whilst the official inventory, subsequent to the failure of The W. E. Gillespie Co., exhibited resources of \$3,000 and liabilities of \$17,500.

It was not by ordinary means that the stock could have been so depreciated within such a short time.

Other firms interested in the failure of The Gillespie Company are: S. F. McKinnon & Co., \$1,500; Lailey, Watson & Co., \$833.29; Green & Wade, \$323.55; F. J. Weston & Sons, \$323.25;

W. E. Chalcraft & Co., \$277.70; A. A. Allan & Co., \$261.13; H. Bradshaw & Sons, \$223.33; E. J. Dignum & Co., \$133.86; E. Boisseau & Co., \$106.90, all of Toronto; M. L. Schloman, \$324.22; W. Agnew & Co., \$273.05; W. D. Stroud & Sons, \$257.68; James Coristine & Co., \$172.07; John Horsfall & Sons, \$120, of Montreal; and the following Hamilton firms: Knox, Morgan & Co., \$495.53; James C. Taylor, \$210.09; Walter Woods & Co., \$165.60; James Turner & Co., \$119.60.

GOVERNOR OGILVIE'S OUTFIT.

The newly-appointed Governor of the Yukon Mr. Ogilvie, who will shortly leave for Dawson City to assume his duties, is now busy equipping himself for the rigors of that extremely cold climate. In the place of blankets, he and his party are taking eiderdown sleeping bags and eiderdown quilts made of strong canvas on the outside, and lined with a pure natural wool. By an ingenious device the down interlinings are arranged in such a way that when the bag is in use every seam is protected by a layer of down, either inside or outside, and, therefore, provides absolute immunity from even the lowest temperature. The bag is waterproof and windproof, and its weight is about that of two pairs of blankets. Weight is an item of considerable importance in an Arctic outfit. The bags and the quilts are made by The Alaska Feather and Down Co., Limited, the well-known makers of bedding and down goods in Montreal.

A MONTREAL FIRE THAT DID NO HARM.

A few days ago, the works of The Canada Fibre Co., William street, Montreal, were scorched by a fire that originated next door. The damage, however, was very slight, and will not inconvenience the company in the least. Firms who have placed their orders with The Canada Fibre Co. need be under no uneasiness, as the small blaze will not delay the delivery of goods.

KNOX, MORGAN & CO.

... **WHOLESALE**
DRY GOODS

HAMILTON

All Departments

now ready for
Fall Trade, an extensive range of Foreign and Domestic Goods.

Shawls in lively demand. Special value in Knitted Shawls at \$3.75, \$7.00, \$9.00. Colors—Cream, Pink, Black, Grey, Cardinal.

Wool Wraps and Longs in great variety. Prices, 65c., 75c., 90c., \$1.00, \$1.25, \$1.50, \$1.65, \$2.25, \$3.00, \$4.00.

Our Tourist Wrap at \$1.00 is a seller. Send repeats for this line early.

Bed Comforters (Wadded) from 75c. up to \$2.00. Values are twenty-five per cent. better than last year. The satteen line at \$1.35 very special.

Men's I. R. Coats (Tweed) special leader at \$4.75.

Cashmere Hose—another shipment to hand, Rib., D90, D94, D95.

We have repeated the best selling lines in Black and Colored Dress Goods, the sales of which are unusually large. Styles new and attractive. No stock of old goods.

Letter Orders receive every care and attention.

WINDOW DRESSING.

SOME DISCUSSION ON WINDOW TRIMS.

WINDOWS should be trimmed in harmony with the goods to be displayed, says the window artist of The Dry Goods Economist. If elegant, imported made-up garments are to be shown behind the large glass plates, they should be exhibited in a manner that will be in thorough keeping with the superior worth and elegance of the display. To put an inartistic frame around a picture of this type is an offence against art and business that has its effect upon the money taken in during the course of the day.

But the window dresser who attempts to give such a frame to a lot of medium or cheap goods, wastes his efforts. The juxtaposition of superior things with things of an inferior character always serves to enhance the beauty of the former at the expense of the latter. This is why a rich, elegant setting should never be used for a display of only mediocre stuff.

It is a common fault of window dressers to indulge in this sort of thing. They seem to think that the window setting must always be beautiful. They seem to lose sight of the fitness of things. It would not be so bad if this striving after the artistic wasn't expensive, but it is, and that's where the rub comes.

Then, another thing. Some window trimmers—many, in fact—do not pay enough heed to the character of the displays in windows which adjoin one another. Some trimmers plan the trims for all of the windows, so that it is difficult, a short distance off, to distinguish one from the other. This is radically wrong. There should be variety, and the more one window contrasts with its neighbor in the style in which it is prepared the more effective it is. Monotony is monotonous in window trimming as in other things, and should be avoided.

Above everything else, a window display to be effective, should be attractive. This is a generally recognized truth, but there are various degrees of effectiveness, and that window is most successful which causes the most money to flow into the till. Some trimmers have an idea that windows should always be artistic. Artistic windows are all right, but, when a window that isn't so artistic draws people from the street into the store to more closely inspect goods that have been displayed, that is the style of window that should be adhered to, even if it doesn't elicit so many expressions of admiration for the skill of the trimmer.

If a window is selected in which to exhibit goods that do not lend themselves to artistic figures or arrangements, a good plan is to create the idea of immensity of the stock on hand, which implies that if the goods have been purchased in such large quantities the merchant must be able to sell them at a figure pretty well down to cost price.

In arranging a window of this kind, care should be taken to avoid the impression that the goods are of an inferior quality or trashy. This impression is easily created if the goods are thrown into the window in a haphazard manner. Take a window made up of notions, for instance. If the various articles placed on exhibit are jumbled together in a confused, chaotic manner, the value of the goods, in the minds of the persons viewing the display, immediately shrinks.

Let us assume that the price cards indicate that the goods are offered at "ridiculously" low prices. The person looking in, after reading the prices, immediately concludes that the goods are offered at just about what they are worth, certainly at no lower figure. This impression has been produced purely through the manner in which

the window was trimmed, if such a display may be termed a trim. Take the same window and arrange the different lines in a systematic, methodical manner that will convey the idea of heavy purchases and yet carry the idea that the goods are of especial value at the price at which they are offered, and a great difference will be found in the pecuniary results.

IDEAS FROM THE WEST.

The window displays in the United States run to sub-

jects suggested by the war. The battleship idea is being worked hard by the window artists. According to The Chicago Dry Goods Reporter, collars, cuffs and neckwear are good materials out of which to make a battleship for a show window. A haberdasher in Michigan very successfully constructed a model of the flagship New York in this manner. He made the hull and superstructure out of cravats, and the turrets, smokestacks, etc., out of collars and cuffs. A skillful arrangement of these made a remarkably good resemblance of a warship. He covered the background of the window with flags, and portraits of the President and the prominent characters of the war.

For a display of ribbons, the following has been suggested: Drape the ceiling and the floor, as well as the sides, with cream-colored cheese cloth, softly tufted. Project from the sides and the back a number of rods toward the centre, about three feet from the flooring. These are to have an open space of at least two feet in the centre. Around each rod twist ribbon of a different color and at the end of each rod form a large rosette. Let the remainder of



Interior of Messrs. W. L. Kane & Co.'s Store, Halifax - Looking from the rear of the store.



All goods carried in stock by us bear this TRADE MARK
It guarantees their quality.

*Letter
May 23/1913*
No More Tariff Preference but still we sell

GERMAN GOODS

We represent leading German manufacturers of Dress Goods, Silks and Velvets, Hosiery, Gloves, Laces, Embroideries and Trimmings, Underwear, Linings, Woolens, Linen Goods, etc., and our samples are shown now for Spring Trade.

We are Canadian agents for **WOLFF & GLASERFELD'S** German White Shirts, Collars and Cuffs. These goods are celebrated for their beautiful finish and high quality.

We handle **COMADIE & FRIEDEMANN'S** famous Saxony Underwear. This underwear is known and worn all over the world.

In Dress Goods we control for Canada **FRANZ SCHMIEDER'S** Celebrated Scotch Plaids and Dress Materials. These comprise entirely new patterns in tasteful combinations. No trimmings are required, as every die a length combines its own trimming.

In Furniture Coverings we represent **JUL. SCHMITT'S**, Germany. The best known manufacturer in this line. We also show large range of Upholstery Trimming.

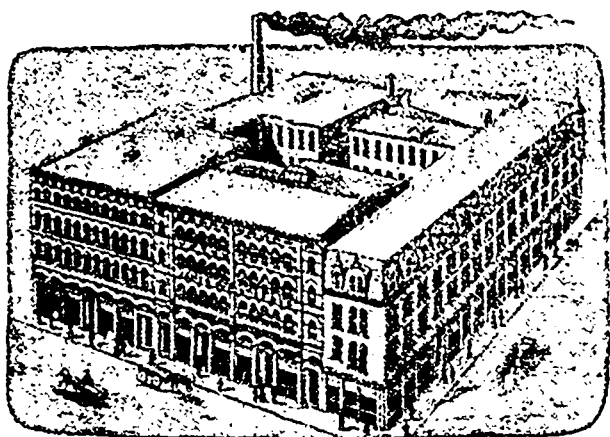
The largest range of Scarf Silks in Canada is shown by us. Our stock is complete in Tailors Trimmings of all kinds for wholesale dry goods clothing, shirt, blouse, and fur manufacturers.

If your wholesaler doesn't handle our goods, write us, we will see that you are supplied.

M. MARKUS

Branch Office, TORONTO, ONT.

30 Hospital St., MONTREAL.



We carry a complete line
of popular-priced

FURS and FUR GARMENTS

suitable for medium and
fine retail trade.

JAMES CORISTINE & CO.

Importers of, Manufacturers of Fur Goods

469 to 475 St. Paul Street,

MONTREAL

WINDOW DRESSING—Continued.

each bolt of ribbon drop to the centre of the window floor. Of these form an immense rosette, harmoniously blended. From the roof of the window form loops extending from one corner to another and dropping almost to the projecting rods. At the centre, where they meet, form another rosette of vari-colored ribbons. If the colors are well selected this display will be most effective.

The merchants of Leipsic do most of their advertising through their window displays, and they take a great deal of pride in their show windows. In many of the first-class shops the windows extend down to the floor of the basement, thus giving a larger space for display and presenting attractive and artistic effects.

Two lines of goods that are so in harmony with each other that they can be appropriately and effectively displayed together in a window are wash goods and parasols. This combination is frequently seen in the displays of the largest stores, and, at the present time, especially when hot weather fabrics and sun shades are among the most salable articles in stock. The fixtures that hold the parasols may be home-made, for they are covered with wash goods. White puffed cheesecloth may cover the floor. The fact should not be overlooked that a well worded and neatly printed window card is an important item in a display of this kind.

SMALLWARE DISPLAY.

During the busy season, when so many departments are clamoring for window space, it is but natural that the preference be given dress goods silks, etc., but at this season of the year, when you may be at a loss for material for a window trim, let the smallwares have a showing.

Suppose you have a fair-sized window, with front and side view. Arrange your fixtures so that you have a number of small tills rising like steps from front and side. Fill each till with one article at a price—dress shields at 10c., hairpins at 5c., feather braid at 8c.—and put neat price cards on each.

In the centre of window, place medium-sized card, which may read:

A BIG SAVING
ON LITTLE ITEMS.

Have a salescounter in the store to represent each article shown in the window, with price tickets. Above the counter a sign reading: "Spend Your Pennies."

HINTS.

The display of millinery and dress goods in the same window is not always an easy task, says The Economist. The following idea is novel, and can be conveniently arranged:

Drape the back and sides of the window with cheesecloth, the color of which should be the leading shade of the season. Fasten the top of the background and ends with the same.

The drapery should extend from floor to a height level with the top of the front glass. Fine wires, about 10 inches apart, must be drawn tightly across the window and securely fastened at each end. On these wires hang red roses, and then select a variety of birds and suspend them from the wires by means of a fine thread of the same shade as the background. Arrange them promiscuously in one end of the window, first having attached to each bird a baby ribbon of some harmonizing shade.

Improvise a chariot, to be covered with roses or other suitable flowers, drape a wax figure in some pretty Grecian style, and place it in a chariot. Bring all the baby ribbons together and place them in the outstretched hands of the wax figure.

About six or eight pretty hats, on stands, and three or four dress patterns should be displayed on the floor in an artistic manner.

If carried out nicely such a window should attract attention. Much will depend, however, on the color used in the background.

CHICAGO WINDOW CARDS.

"The best material, put together by people who know how."

"The attractiveness of these suits lies in the

indefinable and indispensable thing called style."

"Not a matter of conjecture, but of fact. Trial proves the worth."

"Style makes trade—quality holds it."

"Just what you want—durable beauty."

"A man put on one of our dollar shirts and had a fit."

"Try our summer shoes, so easy and cool."

"Goods that never vary. Filled with selling points."

"Crumbs of comfort for the economical. Net prices on net qualities."

"'Bargains' are uncertainties. These are as sure as Government bonds."

"Here's a savings bank for you—\$1 underwear for 70c."

"Standard styles and patterns—just what you want."

"Low prices are loud talkers. Any suit in this window for \$8.88."



Interior of Messrs. W. L. Kane & Co.'s Store, Halifax—Showing back of store, art needlework department (to the left, corsets, etc., on the right, mantle room at the end.



Remember the Alaska.

Alaska Brand Down Quilts are a household word throughout Canada. As the buyer of a large Toronto firm said to our secretary :

"There is a style about Alaska Brand Quilts which makes them sell all around the other makes. Besides, I can get a decent profit on your quilts, because I know no other firm in town will be able to show the designs I bought from you, and thus undersell me"

These are laudable sentiments. If you are true to the Alaska, the Alaska will stand close to you.

The Alaska Feather & Down Co.

290 Guy Street

Limited

— MONTREAL

ALWAYS RELIABLE.

"Perfection" Brand

Down and Wadded Bed Comforters, Cushions, Tea Cosies, Etc.

In ordering the above brand you take no risk whatever, as all goods so labelled are fully guaranteed by us, and, if not correct in every detail, can be returned (without expense to the purchaser). **THIS IS A FAIR OFFER**, and we make it because we have full confidence in our goods. **IF YOU WANT THE BEST VALUE FOR YOUR MONEY** place your order with us and you will get it.

GOOD QUALITY. HANDSOME DESIGNS. LOWEST PRICE.

Mail Orders given our best attention.

CANADA FIBRE CO., Limited

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

OFFICE AND WORKS: 582 WILLIAM STREET, MONTREAL.

Carpets, Curtains and Upholstery.

THE SITUATION IN THE UNITED STATES.

SPEAKING about the trade situation recently, Mr. John Sloane, of W. & J. Sloane, said that it seemed to him incongruous, and that during his entire career in the trade he had never seen a similar state of affairs. The present war was to him no explanation for the decline in prices of carpeting during the past six months, for in the civil war prices of carpeting advanced. He was, however, certain that when the present war was over there would be an immediate and immense revival of prosperity, not only in the carpet trade, but in about every other branch of business. In commenting on the changes in the carpet trade during his long connection with it, Mr. Sloane, said that while the production of carpeting had greatly increased in late years, the consumption had also grown, and the facilities for distributing goods throughout the country had been immensely improved. The great Southern Railway was a comparatively new road, and he could well remember the time when most floor oilcloths and other goods were shipped to the South in sailing vessels.—New York Carpet and Upholstery Trade Review.

WOOD PULP FOR FLOOR COVERINGS

There would seem to be a fair prospect for the use of wood pulp in floorcloth in the near future. Perfect success has not yet been obtained, but those who have it in hand seem to be pretty sanguine of the result of their labors. As to taking color, the patterns as yet obtained are in shades of pale grey up to dark olive, worked out in diamonds, but probably any number of tints may be retained on the wooden surface when the composition of the fabric is perfected.

BRITISH CARPET STYLES.

A writer in The London Cabinet Maker says: "The question of the hour with manufacturers will soon be what to produce in the shape of novelties for the coming spring. I think a change of styles might with advantage be introduced; but so far I have heard of no departure from the standard designs of last year. Some of my friends think a few good Persian and Indian colorings would go well in place of the usual floral patterns which this year have been well brought to the front—I had almost said 'done to death.' On one point most manufacturers are agreed—that Axminsters and Wilton piles must be considered, especially those of the lower makes. The general houses, who always seem somehow to possess the art of 'making things hum,' even when upholsterers are complaining of quiet times, find that these showy goods boom the trade and considerably help to tot up the returns. In face of this fact it is hoped that the British manufacturers will emulate the ingenuity and taste displayed in the colorings of some German squares I have seen on the market. In my opinion, the effect of colorings in this cheap class of goods has not been equaled on this side. The question naturally occurs: What are the carpet manufacturers doing? It is true that only a small amount of business in this particular direction is being done, but why should the Germans and French secure what ought to go to our own makers? I do not think that sufficient effort is made by the workers in textile districts to take advantage of these technical institutions which already exist in this country, while we are still a long way behind our rivals in providing these establishments for affording the workers every facility for improvement in their particular departments.

"Business in the wholesale trade is not so bright as usual, and,

except it be for the everlasting square, repeats are slow in coming to hand. Repeat has it that stock takings will not come up to the average. One class of goods, however, continues to find much favor in the market, as, indeed, it has done all through the season—I refer to the cheap machine printed

floorcloths and linoleums; some difficulty is experienced in getting orders for these executed.

"The repeats for the best body Brussels continue extremely sluggish, and, in the face of the new patterns and colorings I have seen in the ideal Axminsters that will be on show for the spring range of samples, the orders for best Brussels will still be small unless the same effect can be given in these goods. At present, I must not state the coloring for these grand carpets. We shall show a few startling lily-leaf grounds, quite new for the English market, and other changes in the art hues of green, fawn and blue, and the colors raised to such a high level that it will be admitted that some charming results have been obtained, extremely artistic and out of the common."

BETTER GOODS IN CARPETS DEMANDED.

There appears to be a distinct demand for better goods this year, so much so that John Macdonald & Co. say that they have dropped several cheap lines, while adding to the more expensive lines. Among the lines carried to meet this demand for better goods are some special ranges in Brussels, English velvet, and Wilton carpets. Their ranges of linoleums are all complete. The special features this season are a range of inlaid linoleums with beautiful floral effects, the designs of all of which are new on the Canadian market, and a large range of English floor oilcloth, which this firm are endeavoring to introduce extensively on this market. They are also carrying two special lines of furniture covering, one at a low price, the other at a medium price, both of exceptional value.

NEW MACHINERY AT COBOURG.

Mr. William Mitchell, the shrewd Scotchman who presides over the Cobourg Matting Works, has lately imported at large expense a very fine loom, with all modern improvements, from Dundee, Scotland, which enables him now to turn out some of the best and most sought for articles produced by any matting works in the world. From year to year the machinery and capacity of this manufactory has been added to, until it is now as completely equipped as any of its kind on this continent. Owing to the Spanish-American war having had a disturbing effect in the markets upon the material used in the matting works, Mr. Mitchell has made much larger purchases this year than usual, so that if there should be an appreciable rise in the fibre used this factory will not be affected for some time. This concern, which gives employment to quite a number of operatives, has not yet closed its doors for even one working day since Mr. Mitchell took hold of it.

A MODERN DEPARTMENT IN SHAPE.

The new department, just opened by The Brock Co., is situated on the second floor of the new warehouse, and Mr. A. Hewitt has been appointed to take charge of it. It is purposed to carry in stock everything in the way of carpets, curtains and house-furnishings, and a large stock of all these lines has been laid in. As is the custom in modern warehouses, the best of light is provided, both back and front, and there is lots of space for showing the carpets, curtains and drapery goods. The latter includes a large range of creton coverings. An ingenious device for storing carpets, so as to leave more floor space, consists of a well-built shelving suspended from the ceiling, along the sides. As THE REVIEW goes to press, the department is being put into tasteful order ready for visitors.

The *Gault Bros. Co., Limited*
Montreal

MANUFACTURERS OF
Fine Neckwear



*Best Make
 and Finish*

See the Crescent Brand for Fine Neckwear.

*Up-to-date Novelties in Styles
 and Designs.*

SOLE AGENTS FOR

Fownes' Celebrated Gloves.

NOW ON A CASH BASIS.

FOR the interest of REVIEW readers, we give the circular of Messrs. Geo. Ritchie & Co., of Belleville, who, as stated elsewhere, adopted the cash system last month. The circular said -

"Although, heretofore, our terms have been nominally cash, yet credit has gradually crept in, until, now, in justice to the cash principle, we feel that we must make a change.

"After full consideration we have decided that on and after July 1 next we will strictly enforce the cash system in connection with our business.

"It is needless to call attention to the losses included in running a credit business, such as office expenses, interest, bad debts, etc., as the great majority of people are fully aware of its disadvantages, and recognize the 'Cash System' as the correct business principle, beneficial alike to buyer and seller.

"Standing as we do directly between the world's producers of our different lines of goods and the consumers of the Bay of Quinte district, we realize our position to be one of public service, and hesitate not to declare it to be our ambition to make this service the most efficient to be found in Canada.

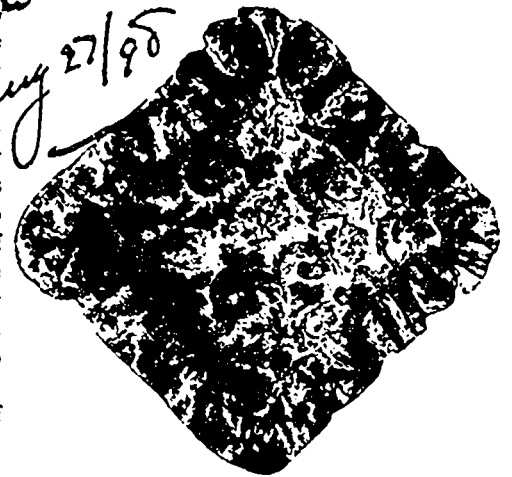
"This ideal position we feel can only be reached through the 'cash system'; with the worry and leaks of the credit system cut off and the energy heretofore expended in entering, rendering and collecting accounts, turned into the channel of wide-awake business management we believe we will occupy a vantage ground far in advance of our present position.

"We have no intention by this action to reflect upon any. In obedience to our convictions we adopt a rule of business, which we are firmly convinced will be advantageous to our customers as well as to ourselves, and ask for the hearty cooperation of all in the mutual interest.

"Having fully determined to firmly adhere to this rule in the future, our customers will kindly not ask us to transgress."

SPEAKS WELL OF THE MARITIME PROVINCES.

Like every Ontario man who visits the Maritime Provinces for the first time, Mr. F. W. Sterling, of the Brock Co., who has just returned from his first trip to that part of Canada, is delighted with the country and the people. He said the country is a grand one and the merchants are a very intelligent class of people to meet. Even if they did not have any business for the traveler, it was a pleasure to chat with them. The quietude of the lumber trade affects business in both Nova Scotia and New Brunswick, but the retail trade is good in all the larger centres, like Halifax, St. John, Moncton, etc., and the stores are up-to-date in all respects. Mr. Sterling will go east again shortly to reside, and believes that the hopeful feeling, which has sprung up since the close of the Spanish war, will result in better trade and larger purchases for spring. He found THE DRY GOODS REVIEW at all the various places visited.



No. 510.—A special line made by The Alaska Feather & Down Co., Montreal. 20 x 20 inches retails for 75c; 18 x 18 inches retails for 60c.

FINLAYSON'S LINEN THREADS

**ARE THE
BEST MADE**

Use the best and have your work turn out satisfactory.



The Mills at Johnstone, Scotland.

Finlayson's Threads are FULL WEIGHT and FULL LENGTH.

Agents for Canada

John Gordon & Son, Montreal

Our stock for ❁ ❁ ❁

FALL

is now complete. We are showing a larger assortment than ever of

WOOLLENS and
TAILORS' TRIMMINGS



John Fisher, Son & Co.

442 and 444 St. James Street



QUEBEC OFFICE 101 and 103 St. Peter Street

Do You Know
THE EVER-READY LINES

— ? —

An Acquaintance will be Interesting.

EVER-READY DRESS STAYS
Recent improvements make them what you want - the very best.

EVER-READY DRESS BINDING
A new and durable kind: of a quality and at a price (⁵⁵⁻⁵⁰ per gro.) that will please.

EVER-READY CHILD'S WAISTS
To retail at 25 cents each.
You make 40% profit, too.

If you have not seen them write for samples.

THE EVER-READY DRESS STAY CO.
WINDSOR, ONTARIO.

Down Comforters

Cotton Quilts.

Bed Pillows.

Fancy Cushions

Fancy Head Rests

Splendid Variety
Ready Sellers

Handsomely Made
Original Shapes

All the newest notions in
Art Trimmings.



SWAN BRAND

ASK FOR PRICE LISTS.

Letter orders filled promptly and accurately.

Call and see us during Exhibition Season.

The TORONTO FEATHER & DOWN CO., Limited

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

The Merchants Dyeing ^{AND} Finishing Co.

Of Toronto, Limited

Successors
to **CALDECOTT, BURTON & SPENCE**

Warehouse, 42 Front St. West

Works, Liberty Street

*Dyers, Finishers, and Converters of British, French,
and German Dress Fabrics and Japanese Silks.*

Dress Goods Department. We invite the trade to come and inspect this department. No dress goods buyer visiting the market can do his department full justice without giving the claims of this stock careful and considerate inspection. All effort has been made to place before the trade the very latest styles and up-to-date novelties.

Japanese Silks. Our own dye and finish, in 4 different qualities, in all the leading shades. Perfection in color and finish reached in these goods, and value the very best.

French Silks. We show a large range of the leading styles and colors

Velvets and Velveteens. A full range in black and colors

Ribbons, Trimmings and Laces. Stock very complete.

Hosiery and Gloves. We have been able to fill orders promptly and keep in stock a full range of our old numbers which have always been a leading feature with our customers.

WE CORDIALLY INVITE INSPECTION

Please note the New Address :

42 Front Street West



The MacLean Publishing Co., Limited

President,
JOHN BAYNE MACLEAN,
Montreal.

Treasurer,
HUGH C. MACLEAN,
Toronto.

PUBLISHERS OF TRADE NEWSPAPERS THAT CIRCULATE IN THE PROVINCES OF BRITISH COLUMBIA, NORTH-WEST TERRITORIES, MANITOBA, ONTARIO, QUEBEC, NOVA SCOTIA, NEW BRUNSWICK, P. E. ISLAND AND NEWFOUNDLAND.

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CANADIAN BUYERS IN GREAT BRITAIN.

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

MONTREAL AND TORONTO, AUGUST, 1898.

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

NEW FEATURES.

READERS of THE REVIEW will find in this issue several new features, which will enhance the value of the paper to its readers.

For the benefit of those who are concerned with the duties of office management, a series of articles has been begun. The preliminary article, which is printed elsewhere, is the experience of an old merchant now retired from trade. His experience and counsels will be found of value and interest.

Desiring to help dry goods merchants, who carry a line of boots and shoes, in making the most profit out of that branch of their business, a boot and shoe department has been started. It is in charge of one who keeps in close touch with the boot and shoe trade.

The article on fashions is in the hands of a highly competent authority, who will write regularly on the subject, and who is thoroughly posted on the fashions abroad as well as at home. As our readers know, a great deal of the information which comes from Europe to this country, on styles and fashions, is not especially

applicable to Canada. It requires someone very familiar with the tastes and requirements as to dress, etc., of Canadian ladies to apply this knowledge to the news from abroad. The lady writer, who has charge of the fashions department, will keep this in view.

THE PROTECTED INDUSTRIES.

THE Canadian protectionists need a candid friend, and THE REVIEW does not object to fill the place temporarily until a permanent adviser of this kind is appointed.

Some of the Canadian protectionists are quite reasonable. They realize that protection in Canada is mainly the outcome of the high tariff of the United States. They know that patriotic feeling in Canada is on their side, and desires to give a fair chance to any national industry which can make out a case for its existence. They know also that Canadians will generously submit, at first, to some taxation as a preliminary to putting an industry of importance on its feet.

We would strongly recommend our worthy friends, the cotton manufacturers, to take this view of Canadian protection. Any other is uncertain, fallacious, and supremely selfish. If the cotton manufacturers assume for one moment that the country at large is going to give them a large measure of protection, and allow other industries to go by the board they are counting without their host. Governments are kittle cattle, as the Scotch say. It is unsafe to bank everything upon political "pull." Far better is it for all the protected industries to make common cause, to act together, each according to the other its fair measure of protection, and one not seeking to get a large slice at the expense of another.

It is charged against the cotton manufacturers that they are unduly selfish, and that they sacrificed the shirt and collar manufacturers in the last tariff revision. Let us remove two misapprehensions, under which the cotton manufacturers appear to labor. In the first place, protection, as a principle, is not firmly established in Canada, nor is it very intelligently comprehended by the mass of the people. The Conservatives are not all protectionists. The Liberals are largely low-tariff men. The Laurier Ministry has dealt with the industries less radically than we expected, because there is a spirit of compromise on tariff matters in both parties. Sir John Macdonald held his party well together on protection. He is gone, and there might easily be confusion in the ranks if the impression got abroad that some protectionists were getting what they wanted and others were being sacrificed.

Secondly, the cotton industry does not enjoy an all-round popularity with the wholesale and retail trades. Retail orders are accepted by the jobber in good faith, only to find that the mills are too busy to supply the goods. This annoys both the wholesaler and the retailer. This feeling of irritation keeps accumulating from time to time, and THE REVIEW hears continually complaints of the high duties on cottons. These complaints often emanate from Conservatives.

We would recommend the cotton industry to give some attention to the conditions we have outlined. These conditions are neither overstated nor understated. The present Government can only hope to maintain the cotton duties while the Conservative Opposition and the Conservative press remain acquiescent and friendly to protection. Circumstances may easily induce a change.

BUSINESS QUESTIONS AND POLITICIANS.

SOME of our readers may think at times that we are too severe in censuring politicians of all parties. But they will find that the tendency everywhere is towards impatience and distrust, especially among commercial men, of the way in which national affairs are managed by politicians.

The last place in the world where you would expect an outbreak of this kind of criticism is in England. There, the authority and influence of members of Parliament is very great, either from their social position, their wealth, their public standing or their intellectual ability. And, no doubt, the average British politician is considerably better than the average politician on this continent, because the members of Parliament there are not paid and they are not looking for the same substantial rewards for party service which are the goal of ambition on this continent.

Yet, we find the following paragraph in *The London Drapers' Record*, a trade journal of high standing, conservative in tone, and not given to factious or undeserved criticism:

The Manchester Chamber of Commerce had another surprise before its last quarterly meeting came to an end. Scarcely had its members recovered from the shock of having so commonplace a subject as adulterated textiles thrust under their nose, than they had to listen to a severe indictment of the conduct of Government Departments in dealing with commercial questions. One member, greatly daring, declared that those Departments seemed to think that the country existed for them and not they for the country. This in no way exaggerates the attitude only too frequently assumed by officialdom towards business men and business interests. The remedy is said to be the formation of a commercial party in the House of Commons. As the president of the Chamber truly said: "There is sometimes a difficulty in getting a question asked in Parliament, as it might happen that the member whom they approached was so friendly to the Government that he did not take the task. If a commercial party existed in the House no such difficulty could arise." No doubt, that is so; but to make a commercial party you must have men really interested in commerce. Are there many such men in the House? We doubt it. There are many representatives of commercial constituencies in the House, but they are all busy supporting the Government in order to get baronetcies. Commercial men, indeed! Their relation to commerce is about the last thing they want the world to remember.

This is particularly refreshing. It bears out the general line of criticism which *THE REVIEW* has to offer, from time to time, on Canadian politicians. A passion for baronetcies it appears, is the weakness at Westminster. In Canada, a keen eye is kept on fat places in the public service, of which there is an immense number at the disposal of Governments, and where a politician does not desire a place for himself he gets it for one of his relations.

AN OBJECT LESSON FOR CANADIANS.

Those who are fond of criticizing the political and commercial methods of the United States will please observe that Congress has passed a National Insolvency Law. The question has been agitated in Canada during the past two years. It has been placed before Parliament in the shape of a bill. But nothing was done.

What becomes of our cherished notion that our form of Government is superior to that of the United States: That our executive is more responsive (we believe that is the proper word) to the popular will than the executive at Washington?

The truth is, politicians are pretty much the same everywhere. When they want to resist a reform they can do so, and the Canadian system is no better than that of the United States in this respect.

Let the Government at Ottawa suffer the loss of a by-election somewhere owing to the commercial class turning against them for

not passing an insolvency measure, and then you will see the law in operation within six months after the defeat. All the politicians require is a sufficiently severe prodding to make them act.

TRADE AND THE QUEBEC CONFERENCE.

THE merchants of this country have as deep an interest as any other class in the possible negotiations regarding reciprocity in trade which may take place at the Quebec Conference.

A suggestion has been made to put a Conservative on the Canadian commission, so as to take the conference and its results out of party politics as far as possible. The name of Sir Charles Tupper has been mentioned as the best for this purpose. As matters stand, the Conservatives may perhaps be led to criticize the treaty (if one is agreed on) more closely than if a representative of that party had been present at the conference, was aware of the difficulties met with, and could appreciate the efforts of the commissioners. Now, the whole thing will go into the party crucible, and the chances of an angry controversy ensuing are good.

It probably never occurred to the Government to appoint a Conservative as one of the commission. The practice is different in England. There, party considerations are not permitted to rule the roost. There is a sense of responsibility among British public men which often rises superior to party claims. The English member of the present commission is Lord Herschell—a prominent Liberal, though selected by Lord Salisbury's Conservative government. In 1871, Mr. Gladstone selected Sir Stafford Northcote, a Conservative leader, to form one of the commissioners who negotiated the Washington Treaty of that year. Other instances might be quoted.

In Canada, of course, the recent practice has been different. We have been given over to party. In consequence, the subject of negotiations with the United States has been made again and again the football of foolish partizan discussion. In 1874, Mr. George Brown's abortive Reciprocity Treaty was assailed by his Conservative opponents. The Fisheries Treaty of 1888, (which the U. S. Senate refused to ratify) was similarly attacked by the Liberal opponents of Sir Charles Tupper, the Canadian negotiator. In both cases, the treaties had decided merits, and should have been discussed in an impartial atmosphere and a responsible strain.

It would have been a wise and graceful move on the part of the Laurier Government to name one Conservative in the list of commissioners. If not Sir Charles Tupper, some other prominent member of his party. It strikes us as particularly impudent that the party papers should fall upon the suggestion with the vigor they have. The supposition is that we are all tied to the tail of the party kite, and that on a grave affair of state the help of both parties is not required to effect an international arrangement which shall embody the common wisdom and command the general approval. Our conception of the matter is entirely different, and we are convinced our merchants desire that a treaty, if obtained, shall be generally acceptable. Sir Wilfrid Laurier has only followed Conservative practice in naming a partizan commission, but we would have been glad to see him rise superior to the policy of his predecessors. The United States commission represents both Democratic and Republican sentiment. That is by far the wiser course.

CANADIAN OILCLOTH--AN EXPLANATION.

SOME months ago, THE REVIEW published an article quoting the advertisement of a retail firm regarding Canadian oilcloths, and contended that it was unfair to the Canadian material. At the time, we did not know who had published the advertisement, the clipping which contained it having been handed to a reporter by a Montreal wholesaler and there was no way of identifying the author. Recently, however, a friend of THE REVIEW, Mr. I. E. Pedlow, of Renfrew, Ont., has written that the advertisement was his and, apparently, he feels somewhat offended at the way it was criticized in these columns. He also challenges the statement made by THE REVIEW that there are "no seconds in Canadian oilcloths." THE REVIEW would be sorry to have an argument on the subject, as if it were inclined to dispute the accuracy of any statement which Mr. Pedlow may make. As a matter of fact, there is not very much difference between us. Much depends in the meaning attached to the words "seconds in Canadian oilcloth." As there is only one concern in Canada making oilcloth it is possible to know exactly whether it makes seconds or whether any of its products could properly be so styled. After consulting a number of competent judges, we find a general agreement that this concern, the Dominion Oilcloth Co., of Montreal, turns out excellent goods which compete successfully with those from across the line. Now, even in a large mill, well equipped and turning out the best goods, it will occasionally happen, in spite of every precaution, that a small portion of the output will be imperfect in some particular. Some defect that may seem trifling enough will render it something below first class. The Dominion Oilcloth Co. do not sell these odd pieces to the trade in the ordinary way, but, at the end of the season, they are collected and disposed of to some one house, the purchaser, of course, being thoroughly aware of what he is buying. It will be seen, therefore, that seconds in Canadian oilcloth are really tail ends, and, that the machines are not used to make them as a distinct line, in addition to the first class lines. The manufacturers do not call these goods seconds. Hence, the difference, not very serious, which has arisen between Mr. Pedlow and THE REVIEW. A long time has elapsed since the article was published and it is not, therefore, desirable to rake up an old dispute, but it is only fair to say that Mr. Pedlow's standing in the trade relieves him entirely from the slightest imputation of making untruthful statements at any time. There is a great deal in Mr. Pedlow's letter with which we agree. We do not charge him with being unduly critical of Canadian goods. But there are a great many people who are. To pick a crow with these worthies at any time THE REVIEW finds a congenial task.

THE CHINESE CRISIS AND CANADIAN TRADE.

The Canadian fur trade would feel one of the effects that would result from Russia securing control of China instead of England doing so. Canadian fur buyers who go to Europe every season would do more of their business in Moscow than in London, if Russian designs on China prevail. In conversation with THE REVIEW, a day or two ago, Mr. James D. Allan discussed the many interesting questions which suggest themselves in connection with the Chinese crisis. For years past, British efforts have greatly assisted in developing trade routes in Asia for furs and other articles of

commerce toward the head of the Persian Gulf. This commercial activity on the part of British traders has diverted a great deal of traffic which used to go down Russian rivers to the Suez Canal and thus centred trade in London. The Russian ambition is, no doubt, to get control of the interior routes into China, do the trade at Russian centres by inland routes, and keep the interior and northern parts of China a terra incognita, as heretofore. This would be getting back to Moscow what had been lost to the Suez Canal during the last twenty years. Mr. Allan's opinion will probably be that of everyone who has studied the commerce of the world, namely, that the result of the diplomatic duel now proceeding may have far-reaching and important effects on the trade of the whole British Empire.

NEW YORK'S ACTIVITY.

THE vigor with which the New York Merchants' Association, an organization formed to attract buyers to that city, does its work is another proof, if any were needed, of the perennial industry and alertness which mark the commercial men of the United States. The efforts of this New York organization are much assisted by our esteemed contemporary, The Dry Goods Economist, and other trade papers, which are naturally devoted to the interests of their own city. They leave no stone unturned to attract trade to their own centre, from all parts of the United States.

We commend the spirit shown by New York to our Canadian business centres. They, too, by organized effort, can enlarge every season the number of buyers who personally visit the markets. The methods adopted in New York are equally applicable here—cheap railway fares, special hotel rates, attractive literature, etc. A trade organization can handle this sort of thing well. If left undone, or only done in a casual, haphazard way by boards of trade or individual firms, the results are not likely to be equal to those reached by a clever, energetic organization, having one object in view, and keeping at it all the time.

In all these matters THE REVIEW believes in perfect frankness in expressing an opinion, and, as a Canadian journal, it aims at building up Canadian business centres. Would any other course be natural or proper? Closer trade relations between Canada and the United States do not necessitate Canadians going south to make all their increased purchases direct in the United States. Under a reciprocal trade arrangement between the two countries more business would be done, but Canadian commercial centres have a right to expect that this would not denude them of their trade.

The real policy is to live and let live. This is not said in any small minded spirit, for surely it is reasonable that individual Canadians should favor their own merchants. The more prosperous Canadian home trade is, the better customer the Dominion becomes of the countries she does business with. That is clear, and while THE REVIEW believes its allegiance is due, first, to Canadian cities, that does not impel us to say ill-natured or grudging things of New York or any other centre outside of Canada.

The New York trade papers cultivate Canadian subscribers, and incidentally advertisers, and this they have a right to do if they please. But if the tendency is to draw business to New York which properly belongs to Canada they will hardly complain if Canadian papers advocate Canadian interests first.

PRICES OF STAPLE COTTONS.

THE schedule of prices for Canadian staple cottons will be out in a few days. It is not expected, at the date of writing, that any startling changes will be announced. That there is an upward tendency in price can hardly be expected, although, early in August, one line, that of cotton bags, went up in price from 2½ per cent to 5 per cent.

The Canadian mills are very busy with orders, and are hardly likely to do any serious cutting. At the same time, United States competition is being felt, and, strange to say, a lot of American white cottons have been imported and sold in the Canadian market the last few weeks. This is said to be due, not so much to decrease in price, as to the difficulty experienced by Canadian mills in filling orders. The fact that the high duty—25 per cent.—against American white cottons does not keep them out, is regarded in the trade as an extraordinary thing.

The duties against English cottons are now lower than they were—namely 18¾ per cent. on white and 26¾ on colored goods. It remains to be seen whether larger importations will result. It is said that English flannelettes will, from this time on, stand a better chance in this market.

THE SCHOOL TRADE.

The end of August and the beginning of September will see practically all the schools reopened, and parents are now making purchases to fit out the children for the fall attendance at school. New suits, new caps, new boots, new braces and a score of trifles are required, and if parents were wise they would see exactly what each youngster in the family wants and buy everything at one time. Some of them do go into the thing systematically, but, usually, the most pressing needs are attended to, and others left for later on. Merchants in towns where the school population is large should make even better preparation than usual to get this trade. The country is better off and in a more hopeful mood than last year. The fitting out of the scholars should be a larger trade than ever. By framing the advertisements in the local paper with this end in view, and, by having a well-dressed window displaying all the various goods for boys and girls that you happen to carry, some extra sales should result.

IN OUR LONDON OFFICE.

For the information of readers of THE DRY GOODS REVIEW in Great Britain, an official copy of the memorandum of information and instructions respecting the British Preferential Tariff has been put on file in our London, Eng., office. Our representatives there will have much pleasure in showing it together with a schedule of forms required of those who may desire the information.

A WORD IN SEASON.

The Toronto Globe, in a moderate article, thinks the position of the shirt and collar industry is one which demands consideration at the hands of the Government. The Globe is not altogether pleased with THE REVIEW'S article on the subject, and says so.

We have no quarrel with The Globe, which is an able and responsible newspaper of the best class, and the conclusion it has reached proves that it is no mere party organ, but an intelligent exponent of public opinion. Of course, it does not pledge the

Ministers to take any action. But, such an opinion, from such a source, is promising, and may lead to something that will relieve the shirt and collar industry from the injustice of their present position.

WHAT ARE THE PROSPECTS?

NO permanent good to trade can possibly be done by unduly booming the present excellent prospects in Canada. It is a fault often observed in the press of both Canada and the United States that too much is made of good times, and, that when depression sets in, efforts are made to galvanize a dull situation into life and activity.

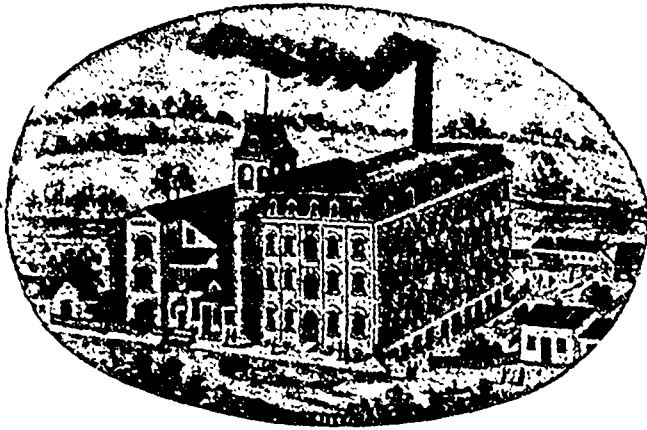
While the outlook in Canada is favorable, it is sound policy to maintain, as far as seems consistent with a man's business, the practice of buying often rather than once or twice in large quantities. The crops are good, the lumber trade seems likely to revive, now that war is over, and the gold returns from the Klondyke and British Columbia appear, so far, to justify all moderate estimates that were made last year. We believe that an unusually hopeful feeling prevails throughout Canada, and the rumors of war between Russia and Great Britain can hardly be said to possess any direct immediate bearing upon the coming autumn and spring trade in Canada.

As for the outfitting trade, which certainly brought considerable money into the country during the past eight months, it will probably revive for spring. It is a pity we have not a through Canadian route all ready by this time. This would have necessarily taken nearly all the gold seekers through Canadian cities, where the bulk of their supplies would have been bought. It was for this reason, and this reason alone, that THE REVIEW ventured to advocate the Yukon railway bill last spring. It was a political question, and we took a stand after some hesitation, knowing that a speedy Canadian route would have meant a great deal of hard cash in our merchants' pockets. However, the question was decided otherwise by the Senate, the project was killed, and if next year we feel the loss of trade by the divergence of travel to the Pacific coast States, Canada must simply put up with it. When business questions get into party politics there is always something to regret.

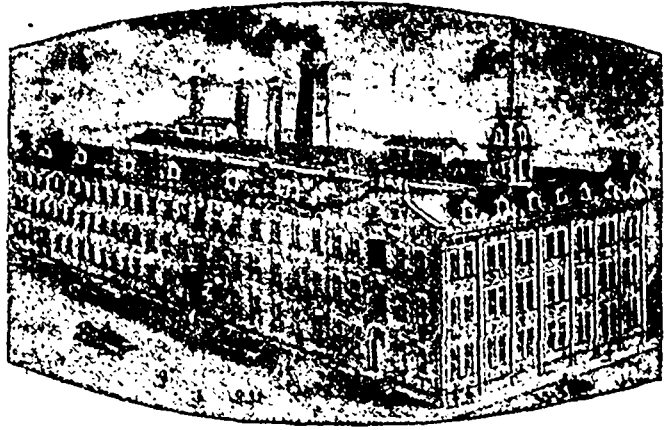
Another factor is the possible outcome of reciprocity negotiations at the Quebec Conference. A commercial treaty between this country and the United States would probably do more to stimulate than to dislocate trade. There might be some disturbance, but, on the whole, Canada has nothing to fear if the lines laid down by our negotiations are sound and businesslike. The commissioners are all able men, and they must know the views of Canadian business men pretty well by this time. These views we hold to be as follows:

1. That Canada stands in no actual need of a treaty, being in good condition.
2. That if the United States is disposed toward closer trade relations any agreement must not be exclusive, nor discriminate against our expanding and profitable trade with Great Britain.

The United States may decide against a treaty. The United States negotiators know what they want, and no illfeeling will result if they decide not to accept one. It is their own concern entirely. But, supposing the negotiations fall through on continental reciprocity, we hope the Dominion Government will at once set on foot friendly communications with the Imperial authorities for a British Empire commercial arrangement on a mutual preferential basis.



MILL NO. 1

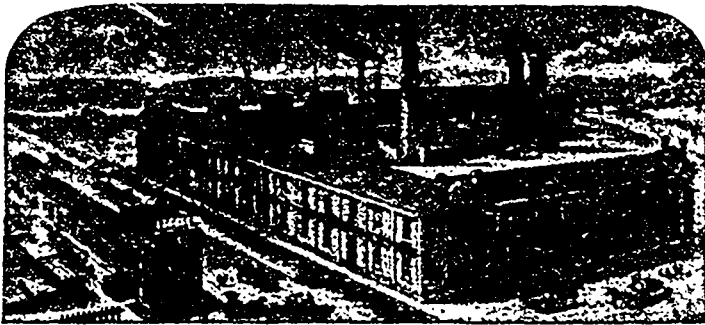


MILL NO. 2

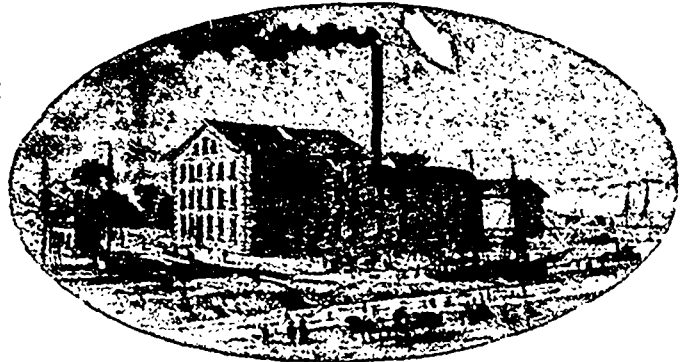
The Penman Manufacturing Co.

Head Office: PARIS, ONT.

Limited



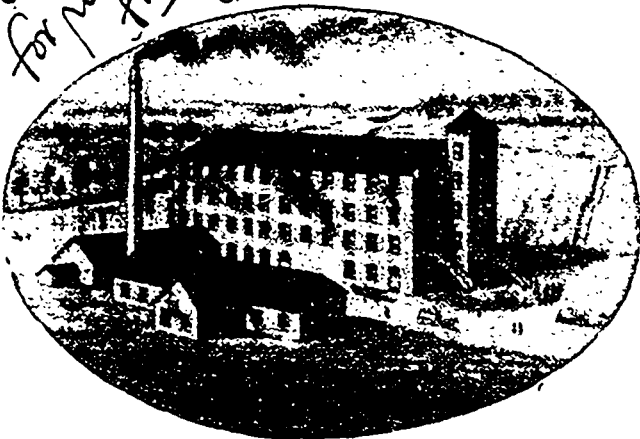
MILL NO. 3



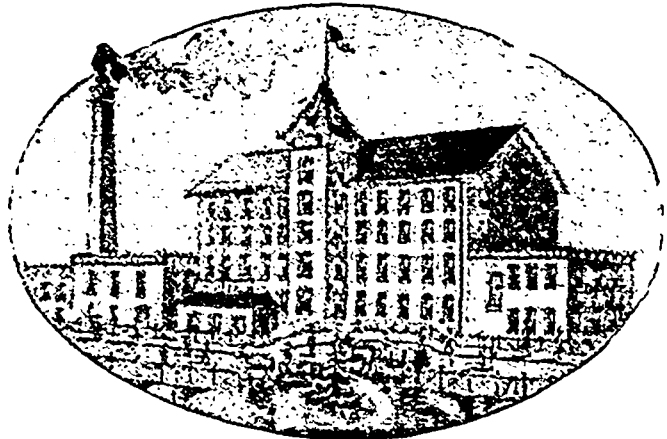
MILL NO. 4

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

See July No for returns from H. M. C. & Co.



MILL NO. 5



MILL NO. 6

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

NEW FEATURES IN WHOLESALE TRADE

S. GREENSHIELDS, SON & CO.

IN black broche silks for skirts, S. Greenshields, Son & Co. have three special qualities from 75c. and upwards. Since the advance in value of silks and increase in duty these qualities are much enhanced in value.

In Priestley's goods, besides a full assortment of all their staple lines, they are showing extra value in black bayadiere stripes, matlasse and glace crepons in silks and wool, broche effect, poplin tracers, plain whipcords, etc., etc.

In plain goods, the firm have a full range in all fashionable shades in cashmeres, bengalines, broadcloths, epangalines, serges, etc. Also covert cloths in plain and cravenetted goods. They have also a complete assortment of plaids in all wool, silk, etc.

The range of Stanley velveteens, in all qualities, in black and colors, controlled by S. Greenshields, Son & Co., is now complete. They are showing a stock of Lister's black and colored silk velvets in all shades and prices.

They claim that the line of Priestley's moreen skirtings in black and colors is extra value. They also have a new line of black moreen skirtings, with black satin stripes.

While in St. Gall, Switzerland, Mr. Hardy, manager of the smallwares department of S. Greenshields, Son & Co., secured a large lot of Swiss embroidered handkerchiefs, for delivery in September. Samples will be sent on application. A full stock of plain and fancy handkerchiefs, with many novelties, is reported by this house. A large consignment of seconds in handkerchiefs, purchased by Mr. Hardy, has just been opened. It comprises white lawn, with plain hemstitched borders, etc., etc. These will be sold at 25 per cent. to 50 per cent. less than ordinary prices.

JOHN MACDONALD & CO.

John Macdonald & Co. state that there is almost a rage at present for stripe moire skirting, and that all fancy black dress goods are in excellent demand. There is no danger, however, this season in buying fancy German goods, black and navy serges, black silks in Luxor designs, black merve, shot effects, taffetas, fancy broches, black satins or checks in silk mixtures, for all these goods are popular, and thoroughly good property.

In mantle cloths there has been this season a good sale of curl goods, but for the city trade plain goods, beavers and kerseys seem to be in greater demand than the rough goods. Imperial cloth suitings, for ladies' wear, are still in favor.

The craze for rough effects in men's suitings has abated to a very great extent. The demand has turned toward fine weaves, and small effects in worsteds. The demand for Belwarp serges has also been great, and the supply was not sufficient to meet requirements. John Macdonald & Co., however, have repeats in many lines now on the way, and it is expected that all lines will be again complete in the course of a week or so. The foreign buyer of this firm, now in Europe, writes that he has secured several lines much below market values, especially in fancy sleeve linings, Italian cloths and twill worsteds. These goods are now on their way, and are expected to be in stock before the end of the month.

THE W. R. BROCK CO., LIMITED.

In the hosiery department of The W. R. Brock Co., Limited, special mention is made of their brands "Buyit," "Tryit," "Suchose," "Notare," and other numbers. Large orders were placed for cashmere hose and half-hose last January, previous to the advances, and they are offering special lines for retailing at 25 and 50c. "98" is a line with double knees, heels and toes.

The ribbed underwear, such lines as "Startler," "Ruby," "Leader," "Pearl," "I.N.L.," "Devaney," "S. 116,"

"H. 118," and "H. 114," is declared to be improved in many ways this season. Samples, dozens, to retail at 10, 12½, 15, 20, 25, 50, 75c. and \$1, will be sent on application. Attention is given to extra large sizes in vests and drawers for stout ladies.

Noveltes in tartan and fancy sweaters for the football season are shown. "Cuba" is the name of a line of boys' shirts and drawers carried this season at a low price. A stock of ladies' wrappers is shown this season. They have been carefully selected.

For the millinery trade, a special display is being made of staple and fancy ribbons, laces, veilings, nets, etc., in the new warehouse of the firm.

THE GAULT BROS. CO.

The Gault Bros. Co. are showing a good range of mantle cloths in beavers, novetta cloth, curls, broches, etc. They seem to have outdone even their best efforts of former years, this season. They also have something special in fancy Italian skirtings.

The firm are also showing something that the tailoring trade will appreciate, in the shape of a really good tweed trousering, in hair lines, and small, neat patterns, at the popular price of 50c

NOTES.

This is S. F. McKinnon & Co.'s first season as manufacturers of ladies' jackets, and a special invitation is being extended to all jacket buyers, whether handling millinery or not, to visit this and other departments of the house.

The Toronto Feather & Down Co., Limited, say that they do not purpose displaying anything at the Industrial Exhibition this year, as their fine goods suffer severely with dust, etc., and, therefore, ask the trade to call and see the show at their sample-room. Judging from preparation it will well repay a visit.

The Maritime Wrapper Co., Limited, Woodstock, N.B., are receiving the congratulations of the trade on their line of popular-priced wrappers. A general excellence is maintained throughout this line, and the garments are thoroughly salable, and should not be overlooked by buyers who appreciate the desirability of frequently "turning over" their stocks.

Williams & Bell, Montreal, are showing a line of low-priced rubber coats, which they are receiving from the National India Rubber Co., Bristol, R.I. The sale of these goods has been very large during the past few weeks.



The "SAFETY" Acetylene Gas Machine

The most simple and the
safest machine made.

It does what other machines cannot do. It generates Gas Cool. It washes and purifies the Gas twice. Automatically removes the Ash from the Carbide. Leaves the Ash perfectly dry and thoroughly exhausted.

Every Machine Guaranteed.

Manufactured by...

THE SAFETY LIGHT & HEAT CO.

DUNDAS, ONT.

Proprietors and Sole Manufacturers for the Dominion
of the celebrated Cliff-Wardlaw Generators.

The most Comprehensive Range of



**GLOVES and MITTS
MOCCASINS and SHOE PACS
TRAVELLING BAGS
WOMEN'S and MEN'S BELTS
and OTHER LEATHER GOODS**

ever shown by any single firm in the Dominion is now in the hands of our representatives. Make it a point to see our goods before placing your Orders. We guarantee **QUALITY FIRST-CLASS** and **PRICES RIGHT**. Special lines in Suede Goods at unrivalled prices.

W. H. Storey & Son

THE GLOVERS OF CANADA

— ACTON, ONT. —

THE . . .

Canadian BRAND

THINK OF IT —

A two-ply carpet made from pure fleece Canadian wool, three-ply and twisted yarn.

The same in quality throughout, on English worsted warp.

Nothing in the market to excel it for wear and fast colors.

**A GUARANTEE WITH EACH ROLL.
A TRIAL ORDER SOLICITED.**

Royal Carpet Co., Guelph, Ont.



K. Ishikawa & Co.

Main Office :

Yokohama,
Japan.

Canadian Office :

24 Wellington St. W.,

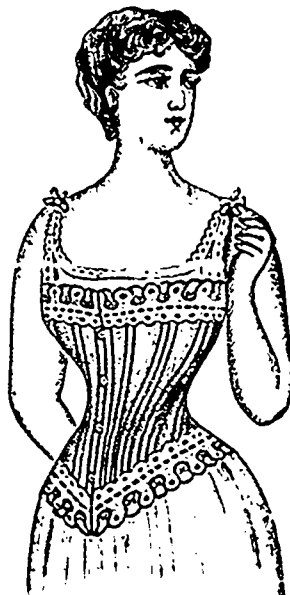
TORONTO.

French P. D. Corsets

**10 GOLD
MEDALS**

P.D. corsets are the only corsets enjoying a universal reputation, and are recognized in all civilized countries as the standard of perfection.

Whenever exhibited **P. D. Corsets** have obtained the first prizes for their scientific cut and fine workmanship.



**Konig &
Stuffmann**

P.D. No. 769

7, 9, and 11
Victoria Square

11 inch, long cut,
long waisted.

MONTREAL

Sole Agents for Canada.

A BIG NEW STORE FOR HAMILTON.

An important property deal has been consummated at Hamilton, where ex-Ald. Frederick W. Watkins purchased from John Proctor his interest in the property, 18 to 24 James street south. It has a frontage of nearly 79 feet on James street, and runs back about 230 feet to the rear, being about eight feet wider at the back than at the front. For some time Mr. Watkins has been endeavoring to secure suitable premises for his business, the Pratt & Watkins department store. The lease for two of the stores where this firm now does business will expire next March. It is the intention to get out plans and specifications, and to advertise for tenders as quickly as possible, so that the building may be proceeded with at an early date. The present premises, at 14, 16 and 18 James street north, have been found too small for the increasing business being carried on there now, besides which they are not up-to-date. Mr. Watkins purposes constructing a first-class modern building, having all the conveniences and appliances for carrying on business similar to the methods adopted in New York, Chicago and other large cities.

CHINESE VERSUS IMPORTED COTTONS.

As Canada exported to China in 1897 \$630,000 (£126,000) worth of cotton, the following note in The Manchester Textile Mercury is interesting: China cotton, though apparently dearer than Indian or American, has certain advantages which fully compensate for its higher price at Shanghai. In the first place, it takes the dye very much better than other kinds, and consequently the yarn spun commands better prices. In the second place, though about 13 per cent. dearer than Indian cotton on the spot, Shanghai cotton is much cleaner, and the loss in weight (which is 12 per cent. on American and 13 to 16 per cent. on Indian) is less than 10 per cent. on Shanghai cotton. This is due to the nature of the soil of the Chinese cotton fields, which is alluvial instead of being sandy. Moreover, Chinese cotton can be worked on one machine less than Indian or American, which is so much saving on working expenses. The staple is somewhat short, 20's being the extreme limit for which it can be used. To meet the demand for the mills in Shanghai, large areas in the neighborhood are being put under the crop.

THE USE AND ABUSE OF BLOUSES.

When the Russian blouse was first introduced to the Metropolis it was seen to be full of possibilities. Unfortunately it has become over popular, and is consequently not fashionable. A woman who wears a Russian blouse wants no pockets. The other morning a west end lady was met who had been shopping. Some surprise was expressed that she carried no parcels. Thereupon, with a smile, she undid a button, and drew from the front of her blouse a box of cigarettes, a pound of tea, a box of sardines, and a parcel which bore the name of a drapery house. "You see," she explained, "one wants something to make the pouf." She put her goods back into their place, and the "pouf" was completed. The mere man will now learn what a "pouf" really means.—Minister's London Gazette.

SEWING SILKMEN MAINTAINING PRICES.

A meeting of sewing silk manufacturers was held in New York last week to discuss prices. The meeting was a representative one. The following manufacturers were present: Captain Selden, president of the Aetna Silk Co.; T. King, of Boston, and T. B. Thompson, representing the Eureka Silk Co.; G. H. Gudebrod, of the United Community, Limited; Ira Dimock and W. E. Eaton, of the Nonotuck Silk Co., W. J. Kenny, of the Holland Silk Co., C. Gudebrod, of the Gudebrod Bros. Co.; H. J. Soria, of the Richardson Silk Co.; D. E. Adams and J. H. Thompson, of the

Athol Silk Co.; M. M. Belding, C. H. Strickland and C. E. Adams, of Belding, Bros. & Co.; G. W. Ellis, of Philadelphia, and Wm. B. Hackenburt. It was unanimously agreed to maintain prices on pound goods machine thread, on the basis agreed to some months ago. This result was agreeable to those present, as there had been reports that there was not complete harmony in the trade.

TERMS FOUND IN FASHION BOOKS.

Dessous—All the different garments that go to make up underwear.

Tablier—An apron overskirt rounded in front and short at the sides.

Gondolied—Trimming cut in regular squares.

Rouleaux—Full narrow shirring of the variety that gives the effect of material woven in bias puffs.

Pattes—Passementerie.

Quadrille—Checked.

Paquerettes—Trimming of Easter daisies in lace or passementerie.

Coquille—A full jabot of any thin material.

En Forme—Fitting snugly and perfectly to the figure.

Lingerie Tucks—Tiny tucks of the kind seen in fine, handmade underwear.

GERMAN LINENS IN CALIFORNIA.

Linens from Germany have been making their way into California, says The Textile Mercury, for the last three or four years, and are beginning to monopolize the trade. To hold the business and recover lost ground, the British manufacturer must be able to produce a more showy article at a lower price than he does at present. German goods make a better show and command a readier sale, though they do not wear so well as the British article. The British manufacturers will lose the trade in cheap linen goods unless they pay more attention to designs, in the opinion of the British consul at San Francisco. An extensive dealer in cutlery has informed the consul "that no traveler representing British firms ever visits San Francisco."

THE COSTUME FOR RIDING IN PERU.

The "poncho" is the national Peruvian garment for horseback riding. It is a plaid or striped shawl, of vivid colors, about 2-2.5 yards long and 1½ yards wide, with a slit in the middle for the passage of the head. Formerly it was made of silk, and was expensive. To-day the taste for riding has increased in the towns of Peru, and those still addicted to this kind of sport have adopted the English costume. The poncho is now used only in the country and by travellers. For long trips it is undoubtedly useful. Many wool ones, more or less fine, are manufactured in the country, so that importations do not reach a very high figure.—The Mercury.

NEW WOOLLEN COMPANY.

A local joint stock company, with James Russell, president, F. Montcastle, vice-president; John Sinclair, treasurer; has been formed to operate a woollen mill at Dundalk, Ont. The mill building is of brick, and steam power will be used. W. H. Peterson is secretary and manager. Geo. Reid, mill supplies, Duke street, Toronto, has equipped the mill with machinery, which is first-class in every respect. It is a one set mill and will do custom work chiefly, running on coarse tweeds, etc.

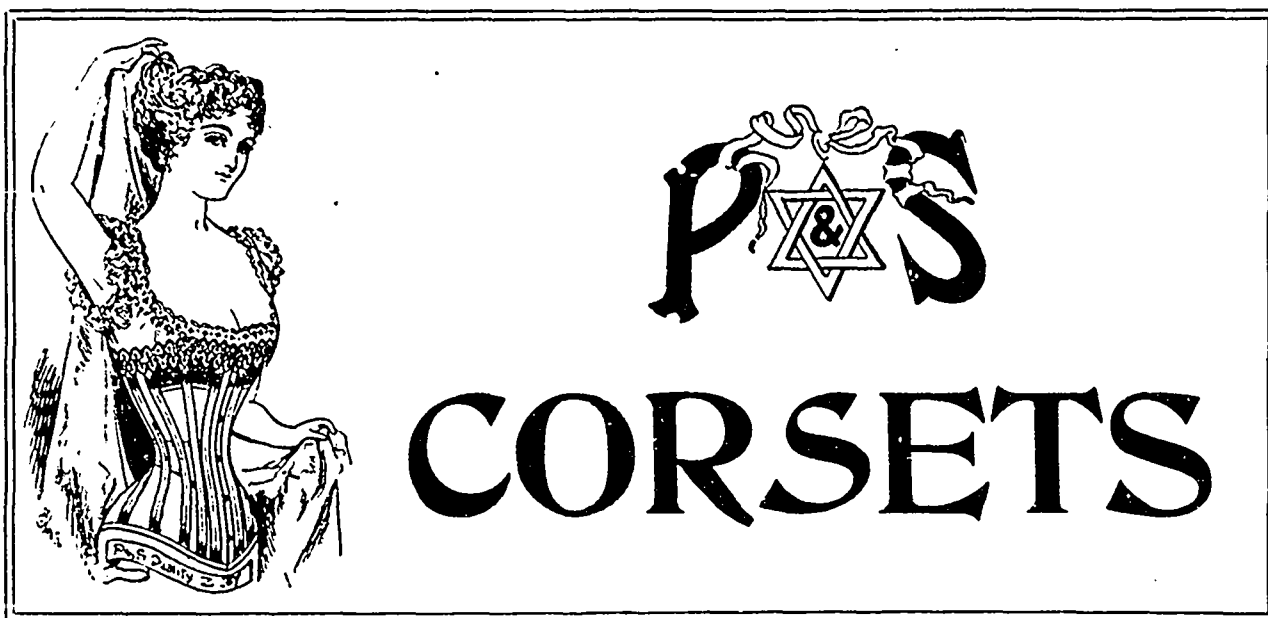
GLASGOW OFFICIALS ON THE WATCH.

A strict look-out is being kept by the Glasgow Customs against continental goods for Canada being shipped from the Clyde with the view to securing the rebate of 25 per cent. of the duties on British goods entering the Dominion.

STIRRING UP BUSINESS

NOW is a good time for making a little stir among your customers. Remember, a fortune is always waiting for the man of enterprise. Surely, **YOU** are that man! Unless you are afflicted with strikes and lock-outs in your neighborhood, never say trade is bad. It may be a reflection on yourself! Trade is very much what you make it.

What about those windows of yours? Get rid of those antiquated lines you have been showing any time these last ten years. If you must keep early-century goods for a few old people, keep them out of sight. Let the newest, the freshest, the latest goods be well to the front.



ARE EMPHATICALLY the Corsets for to-day. They are the Corsets for you to stock if you want your business to flourish. They are the latest result of long years of manufacturing experience and are certainly at the top for perfection of shape, reliable materials and first-class workmanship.

In these goods the new Rustless Zairoid replaces Steel in the Busks and Supports: ironmould on underwear therefore impossible. Think what this means!

P & S Corsets have made their mark in England and have become a standard line. We want all the world to know about them. Try a sample parcel: you will soon want more, and still more of P & S Corsets. Though high-class in every way, they can be sold at popular prices.

WRITE US FOR PRICES AND FULL PARTIOLARS.

W. Pretty & Son, . . . IPSWICH, ENG.



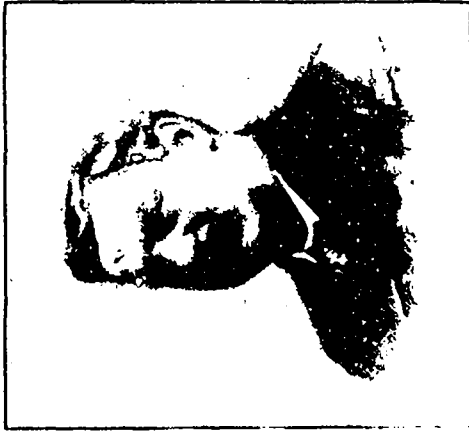
W. D. LeBOUTILLIER



W. TURNER



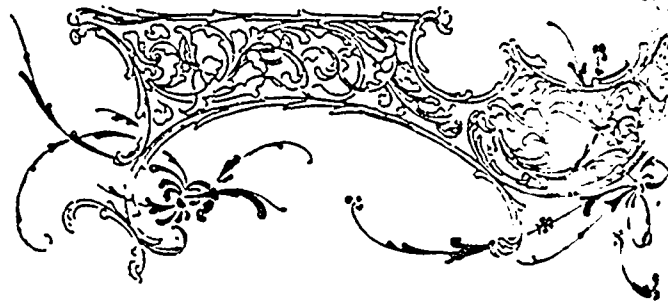
J. O. PARIZEAU

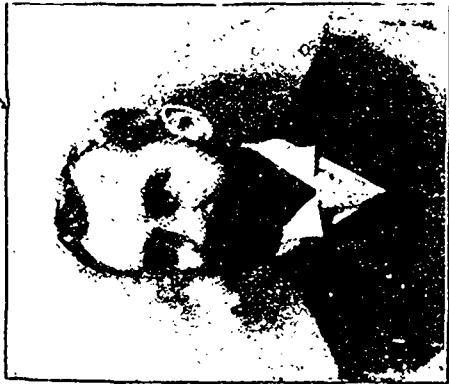


GEO. J. LEE

“WHAT WE HAVE WE’LL HOLD”

We don't want to boast of being the **LEADERS** in the trade, but by jingo if we do, We've got the **GOODS**, we've got the **MEN**, and our **PRICES** are **RIGHT**, too.

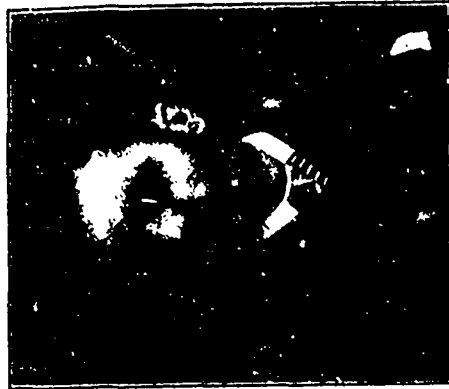




H. PREFONTAINE



L. A. BERGEVIN



E. J. LEDAIN



H. L. WILLMOT

GLOVER & BRAIS

Largest Importers of

Gents' Furnishings

IN CANADA.

MONTREAL

196 McGill Street



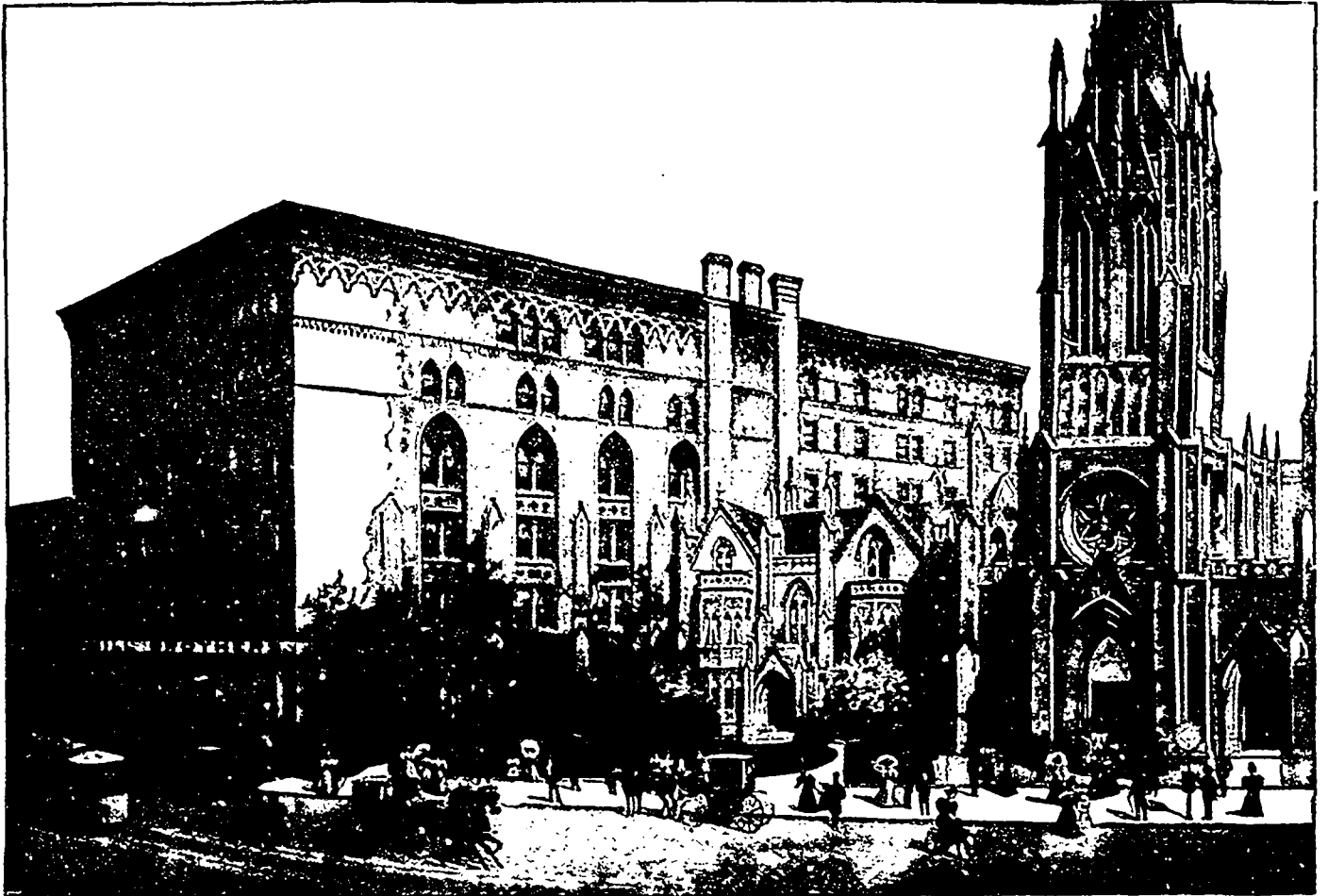
F. G. HAYWARD



S. P. ARMSTRONG

GENERAL AGENTS
 ... FOR ...
 Manitoba, Northwest and
 British Columbia
Bryce & Co.

SUB. AGENTS
C. O. Douglas
J. D. Ramsay



In Pattern Hats,
In Original Ideas for Stylish Millinery



... WE TAKE THE LEAD!

All who deal in these goods, should see our stock. You will not be disappointed.
Our Fall Publications, Plates, etc., sent on request to prospective customers.
Ready about August 25th. Our "Advance Information" and "Color Harmonies
from Paris" NOW READY.

Hill Brothers - Importers

806 and 808 Broadway, NEW YORK.

London, Paris, Berlin,
Lyons, Calais.



"Golly, aint I black?"



"Golly, aint I black?"



"Golly, aint I black?"

Yes

but not as good a **BLACK** as the Hosiery stamped

*Louis Hermsdorf
Dyer*

Then you change color, fade, so to speak. Goods bearing this stamp never change color.

AMERICAN BUREAU OF LOUIS HERMSDORF

78-80 Walker Street - NEW YORK



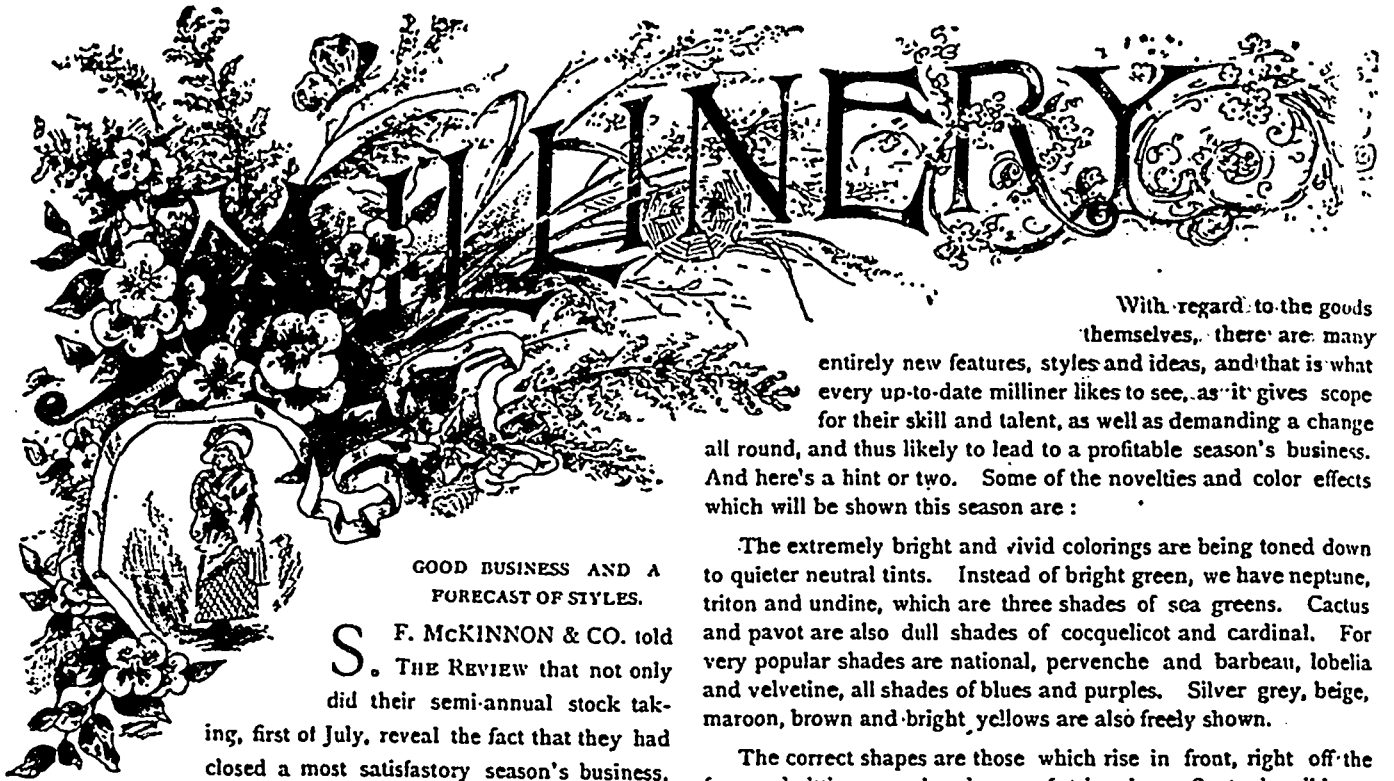
"Golly, aint I black?"



"Golly, aint I black?"



"Golly, aint I black?"



GOOD BUSINESS AND A
FORECAST OF STYLES.

S. F. MCKINNON & CO. told THE REVIEW that not only did their semi-annual stock taking, first of July, reveal the fact that they had closed a most satisfactory season's business, but they are also convinced that results were satisfactory with the majority of merchants throughout the country.

One feature in their business which this firm are trying to cultivate more and more each season, is one which they firmly believe is being cultivated by the trade generally, that of reducing fancy departments as low as possible at the end of the season. This is one of the secrets of success in business, and should be aimed at even if a balance has to be sold at a sacrifice before winding up the season. Fancy goods carried over do not make good stock, good assets, nor do they make a good impression when produced a second season.

Another feature which they are always prepared to encourage, believing it to be in the best interests of the trade, is that of making frequent trips to this market during the season, and are pleased to think, from past observation and experience, that merchants are realizing the importance of and advantages gained by making such trips, even if both time and money are required in making them. No better argument can be brought forward in favor of this than the fact that nine-tenths of our most successful merchants proceed along this line.

Continuing, the representative of this large firm said: "Our confidence in the business outlook in May, largely based upon the crop prospects and the general healthy ring or tone running through business circles, prompted us to make special provision and preparation for the fall trade, and, consequently, we sent two extra buyers off in the end of May to assist our resident European buyer in selecting trimmed patterns and millinery novelties for our opening season, one of these auxiliaries being Miss Anderson, the worthy successor of the late Miss Pinning."

The firm's confidence, said their representative, in the business outlook has been strengthened and confirmed as they see such an abundant harvest being gathered in. Also, by the large quantities of goods which have been sold through the travelers in the months of July and August, as he pointed to large parcels piled up in every available spot on each flat, ready for shipment, and notwithstanding that we have been shipping steadily since July 25.

With regard to the goods themselves, there are many entirely new features, styles and ideas, and that is what every up-to-date milliner likes to see, as it gives scope for their skill and talent, as well as demanding a change all round, and thus likely to lead to a profitable season's business. And here's a hint or two. Some of the novelties and color effects which will be shown this season are:

The extremely bright and vivid colorings are being toned down to quieter neutral tints. Instead of bright green, we have neptune, triton and undine, which are three shades of sea greens. Cactus and pavot are also dull shades of cocquelicot and cardinal. For very popular shades are national, pervenche and barbeau, lobelia and velvete, all shades of blues and purples. Silver grey, beige, maroon, brown and bright yellows are also freely shown.

The correct shapes are those which rise in front, right off the face, admitting an abundance of trimming. Spots in ribbons, velvets and nets of various sizes and kinds, are very good style. Black and white chiffons and nets with velvet spots will cover high colored ribbons, and will be used by themselves.

Mirrored velvets, in plain and with a wave design, will be very stylish. Large quantities of velvets will be used, and two or three other tones of a color used together will be very correct.

Fancy feathers are very elegant, naturals and whites taking the lead in high novelties, white coque, guinea fowl and pheasant plumage being very conspicuous, but probably guinea fowl is the newest and latest. Wings will still be in great demand, as well as ostrich feathers.

"We would like you to add to the columns of your popular journal, just for the benefit of those who handle ladies' jackets, that our new venture, namely, that of manufacturing jackets, costumes and skirts, has proved a grand success, and we invite every buyer in the Dominion who may be in the city during the opening days—or visiting the Exhibition later—to call and see our new premises and examine our large stock."

NEW MILLINERY FIRM.

Millinery buyers who visit Toronto during the fall openings will find at 61 Bay street, an old millinery stand, the firm of Charles Reid & Co. Mr. Reid was the head of a well known Toronto millinery house, and has been many years in the business. The house will be ready for the opening with an entirely new stock of nice goods.

THE COMING SEASON DISCUSSED.

The D. McCall Co., Limited, commence their fall opening, like the other houses, on August 29, and announce that their stock will be as complete as usual. The firm make the following predictions regarding styles, colors, trimmings, etc.:

Velvets are to be largely used in plain, plisse and spots. Chenille, and chenille and horse hair, in crowns and bandeaux will be a big feature of the season. Velvet and felt crowns, embroidered in lace, jet, and chenille and jet, and solid sequins for trimmings,

Wholesale Millinery

OUR FALL OPENING

Display

Will take place, week commencing

August 29th

To which the trade ARE CORDIALLY INVITED.

The **D. McCALL CO.** Limited

Wholesale Millinery

Chas. Reid & Co. have opened at **61 Bay Street** with an entirely new stock, embracing all the newest and best selections in Millinery. Elegant Pattern Hats from the most famous modistes in Paris, London, and New York. Opening will take place **August 29th** and following days. Our stock will be ready for early buyers on the 22nd August.

CHAS. REID & CO., Toronto

MILLINERY—Continued.

will also have considerable prominence; ostrich plumes, pheasant and amazon, for side trimmings, will be very correct.

The tendency this season is for lower crowns in hats, and the latest shown are worn off the face. Toques are to be large again.

Colors.—The blue tones pervauche, centaureic, barbeau; also two other tones in blue, national and lobelia. The new red, and very pretty in combination, are porphyre, cactus and pavot. The variety in colors is very extensive. The following will all receive their share of popularity: Coque de roche, ophelia, violet, beige, emerald, turquoise, brown; also quite a few combinations with black, and amongst the foremost will be black and whites.

The latest novelty in ribbons is satin antique. In plain ribbons, good quality in soft faille will likely take the lead. Narrow ribbons, for millinery and dress purposes, are sure to be in great demand. Chenille and velvet spots in ribbons, velvets, crowns, wings and feathers, will be much in favor in early part of the season.

PARIS MILLINERY TRIMMINGS.

Paris, August 1, 1898.—The vogue in millinery velvets will be, as to colors, for pervanche, silver-grey, castor, ibis, geranium, canard-green, pommier, a new range of light and dark emerald-greens, various crushed shades, which will include begonia, and a good deal of black, while considerable favor is already shown to various deep violet or purple tints, diversely known as cyrano, azalee and marguerite. For use as a vivid contrast to grey and castor, various new tones of the long popular coque de roche will be used in the form of choux, folded bandeaux and torsade arrangements beneath brims of closely drawn velvet. The velvets used are confined to the miroir make.

It will undoubtedly be a season of embroideries, all manner of materials being enriched by the addition of chenille, comet ribbon, strass, filoselle, gold and silver threads, or cup sequins and beads. Gold, silver and steel embroidery will be much applied to piece velvet, which will also show raised designs formed by the employment of various materials—as chiffon, raised to indicate floral designs, which are further outlined by silver or gold threads and centred with strass dewdrops. Colored silks will be employed to embroider raised designs upon grey and white satin, which stand out in bold relief. Ribbon embroidery will also be utilized with great effect for enriching silks and satins employed for millinery trimmings, while taffetas piece silks will show very novel designs carried out in black chenille cord, and sewn down with fine gold, steel or silver beads. White, creme and light grey silks of rich quality will show very handsome floral designs carried out by the aid of filoselle, pearls, strass and fine gold and silver threads. Black sequins, in small sizes, will also be shown in various fantastic scroll designs to light-colored piece satins.

The ribbons put forward by the manufacturers for the coming season show much novelty in design, with improvements upon those which are already extant. Many of the newest patterns show very rich satin surfaces, of such a texture that they are not unlike plush at the first glance. A very popular make will be a satin surface upon a silk back and wide borders. The surface satin is laid across with a loose web, caught at intervals with a thick thread, so that the effect gained is that of loosely-woven saun striped with fine lines of silk. Another good make has a closely-woven face of satin upon a serge silk back, the borders being vandyked and fringed. There are a number of new methods by which chenille stripes appear upon silk grounds—as, for instance, a light green silk ribbon show 25 lines of darker green chenille, each spotted with tiny white dots. Other new patterns show a satin face striped with broad lines of lighter toned silk, upon each of which appear lines of black chenille, stitched at intervals with light silk thread, this giving a dotted effect. Subdued or sunken floral designs in brilliant

colors, upon serge or gros grain ribbons of wide width, are all new, and may be expected to gain much favor.

These light gauzy textures, so dear to the heart of the Paris milliner, are always cropping up in the most unexpected fashions and now we are to see light tulle and chiffon employed upon felt and velvet hats in conjunction with velvet. For instance, black velvet hats, with black ostrich plumes, will have light drapings of black chiffon, relieved with large strass or silver ornaments. Velvet bows and coquilles will be edged with light-colored tulle or chiffon pleatings, while a very large use will be made of chiffon upon which narrow ribbons will be sewn in innumerable lines. Ribbon in the narrowest makes will be also embroidered in scroll and curved designs upon light crepe or chiffon, and will be largely used for draping crowns, etc.

Large grey pearls will be very much in evidence and will form heads to pins and centres for strass and old silver ornaments. A novel ornament, which is finding much favor in Paris, is a large, grey pearl-headed pin which appears to be tied on with a Louis XV. bow of fine strass. Black jet pins are treated in the same fashion, and again, jet and rhinestones are treated in this and various novel methods. Black jet and old silver buckles will also be used.

Anything and everything that shows a speckled or dotted effect—from the pea-hen to the jungle fowl, will be used in the feather trade, and very odd combinations are to be met with. The greatest favor is shown to all fantasies composed of green wings or breast feathers. The Paris models evidence a very large use of the dark green feathers known as tetras, and also Indian pheasant breasts. The newest mounts are curved downward—as, for instance, a fantasy of white swan quills which curve over to the left, and have the half of each quill covered with white grebe. The latter skin is much used, but is mostly dyed green. Again, downward curved quills of owl or Chinese duck have flowing borders of natural hackle feathers applied to their edges and make a very novel appearance. Ostrich feathers will be in good request, and these show much novelty in the method of their dressing. They are sometimes curled in the reverse way, and again, are double curled so that one portion is tightly curled over the stem. The greatest possible favor will be shown to black flats and tips, in the latter, three-quarter lengths will be preferred.—London Millinery Record.

THE SEASON AND ITS PROSPECTS.

In conversation with the president of the John D. Ivey Co., Limited, he predicted the biggest season for millinery which had been seen for years. THE REVIEW, asking why, received this answer. First, that the state of trade was much improved, and that the country is positively in a better state than for a very long time. Business, Mr. Ivey continued, during the past six months, had been 33½ per cent. in advance of any previous year, and losses were almost nil. The pulse of trade, as indicated by the orders already received from travellers, indicated a much larger business than usual. Another important factor is that fashions favor the trade. This house's forecast as to millinery styles for the approaching season is highly interesting.

The new colors that are having the most preference are blues of a lavender cast. Lobelia, national and barbeau are the most popular shades in the new color. Geranium shades, from coral to cactus, also cerise shades from rose to cocquelicot, are necessary for fall millinery. The new greens have more of a sea tinge (not so yellow) but decidedly brighter than those of last season. In brown, tabac, grey, Easter colors, the most fashionable will be the medium shades.

Ostrich feathers and tips are an important feature of present fashion. They are used profusely on carriage and dress hats; the long feathers are curved to shape of the hat, and are named "Scimitar" and "Sickle." These are from 12 to 15 inches long.

S. F. McKinnon & Co.

Millinery Opening

Monday, August 29th

And following days.

With three representatives in Europe all summer, visiting the leading fashion centres, studying styles, and gathering together a collection of the very newest novelties in the world of millinery, our autumn millinery opening promises to be the grandest in our business history.

The display of Parisian, London, and New York trimmed patterns will be on a splendid scale, and the collection of rich, new, and novel things in millinery, novelties, trimmings, and all the little nick nacks which go to produce the most stylish of headwear, will be most comprehensive. We have been lavish in our purchases, but careful to have the most popular lines in very complete assortments.

We extend a right royal welcome to the trade during opening week.

McKinnon-Made Mantles

This new enterprise needs no introduction here. The first season on the road with samples of McKinnon-Made Mantles has proved a phenomenal success, and almost to a man the trade has placed orders with us for 1898 fall trade. When you visit us during the opening days, you will be able to select from a very complete stock of our mantles, including all the most popular lines that have been carried by our representatives, and added to them many new models--the very latest Parisian ideas.

S. F. MCKINNON & CO., 71-73 York St., TORONTO



The John D. Ivey Co., Limited—Castor Felt Hat, trimmed with two shades of velvet, and ostrich feathers, spotted with chenille, cut steel buckle.

and all sorts of plumage wherein speckled effects predominate, are in favor; these are often combined with short black tips. Ostrich plumes will have the preference over wings and quills, on almost every hat designed for picturesque effect. Frequently, the addition of Bird of Paradise or osprey, in curled, shower or bush design, gives a lightness to the otherwise solid appearance of velvet, but the ruling "fureure" in feathers for the early season is wings and quills, as many as a dozen being used on one hat, and are the correct decoration for hats for general wear.

Hat ornaments are shown in endless variety. Buckles, bandeaux, pins, in cut steel, pearl, rhinestone and jet, are very attractive in the new designs. Velvets will be the material most used, the decided novelty being white spotted velvets. Spots are of various sizes from a raindrop to a lozenge; it is very effective used as trimming, as well as for covering shapes. Plain and mirror velvet is again used in combination with tulle, chiffon and applique lace. These light materials give a dainty effect to winter millinery.

Fancy crowns, embroidered net with metallic threads, and jet spangles are much in evidence. Ribbons are much used for the artistic bows of this season, and are shown in multiplicity of designs, stripes, checks, plaids, bars, spots, while plain satin and silk are always popular. Felt hats are shown in most exclusive shapes for dress hats, also Alpines, sailors and soft crowns.

The pattern hats are extremely exquisite. The new style presents some entirely different phases to those of last season. The difference consists both in shape and decoration. The "Bergere," or Louis XVI., is still in favor, but the newest style of trimming is lower and broader. Another novelty is the brim being turned up

directly in front, or raised slightly at one side. The reintroduction of the "Marie Stuart" poke bonnet is among the swell hats of high-class trade.

A MILLINERY APPOINTMENT.

Through the death of the late Miss Pinning, S. F. McKinnon & Co. realized that one has gone who was highly capable, and one who had alike the interests of her employers and their patrons at heart. In Miss Anderson, they feel that they have a worthy successor to Miss Pinning, one who is also thoroughly capable in every respect, and whose ability to produce trimmed patterns of high merit and selling strength will be demonstrated at the millinery opening.

NEW FACTORY AND WAREHOUSE IN CANADA.

The Stewart, Howe & May Co., known to the British and American trade for many years as originators and manufacturers of bias velveteen skirt bindings, have opened a branch warehouse and factory at 24 Front street west, Toronto, next door to THE DRY GOODS REVIEW office. The concern confines its whole attention to skirt bindings, will carry stock in Canada, and will import velveteens from the Manchester factory to be manufactured in this country into bindings. The various lines to be kept in stock in Toronto include: S. H. & M. "Redfern Bias Corded Velvet Binding"; S. H. & M. "Pride" and "Belle" brands in plain velveteen bindings; S. H. & M. waterproof cord edge bindings; S. H. & M. brush edge binding; "Amazon" brush edge skirt protector; "Liberty" brush edge skirt protector.

The Canadian manager of The Stewart, Howe & May Co. is Mr. Charles S. Meek, who knows the Canadian trade well. They sell direct to the retail trade, and any merchant will receive samples, shade cards and price lists by dropping a card to the Toronto office.



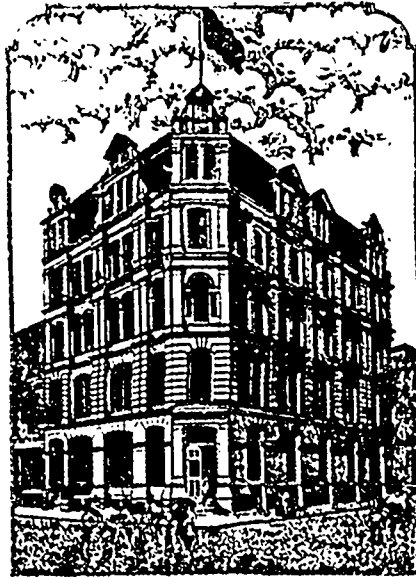
The John D. Ivey Co., Limited—National Blue Velvet Hat, with two jet bandeaux on rolling brim, over which drop black and blue ostrich tips.

MILLINERY OPENING

August 29th

and following
days at

TORONTO and
MONTREAL



EVERY BUYER

:: of ::

Millinery

visiting either
market is invited
to call.

The **JOHN D. IVEY COMPANY** Limited
TORONTO. MONTREAL.

James Johnston & Co.

Importers

MONTREAL

are now in full swing for the
Season in all

DEPARTMENTS.

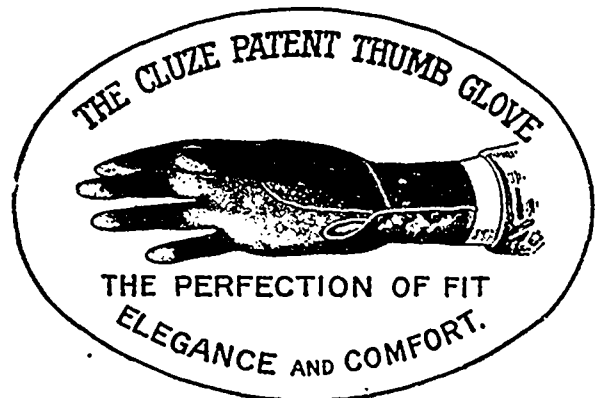
Buyers in the city for the Millinery Openings will do well to give us a call. Although not milliners we keep everything requisite for the Trade in that line as in all others.

Agents for the ...

**Gluze Patent Thumb
Kid Glove.**



Special Attention given to **LETTER ORDERS**



Men's Furnishings.

A PROSPEROUS FIRM OF FURNISHERS.

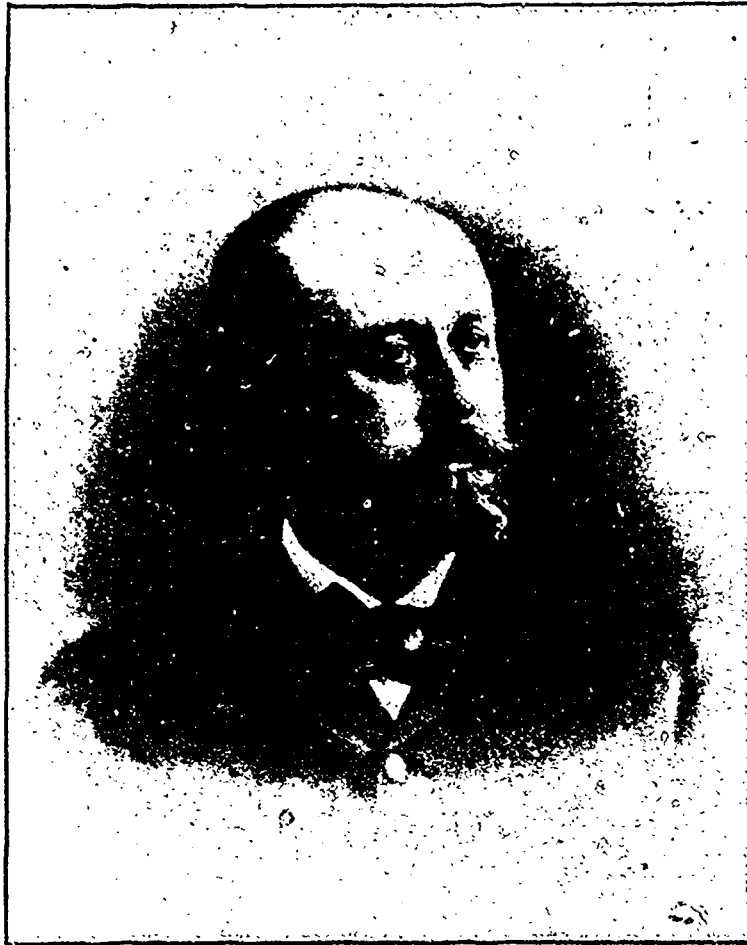
IN THE July number of THE DRY GOODS REVIEW, Messrs. Glover & Brais published in their advertisement the photos of the gentlemen who represent them in all parts of the Dominion, from the Atlantic to the Pacific. The idea was excellent, and no doubt most of the many thousands of REVIEW readers recognized at least one old friend. But in some incomprehensible manner the names underneath the cuts became transposed, with the unfortunate result that one or two of the travelers made a temporary exchange of names. No doubt, Mr. Bergevin's many trade friends must have been surprised to see him apparently masquerading under the name of C. A. Senez, while those who know Mr. J. C. Senez, the firm's clever manager, must also have wondered to see him represented as Mr. Max Beauvais. The issuing of such a large edition as our July number is a heavy task for even the largest of publishing houses, and when delivery of cuts or advertising copy is delayed until the last moment—as happened in this case, though it was the fault of the engraver and not the advertiser—it is almost impossible to prevent occasional errors.

The gentleman, whose photo was presented a month in this department as Mr. Senez, is Mr. Bergevin, the firm's indefatigable Quebec agent. We now present the correct photo of Mr. J. C. Senez, with that of the senior partner, Mr. L. A. Brais. The cuts have all been remade by THE REVIEW's own Montreal engravers, The Standard Photo-Engraving Co., and readers will notice the excellent workmanship of the new engravings. The photo of Mr. F. G. Hayward now appears for the first time. Mr. Hayward, who was formerly with Alexander & Anderson, has taken the place of Mr. Beauvais, who has been transferred to a responsible position in the warehouse.

Mr. Louis A. Brais is one of the few Canadians who have been all their lives in the men's furnishing business, learning every branch, both wholesale and retail. He served his apprenticeship with Kemp & Co., of Montreal, at one time the largest haber-

dashery store in Canada. After an extended experience with this and other firms he formed a partnership, in 1877, with Mr. Thomas Glover to carry on a wholesale men's furnishing business. In four years Mr. Glover retired, and the entire business came under Mr. Brais' control.

Mr. Brais is a recognized authority on neckwear and silk, in fact there are few who understand the different qualities and makes as thoroughly as he does. He is frequently appealed to by the Customs authorities to settle disputes that arise over the value of haberdashery and silks. He spends a large portion of his time in Europe, and is thus able to keep pace with the latest ideas in English and foreign neckwear, of which this firm makes a specialty.



MR. LOUIS A. BRAIS.

Mr. Senez, who manages the office and warehouse, is a young man, hardly 28, but his past experience and business ability well fit him for the position. He is a thoroughly practical accountant, and, under his guidance, a new system of bookkeeping has been introduced and is being used with great success. The business has been enlarged considerably within the past year, and it is not too much to say that his efforts have had a great deal to do with it. Both gentlemen are French-Canadians, and natives of Montreal.

THE OUTLOOK IN NECKWEAR.

Said a well-known Canadian neckwear manufacturer to THE REVIEW: "The trade in men's neckwear during the summer has been, as you know, greatly toward light colored silks and piques. With the approach of September, the demand has sprung up for warmer tones—green still lasts; combinations of darker tints are popular, containing

red, blue, etc., and blacks and whites, in checks and stripes, are good. These autumn tones will last for September, October and November, and then I expect to see bright goods in demand for Christmas and holiday trade. The styles that continue popular for September trade are puffs, derbies and strings. Bows, of course, are still worn."

IN THEIR NEW HOME.

The men's furnishing section of The W. R. Brock Co., Limited, has been moved into its new home, on the third floor addition, and looks attractive and in perfect harmony with the newness of the surroundings. Hosiery, underwear, sweaters, cardigans, mufflers, India rubber coats, braces, collars and cuffs, white, regatta flannelette shirts, jewelry, overalls, pants, etc., are to be seen

To the . . .

Clothing Trade.



*Every good housekeeper has a general clean up once in a while. After four years in business we are having a good house-cleaning, and intend to clear **everything** this season to the bare tables. Can give you some **snaps**, as we are having a genuine Clearing Sale.*

... WRITE US ...



A. S. Campbell & Co.

256 St. James Street

BLACK GOODS

A Specialty.

MONTREAL

MEN'S FURNISHINGS—Continued.

great quantities. The display of men's neckwear opened out on wide tables, running the full length of the new addition, makes them easy to inspect.

BOUGHT AUSTRIAN COLLARS AND CUFFS.

J. O. Jacobs, manager of The Canadian Underwear Co., has returned from Europe. While there he closed a contract for Austrian collars, cuffs, etc., and the company are now prepared to fill all orders for these goods. The company have recently imported a large quantity of metallic printed Italians.

A BUSY FACTORY.

The Berlin Suspender & Button Co. write THE REVIEW: "We are very busy at present, in fact we have to work overtime in order to keep pace with orders wanted immediately, without touching those wanted later on."

SOUND SENSE FOR THE DEALER.

The day has come when the only staple thing is first class merchandise. The only goods that a man need be afraid of is the cheap truck which knows no bottom in price. Standard brands of collars, shirts, underwear, suspenders and neckwear are worth just as much one season as another, with the exception of a few strongly marked novelties which bear the date of their appearance in the design of the pattern out of which they are made.

This is particularly true of shirts and neckwear, but all the others are reliable and as staple as brown cotton. If put into consumption by modest and decent advertisements and alert salesmanship these goods will bring 30 to 40 per cent. profit.

Do not worry about the bargain selling. Men and women, too, figuratively kick themselves after paying their money for cheap things, which bargain buying forces them to wear out at a penance. The surest way to run your good customers from your doors is by the selling of cheap trash. If you must have bargains buy the odd lots of first class makes that really give your customers good value at a low price, making at the same time a profit for yourself.

Two-dollar shirts at \$1.15 are a great deal more welcome than 65c. shirts at 49c. Above all things, do not allow goods to remain in stock awaiting for that one customer that may not come to pay you a big profit.

Even your salesmen, who stand in front of such goods, realize the hopelessness of the case and reflect it in their vacant and weary countenances. Better sell ten articles at 30 per cent. profit than two at 60 per cent. The sure way to keep people from wearing new clothes in your neighborhood is to put up your prices. Shake things up, mark your whole stock down, but particularly cut the life out of those old things that have been hanging around for the last six months and which you still continue to believe are worth what you paid for them—New York Economist.

NOTES.

Frank J. Cook, gents' furnishings, of Parrsboro', N.S., has sold out to B. F. Henderson. Mr. Cook has gone into business again at 137 Barrington street, Halifax, N.S.

Bicycle riders will be interested to learn that the sine qua non of a well dressed wheelman now is to have the coat of dark cloth,

either of navy blue or black, with knickerbockers and cap of a quiet checked or plain tweed, either grey or dark brown. The costume is in particularly good taste, and is sure to be a favorite.

The Duke of York's sacque coat, to be correct, must be in broad check—no matter how loud—it must have square corners and be single breasted. Also, its strong character is its pockets; they are four in number and are piece pockets, buttoned on; one is larger than the others, the right-hand upper one, and is so designed to accommodate an extra handkerchief and pair of gloves. This coat promises to be much worn this season.

VISIT TO AN ENLARGED WAREHOUSE.

A VISIT to the new and enlarged warehouse of The W. R. Brock Co., Limited, reveals a good deal of change in the arrangements of the departments and the interior of the whole place. THE REVIEW was shown through the various floors by a member of the firm. The ground floor has a large addition made to the space for staples, and the heating apparatus has been removed to the front underneath the sidewalk on Bay street. At the same time increased space is given to the down stairs shipping-room. On the first floor, entering from the street, the business offices have been extended along the whole front of the warehouse, private offices being provided for Mr. Brock and other members of the firm. On this floor, the linens and tailors' trimmings have been given a whole floor in the new addition, with a view to practically doubling the trade. This enables the other part of the floor to be devoted to prints, etc., the flannelettes being placed by themselves in the rear. Ascending to the second floor the woollen department remains as before, the new space here being entirely given up to the carpet department, to which reference is made in another column. Then, on the third floor, men's furnishings are now given the large new wing on this floor to themselves, and a tasteful arrangement has been made with shelving so as to make the department a complete one. It is very light and attractive. On the fourth floor the dress goods department has been



MR. J. C. SENEZ.

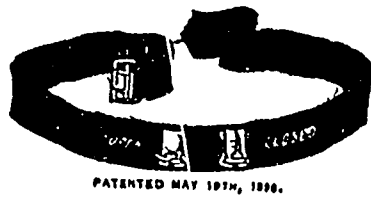
practically doubled, and, with the fine light from the windows from two streets, the department is a handsome one. The upstairs entry room is much larger, occupying the whole wing on this floor and fitted up with movable desks for the clerks to facilitate their work. The heads of the various departments are now as follows: Office manager, J. A. Catto; staples, Jno. Ross; prints, etc., A. A. Cockburn; Canadian woollens, H. Cook; imported woollens, W. L. Brock; carpets, A. Hewitt; smallwares, men's furnishings, etc., W. R. Smallpiece; dress goods, W. S. Green; letter orders, J. R. Dunn; entry room, E. Roach.

ESTABLISHED 100 YEARS.

There is no more important factor connected with a line of merchandise than reliability. It is that element which is most lacking in this era of hurry and rush. A make of knit underwear which has sustained for 104 years a reputation for superiority in all essentials is worthy of respectful consideration of buyers. The concern referred to is Cartwright & Warner, of Loughborough, England, established in 1794, for whom R. Flaws & Son, Manchester Buildings, Toronto, are the Canadian selling agents. The line includes the best grades of natural wool, cashmere, merino and silk and wool underwear, also hosiery for men, women and children.

Peerless

Skirt and Waist
Supporter.



The only supporter made that is complete in itself; holding the skirt up and the shirt waist down, without the necessity of sewing attachments on to the garments.

The supporter is concealed by waist and skirt excepting small sections of the pins which the narrowest belt will cover.

Sample Orders Solicited.

BRUSH & CO. - TORONTO

Bustles

Full range of new shapes.

**THE IMPERIAL
HIP PAD.**

The latest novelty.

Sample Orders Solicited.



Brush & Co. - Toronto

FALL and WINTER 1898

A. A. Allan & Co.

LADIES' and GENTS' . . .

Fine Furs

Respectfully request inspection of the most attractive line of

FUR NOVELTIES
ever submitted to the trade.

Every Fur department that will give our productions a place in stock will secure the patronage of the most critical consumers. Latest Novelties always to be found with us.

**We manufacture all our goods.
Assortment large; prices right.
We lead in styles.**

Window Shades

(WHOLESALE)

Plain, Dado, Laced and Fringed
Window Shades.

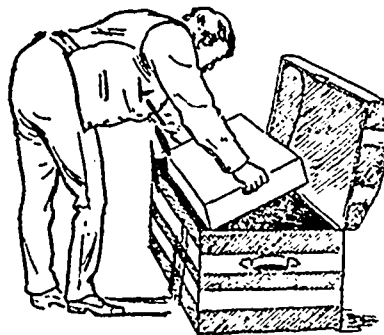
Our specialty is "PIECE GOODS."
30-yard lengths, all colors and widths.

**THE
Hugman Window-Shade Co.**

Manufacturers,

120 and 122 William Street
MONTREAL. ❁ ❁ ❁

MAIL ORDERS receive prompt attention.



TAILORS

be up-to-date
and put the

**Moore
Patent
Pockets**

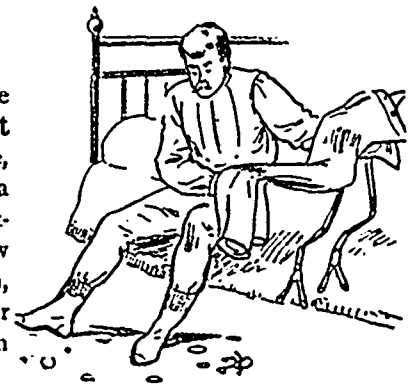
in all your suits.

What happens when you don't have the Moore
Patent Pockets in your clothes.

Head Offices, 207 St. James St., Montreal

Everyone

who has seen the
Moore Patent Pocket
is enthusiastic in its praise,
and declares it will work a
revolution in pocket making,
and, they say, now
that they have seen them,
they would not have their
clothes made without them
at any price.



LONG RECORD IN WHOLESALE TRADE.

THIBAudeau BROS. & CO., THE OLDEST ESTABLISHED DRY GOODS HOUSE IN CANADA—A BUSINESS WHICH DATES FROM 1811.

Written for THE DRY GOODS REVIEW.

THE DRY GOODS REVIEW has, on several past occasions, commented upon the justifiable pride of those houses in the different branches of business which could look back over many years of unbroken existence, and recommended the adoption by all of those features which do so much to ensure continued confidence and ultimate success, viz., honesty, attention and perseverance.

After making enquiries THE REVIEW is assured that Thibaudeau Bros. & Co., of Montreal and Quebec, enjoy the distinction of being the oldest established wholesale dry goods house in Canada, it having been started in the year 1811, just previous to the last war between Canada and the United States. Eighty-seven years is a lifetime, which few are privileged to see, but, during the whole of that time, the firm has been in steady and unbroken existence, and year by year has seen an increase in the business done, until to-day it is not only the oldest, but also one of the largest dry goods establishments in the Dominion.

The firm originally bore the name of Robertson & Co., and, as its members combined Scotch caution with the energy of the French, it soon secured a good introduction, not only to London and foreign merchants, but also to the retail trade, and quickly took a prominent place, more particularly in competition for the French-Canadian custom. Since that early beginning the firm has seen several changes in style, the first being to Robertson, Masson & Co.; then to Robertson, Masson, Laroque & Co., Robertson, Masson, Strange & Co., in 1832 it was again changed to Robertson, Masson, Bruyere & Co., and in 1845 to Masson, Bruyere, Thomas & Co. In 1849, upon the admission of Mr. Thibaudeau, it received the name of Thomas, Thibaudeau & Co., and in 1867 became Thibaudeau, Genereux & Co., and,

finally in 1877, it assumed the name which is now so well honorably known, viz., Thibaudeau Bros. & Co.

Mr. Thibaudeau, who became a partner of the firm in 1887, has always, and still holds, a very high place in the estimation of his conferees in the trade, and is one of those men about whom one seldom hears anything but good words. He was elected to a seat on the council of the Montreal Board of Trade for the years 1893 and 1894, and during the two following years, 1895 and 1896, he held the highest position in the gift of his particular trade, viz., the presidency of the Wholesale Dry Goods Association. In 1896, upon the resignation of the Hon. Auguste Real Angers from the Senate, Mr. Thibaudeau was summoned to fill the vacancy created,

and he has since that time represented with ability the electoral division of de la Valliere, in the Province of Quebec. The appointment was one which gave much satisfaction, as it was considered that men who carried on extensive businesses were the proper ones to look after the trade interests of the country. At the present time, besides occupying the position of a member of the Senate, Mr. Thibaudeau is a director of the University of Laval, of the Notre Dame hospital, of the Montreal Park and Island Railway, and is also closely connected with many other of the leading financial and commercial organizations of the country.

Mr. Rudolphe Audette, who was admitted a member of the firm about ten years ago, is not only an able and successful man in his business, controlling as he does, the office



THE HON. SENATOR THIBAudeau.

and financial end of the business at Quebec, but is also much sought after by outside companies and organizations owing to his recognized ability. He is at this time president of La Banque Nationale and a director of the Quebec Bridge Co., as well as being an active member of other commercial organizations.

Of the two brothers who first gave the firm its present name, much might be said, but it sufficeth here to mention that they were not only exceptionally clever and much respected men in their particular branch of business, but that in public life they were the recipients of many honors. The late Hon. Isidore Thibaudeau was for many years a director, and at one time the president of

Perrin's Gloves

Perrin's Gloves

For Ladies

- Perrin's Bretagne, 7 Studs, Lacing
- Perrin's Belfort, 2 Dome Fasteners
- Perrin's Lucille, 2 " "
- Perrin's Olga, 2 " "
- Perrin's Broadway, 2 " "
- Perrin's Favette, 4 Pearl Buttons



Perrin's Gloves

For Gentlemen

- Perrin's Conde, 2 Dome Fasteners
- Perrin's Breda, 2 " "
- Perrin's Dauphine, 2 " "
- Perrin's Regence, 2 " "
- Perrin's Elk Tan Cape, 1 " "
- Perrin's Cable Sewn, 2 " "

QUALITY GUARANTEED.

The above lines are always leading and are much recommended for style and good wear. We have a complete stock ordered for the Fall trade in the best selling shades.

Perrin Freres & Cie.
5 Victoria Square, Montreal.

WM. PARKS & SON, Limited

ST. JOHN, N.B.

Samples for **FALL TRADE 1898**, now ready.

FLANNELETTES

Stripes and Checks

Domet Flannels
Shaker Flannels
Courtenay Flannels
Flannelette Sheeting

Cottonades
Denims
Tickings
Galateas, Yarns, etc.

Agents . . .
J. SPROUL SMITH, 39 1/2 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.

LONG RECORD IN WHOLESALE TRADE—Continued.

Banque Nationale. He was a member of the Government formed by the late Hon. John Sandfield Macdonald, and represented both Quebec East and Quebec Centre in Parliament.

The Hon. Joseph Rosaire Thibaudeau, senator, severed his connection with the firm upon his acceptance of the Shrievalty of Montreal, but continues to interest himself in many leading commercial and charitable institutions. He is at present the president of The Royal Electric Co., director of The Park and Island Railway, etc., etc.

The firm is at present composed of the Hon Alfred A. Thibaudeau, Montreal, and Mr. Rudolphe Audette and Roger Larue, of Quebec. The Hon. Mr. Thibaudeau, while yet quite a young man, is senior partner and overlooks the entire business of the firm from his Montreal office. The Quebec house is under the supervision of Mr. Audette, who controls the office and finances, and Mr. Larue, who gives his attention specially to the buying and handling of the goods.

Mr. Roger Larue, who has for many years been connected with the firm, became a member thereof about ten years ago, and devotes his attention to the buying and distribution of the goods, and much of the latter-day success of the firm is due to his thorough knowledge and close attention to this most important branch of the business.

Unlike many other prominent wholesale houses, Thibaudeau Bros. & Co. are staunch believers in the English idea of remaining in the same location, and, consequently, their extensive business has, for many years, been done from the splendid premises which they now occupy. In fact, the Montreal warehouse has, during its long existence, been moved but once, and then only one door, from 332 St. Paul street to Nos. 332, 334 and 336. Some years ago the increase of business, especially in Eastern Canada, necessitated the starting of a warehouse in the city of Quebec, and this move has proven the wisdom of the heads directing the affairs of the firm. Subsequently, the larger and growing business with English manufacturers and exporters called for the establishment of an office in London, from which branch the extensive British and foreign purchases of the house are now conducted.

Dry goods of all kinds are handled by the firm, and the territory which it covers is in no wise restricted, its operations extending from Halifax in the east to Victoria in the west, and the turnover exceeds a million and a half dollars a year. It is understood that this old firm will soon take preliminary steps to retire from business, the intention being to withdraw, all the members having realized handsome competencies.

In conclusion, it may safely be said that few Canadian firms have yielded so many or such ample fortunes to retiring members, or an equal number of men whose qualifications for the administration of the affairs of banks and financial and commercial organizations have been acknowledged, as well as their ability and readiness to assist in the administration of the political affairs of the country.

The next oldest, apparently the oldest, and doing business under one continuous name, is that of J. G. Mackenzie & Co., of Montreal. This business was established in 1829 by the late John G. Mackenzie, and has always occupied a high and honorable position in the business community. The firm is at present composed of Mr. Hector Mackenzie and Mr. James P. Cleghorn. The REVIEW hopes to publish an illustrated sketch of this house in a future issue. These articles, it may be said incidentally, are not given, as many such are, for advertising purposes, but simply to awaken and cultivate an interest and just pride in the age of a firm. The continuance of a house in business for such a length of time as either of those mentioned in this article, goes to show that the members of the firm have always been careful to preserve the reputation of the house by strict business methods and honest

dealings, and further, that they have used every effort to see that the younger partners, and those who would, in the natural course of events, succeed to the business, should be men equally anxious to preserve the good name.

Should any readers be able to furnish reminiscences of the early days of either of the firms named, or of any other specially old house, THE REVIEW would be pleased to receive the same for publication.

A WEAK POINT IN THE U.S. BANKRUPT LAW.

From The St. Louis Dry Goods Reporter.

WHILE this country now has a national bankrupt law, which goes into effect about August 1, it should not be forgotten that it is not uniform in its operations. Its lack of uniformity is due to allowing State exemptions to remain unchanged. As is well known, these exemptions vary largely, being moderate in some States, while in others they are excessive and unreasonable.

A glance at some of the exemption laws of the States may be interesting. In Alabama, 160 acres of land, of a value not exceeding \$2,000, is exempt, also personal property of the value of \$1,000, and, in addition, there are a large number of specified articles. This gives an Alabama bankrupt an exemption of \$3,000 and more which cannot be attached under the national bankrupt law.

California is very liberal in the way of exemptions, a homestead being secure to the value of \$5,000; in addition, there is a very long list of personal articles exempt which amounts to thousands of dollars more, so that if a person should fail in California, under the national bankrupt law, he could still retain a moderate fortune in his possession.

On the other hand, in the little State of Delaware, there is no real estate exemption and only a few hundred dollars exemption in personal property. Thus, while the merchant in California may still retain a fortune, the unfortunate debtor in Delaware, under this same bankrupt law, will lose all his property except a few hundred dollars personalty.

In Illinois, a householder can only retain his homestead to the value of \$1,000 and \$3,000 additional in personal property.

In Indiana, the total exemption of the householder is only \$600, either in real or personal property as he may elect.

In the great State of Texas, a homestead not in any town or city is exempt to the amount of 200 acres of land and the improvements thereon. In the city or town, a homestead consisting of one lot or more, not exceeding in value \$5,000, and without any reference to the value of the improvements thereon, shall be exempt, or land that is used for the purpose of a home. In addition to the above, there is a long list of personal property also exempt. Thus, while a merchant may be bankrupt so far as his business is concerned, if he wishes to cheat his creditors he can put a large amount of money into a homestead during the years of his merchandising, and can be perfectly safe from attachment.

Contrast the law of Iowa with that of Texas; in the former State, the homestead shall not exceed in value \$500, in addition to a number of household and personal items which are exempt, but the total is very small compared with that which the California or Texas householder can place to his credit.

In the State of New York, the exemption to the householder in lot and buildings does not exceed \$1,000 in value, with other exemptions of personal property amounting to \$250 additional.

It is not necessary to enumerate any more instances to show that the present national bankrupt law is not uniform in its operations. While it contains many good features, especially that one preventing preferences, it cannot be said that this country has a uniform Act of bankruptcy, and never will have, until the exemptions in all the States are made of equal value.

FROM HALIFAX
TO VANCOUVER

We have been asked for sample pairs of

Eureka Blankets

For this part of it we give credit to THE REVIEW, but for the many orders that have followed, we think the credit is due to the quality of our Blankets.

We guarantee them full size, full weight and pure wool.

If you want the best blanket, let us send you a pair of our make as a sample.

EUREKA WOOLEN MFG. CO.
 Limited

EUREKA, N.S.

H. B. Muir & Co., 1 St. Helen Street, **Montreal**
 Agents for Quebec and Ontario.

Everyone

Engaged in the Clothing Business between Sydney, Cape Breton, and Victoria, British Columbia, should see some of our

SPECIAL LINES IN

Boys' and Children's Suits

Shall be pleased to send samples on receipt of post card.

CLAYTON & SONS

Best Equipped Clothing Factory in Dominion of Canada.

HALIFAX, N.S.

Fall and Winter Underwear

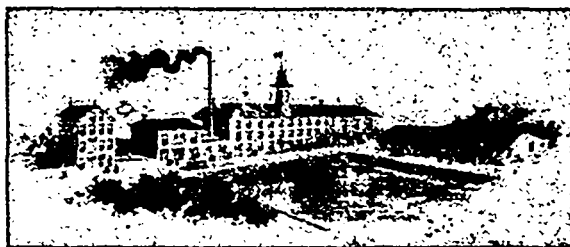
We manufacture everything your customer can ask for in

INFANTS', GIRLS' and BOYS'
LADIES' and MEN'S

VESTS . . .
DRAWERS
COMBINATIONS

Our Full-Fashioned Underwear bears our label, "TURNBULL'S."

THE C. TURNBULL CO., LIMITED
 Established 1859. **ONT.**



UNDERWEAR



Made in sizes from 20 in to 46 in.

Unexcelled for Durability, Style and Finish.

Dealers can assort their stocks at any season of the year.

The Galt Knitting Co.
Galt, Ont. LIMITED

RETAIL ONLY.

TRADE MARK IN WOVEN LABEL

ON EACH GARMENT

The Hat and Cap Trade.

THE CANADIAN TRADE AT PRESENT.

THERE is nothing particularly new in the hat trade during August. It is too early yet to know what the tendencies in spring styles are. Jobbers are shipping fall goods to the retailers, and the roll curl in hard felt hats seems to hit the popular taste. The staple trade in British hats is as good as usual, perhaps a little better, if anything, this season.

UNION MADE HATS.

Since the establishment by law of a Labor Day in Canada (September 5), there has grown up quite a demand in the large cities, where the labor organizations are strong, for union-made hats. These hats are purchased usually in lots for each union, the members of which wear similar headgear on Labor Day. This demand favors hats made in the United States as against Canadian or British hats, there being no hatters' union in Canada. Each hat has a label pasted inside with "United Hatters of North America" on it. A Canadian hatman pointed out to *THE REVIEW* that by wearing this particular hat, union labor was, perhaps unwittingly, discriminating against Canadian workmen in hat factories.

TALL HAT WITH CHECKED CLOTHES!

A few days ago I saw a man with such contempt for the congruities of dress that he wore a tall hat and a check suit so loud that a deaf man would have been painfully aware of its proximity. To cap the climax, he had a clay pipe in his mouth, which he was calmly smoking as he sauntered down the street.—*Hartford Post*.

LIFE OF A PANAMA HAT.

"Stroller," writing to *The Philadelphia News*, says: "The life of a Panama hat, that is, if it is a good one to start with, compares somewhat with the life of the owner of it. One can run through either in a hurry or hang on for a long time if it is desired. If carefully kept, a Panama hat should last all the way from 10 to 40 years. I know a gentleman who resides in West Philadelphia who has owned and steadily worn through the summer months a Panama hat for nearly 40 years. It has been bleached every couple of years since, and trimmed and relined, and it is to-day to all intents and purposes as good as when I first saw it thirty years ago. I know of another Panama hat now worn by a physician in this city which has had almost as long a life. Long before he got it his father wore it. I know dozens of them which have been in use from ten to twenty years. The lining wears out, but the body of the hat keeps good. Of course, care has to be used to keep them such a long time, but the Panama itself is almost indestructible. The original cost of the hats that I refer to was not exorbitant, none of them costing over \$14."

THE NAME OF A HAT.

A hat to be a success, to sell well and continuously, must have better qualities than those expressed or suggested by the name, no matter how pleasing, catchy or sentimental the latter may be. A good hat without a name will undoubtedly meet the expectations of maker and seller, and a good name for such a hat may prove helpful in its disposal and is not likely to prove at all detrimental. But a poor hat with the best name within the range of selection will be a poor hat still, and poor in every sense of the

word. It is not a really difficult matter to choose a name abounding in sentiment, expression and sense, and the choice and use of such a name is advisable. But it should be remembered that the devoutly wished prosperity is dependent first and foremost upon the full value quality—evidenced in materials, make-up and salableness—of the hat in which it is to be placed.—*New York Hat Review*.

THE USE OF HATS.

A writer in *The Hartford Post* says: Excessive politeness is hard on hats, a prominent hat dealer tells me. I thought when he told me this he was trying to get off some joke, but he explained that it is due to taking off hats in bowing. He says he can tell whether a man bows often or not to the ladies by the rim of an old hat. Men who don't indulge in this habit have hats that wear out at the crown before they do at the brim. Now, that the military salute is au fait that hatter will lose custom and can't tell character so easy. He says, moreover, that a determined man pulls his hat down over his ears, so that it is stretched all out of size and shape, but a light headed man doesn't have vigor enough to more than perch his hat lightly on the top of his crown. Careless men neglect to brush their hats, but overcareful men brush them until they take all the nap off. He says there are lots of other funny things in hats, and I believe him, but time and the hour forbid any mention of them.

A NEW COMPANY AT TRURO.

Messrs. John and Edward Archibald, the wealthy tobacco manufacturers, of Granby, together with Rupert Foster Archibald, commercial traveler; James Henry Heeler Mack, commercial traveler; Wm. Frederick Mahon, accountant, Caroline Parker Archibald, Mary Crowe and Edgar Melville Fulton, of Truro, are seeking incorporation under the name of *The Archibald Company*, to carry on a wholesale business in hats, caps, furs, straw goods, etc. The head office of the company will be in Truro, N.S. The capital stock amounts to \$25,000, divided into 250 shares of \$100 each. Messrs. J. H. K. Mack, W. F. Mahon, and E. M. Fulton, are the provisional directors.

IMPROVEMENTS TO A TORONTO WAREHOUSE.

Stonemasons, carpenters, painters and glaziers have been actively engaged for some time in renovating and beautifying the warehouse of John Macdonald & Co., Toronto. When mechanics are employed, and the volume of trade is increased to such an extent as to induce merchants to have their places of business not only pleasant to them, but ornamental to the city, we have indisputable evidences of prosperity. The warehouse is one of the largest wholesale warehouses in Canada, yet it is devoid of the dullness and heaviness sometimes seen in such establishments. This renovating of the outside of their warehouse has been done by this firm with the same intention as that which caused them to procure such a full assortment of stocks and to secure special lines inside the warehouse—in order to attract customers attending the Industrial Fair next month.

DEATH OF WILLIAM SOMERVILLE.

William Somerville, manager of *The Cornwall Manufacturing Co.*'s woollen mill, died July 14, aged 46. He was a native of Cobourg and spent most of his life in the woollen business. After some years in the Peterboro' mill he went to Montreal and became manager of the Globe mills.

Hutchison, Nisbet & Auld

TORONTO

Select

Woollens and
Tailors' Trimmings

FALL STOCK COMPLETE

NONE BETTER

OUR AIM

Best Goods
Right Values
Newest Styles

In Men's wear, Woollens and
Trimmings, also in Fabrics
for Ladies.

TAILOR-MADE GARMENTS—We invite the attention of
the trade to this new department.

Hutchison, Nisbet & Auld

Collars, Cuffs and Shirt Bosoms

"WATERPROOF."



Only the
Best Materials
Used

SUPERIOR TO ANY PRODUCED

The A. B. Mitchell Co.

16 Sheppard Street TORONTO

Agent—DUNCAN BELL, Montreal.

Celluloid

**COLLARS
CUFFS AND
SHIRT BOSOMS**

Your customers "want" the best.
You must "have" the best.
OURS "are" the best.

ALL GENUINE GOODS are
stamped with our
Trade Mark



MILLER BROS. & CO.

30 DOWD STREET, MONTREAL

Toronto Agent

G. B. FRASER, 8 Wellington St. East

THIS SPACE BELONGS TO

Ballingall, Copeman & Co.

PARIS, ONT.

Makers of a Special Brace that, for
comfort and ease, cannot be surpassed.
The price suits every pocket. No
round shoulders or binding feeling
when they are worn.

WRITE FOR PARTICULARS, PRICES, ETC.

TO SUCCEED AS A DRUMMER.

A TRAVELING SALESMAN GIVES SOME ADVICE—HE SAYS YOU MUST HAVE ONE THING TO SELL AND KNOW HOW TO SELL IT—EXPERIENCE A NECESSITY TO MAKE SUCCESS—PISTOLS, PLAYING CARDS AND WHISKEY WILL KILL ANY MAN—THE OLD-TIME HARD DRINKER WHO TOLD FUNNY STORIES A THING OF THE PAST.



IHAVE traveled twenty years, and never missed a season. I have been married eight years, and spent only one Christmas with my wife. But I would rather be a traveling salesman than a lawyer or a doctor, writes Henry W. Chapman in The Boston Globe.

Perhaps it is true that to succeed at anything a man must prefer that thing. If I am to be guided by my own experience, there are also other essentials to even a reasonable success. Know your goods, know your market, know your customers. Work by day and travel by night. Keep your digestion and your temper even. Keep your eye clear and your hand steady, and tell your customers the truth—not fairy stories, not even "good stories."

The commercial traveler who carries a pistol, a pack of cards, a bottle of whiskey and a box of cigars in his satchel doesn't hold out. As a type he is rapidly disappearing. The merchants of the United States have gotten educated beyond him.

Goods are no longer sold on friendship. They must have merits of their own, and they must be offered for sale at the right time. Anticipation is half the battle.

In the development of this country the part played by commercial travelers is rarely considered. Yet, it is a most important one. But it is a great deal easier to go out and do a thing than it is to tell how it is done.

Instead of the commercial traveler's work being a picturesque spree, with good stories, good cigars and perpetual parlor car seats, it is, after all, governed by exactly the same rules as those which regulate other businesses. He is the middleman between the seller and buyer, and he must command the respect of each of them.

In order to do this he can't well avoid being truthful, courteous and polite. Instead of loafing, drinking and exchanging jokes with the people along his route, he must work hard each day, say one town a day, and travel by nights to the next stopping place. It is hardly necessary to say that he must feel well and keep well to be able to do this, and his digestion must be equal to almost any kind of food he finds.

If my own experience is of any value to young men who may think of starting out in this business, they are welcome to it. I began on the road about the time I reached my majority; already I had served a useful apprenticeship in the retail trade.

Why was this useful? Because you can't sell goods unless you know them; you can't convince a customer unless you can answer his questions and anticipate his objections. There's no use wasting time in trying to make friends with him unless you can sell him goods. Drinking with him and telling him good stories does not count for much nowadays. It's more and more straight goods and straight business.

Every week I get letters from friends asking advice about the road. I believe it is true that I am the oldest man in my line, dry goods specialties, traveling out of New York. For twenty years I have made regular trips through the Southwest. I have never carried a pistol in that time and never needed one—in spite of the saying that when you need a pistol in Texas you "need it like h—l." I never saw trouble that I felt I had to take any part in.

Indeed, I never carried a weapon since my early days, when there were not so many railroads, and I had to make wagon trips, sometimes by night, from one backwoods town to another, with a colored man driving me and a rifle on the seat by my side.

When a young man asks how he can start, all I can say is, begin in a small way. Experience and reputation, in your line, are absolutely necessary to secure employment by a good house at good money. Until you have these, try for them as a retail salesman anywhere. Unknown quantities are not wanted in big houses.

There are certain kinds of trade, such as the shoe, the hat and the clothing, which do nearly all their business by means of traveling salesmen. And they do nearly all of it in four or five months of the year. These salesmen go out in May and June to take their fall orders, and they go again in November and December to take their spring orders.

A salesman who would travel ten months in the year and carry five times as many goods, could not sell any more than they do in four or five, which indicates that there are two kinds of salesmen, the "pikers," who grind away all the time, and the men who bunch their hits, to use a baseballism, anticipate their customers' demands, sell spring goods, say, in my line, in November and December, go out in March to keep in touch with their customers, and then spend the warm months in New York selling goods in their own houses to their road customers who have come on here to buy for the fall.

While it is true that it is the advance business that pays, it is also true that there isn't any man who can make what I call a salary unless he sells goods in New York as well as on the road. While merchants came to New York twenty years ago more than they do now, it is still true that they continue to come on now at certain times. It is in New York then that the traveling salesman, who has been in their stores and mixed with them, knows what they want and how to sell to them. And it is here above all that the value of the traveling salesman to his parent house is proven, above all mercantile agency reports.

The best customer last year may not be so good this year, discounts may have fallen off, ill health hurt his business, he may have quarreled by letter with the home house. Now, the home house not only wants to weed out undesirable customers, but to replace them with good ones. It is the experienced traveling salesman who alone can know not only when but where to go.

If I tell a Southwestern merchant in July, in New York, that I will be in his place on December 1, and I've always "toted fair" with him, he'll wait to buy my line of goods until he's seen my samples. I have traveled 2,000 miles in one week, and 600 miles in another week, and made from five to seven towns in each. On the 26th day of last November I was in Dallas, on the 28th in Waco, on the 29th in Galveston, on December 1 in Houston, and December 2 in Fort Worth. This would measure only about 700 miles over the State, but it was 1,500 the way I went.

Expenses? Expenses don't cut any figure. You must get the business, no matter what it costs. Your expenses may be \$60 one week and \$160 the next. To meet them you draw drafts on the parent house—not on a bank. I never knew a reputable house to refuse to pay a draft drawn by a reputable traveling man.

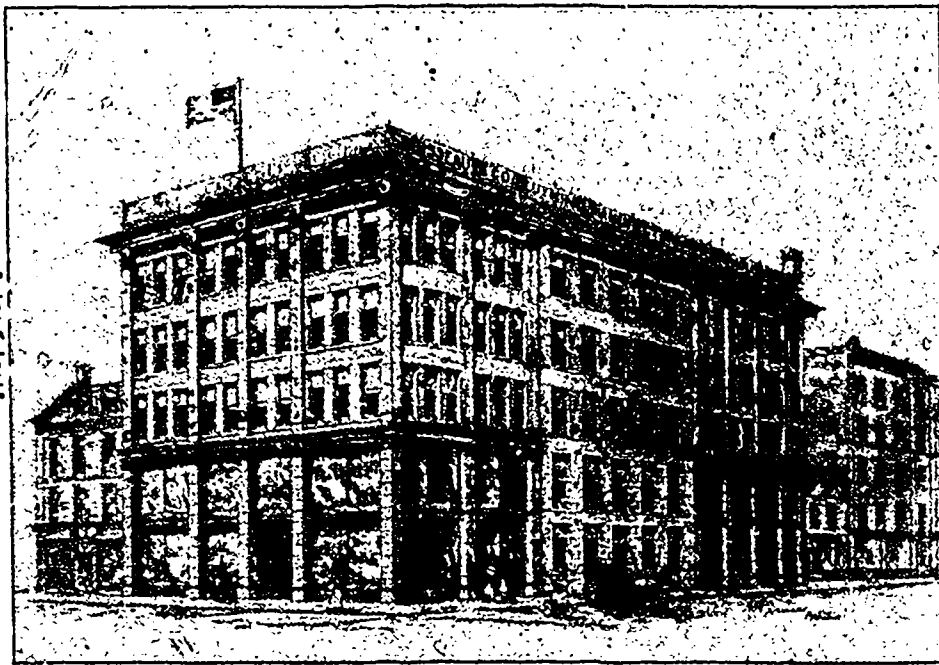
And for integrity traveling men are away above the average. The old timer who drank hard and told stories is no longer in it. The merchant of to-day knows when he is "getting a run for his money." It doesn't do any harm to "jolly" him a bit; naturally, you wouldn't take your troubles to him. Tact and truthfulness generally win. And sometimes you can tell him a story you have heard.

Experienced men, who have their health, are never out of a job. Such a one, who travels with a special line of goods for a big house, may make \$12,000 to \$15,000 a year in commissions. Many of them make from \$6,000 to \$8,000.

A good house salesman in a big house may sell in the market (that is, in New York City, of course) \$1,000,000 worth of general dry goods in a year. But he couldn't possibly go out on the road

Our New Premises.

We will occupy these premises in a short time, and, with all the latest machines at our disposal, it will be the only large **WHOLE-SALE TAILORING PLANT** under one Roof and one Management in Canada



OUR NEW BUILDING, COR. YONGE AND TEMPERANCE STS.

We have found an increasing demand for **HIGH CLASS GOODS**, and with this plant at our disposal **we can meet all demands.**

THIS Wholesale Tailor Label is the Registered Guarantee for Style, Fit and Durability.



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

The Ten following Novelties

WILL BE PRESENTED BY THE

GILBERT MFG. COMPANY for the Autumn of 1898.

We think no buyer will be able to satisfy his company who does not personally and thoroughly investigate this line of dress linings.

We shall double our office force of salesmen to be able to properly attend to the new accounts we expect to open this season.

- 1st. XXX Sublime Silk Premier ; superb goods.
- 2d. Commodore Fabric ; a great novelty for waist linings.
- 3d. No. 10 Sea Island Silk ; wanted by every lady in the land.
- 4th. No. 20 Sea Island Silk ; wanted by every lady in the land.
- 5th. Sea Island Silk Skirting ; wanted by every lady in the land.
- 6th. Satin Duplex Skirting ; as handsome as a woven fabric.
- 7th. Sublime Illuminated Skirting : excelling them all.
- 8th. No. 100 La Reine, fast black ; for petticoats only.
- 9th. No. 110 La Reine, fast black ; for petticoats only.
- 10th. No. 120 La Reine, fast black ; for petticoats only.

We shall also offer our regular representative standard goods, a few of which we will notice as follows

**Silver Sheen,
Brocade Silk Premier,
Mineola Skirting,
Roman "A" Skirting,**

**Silk Premier,
F. S. Skirting,
Sublime Fancy Skirting.**

*Also a line of our justly celebrated Gilbert fast black Henriettas and fast black Linings.
Also a full range of colors and BETTER qualities than ever of our 3-leaf twills.
Also a new range of patterns in fast black Padded Goods.
In Satins we make: SATIN MARQUISE, SATIN SURAH, SUPER SATIN SURAH.
Making altogether a line of Linings unapproached in this or any other country.*

From this date we shall offer all of our Combed Yarn stock, composed of Organdies, Dimities, and Grenadines, at sixty cents on the dollar, which will make the net prices from $4\frac{1}{2}$ cents a yard up. Send for samples before the line is broken up.

Gilbert Mfg. Company

380 - 382 Broadway * * NEW YORK

Gloves ...AND Mittens

BERLIN, ONT.

The most up-to-date manufacturing town in Canada.

You will not regret Buying
W. Cairnes & Co.'s

GLOVES AND MITTENS

Everybody should have them.
Right in quality and price.
Let US fill your orders.
Importers, stop and think!
None should miss seeing our samples.

"THE MAPLE LEAF—OUR EMBLEM DEAR," appears on each button.

W. CAIRNES & CO.

Manufacturers

BERLIN, ONT.

Star Shirt

Established 1870.

**WHITE
SHIRTS**

**FANCY
SHIRTS**

**NÉGLIGÉ
SHIRTS**

**NIGHT
SHIRTS**

There is unequalled
value in every number.

Prompt deliveries
are guaranteed.

E. Van Allen & Co.

Hamilton, Ontario.



C. K. HAGEDORN, Manager.

Suspenders .. and Buttons

Fall Samples now on the Road.

We are again showing a beautiful assortment of choice values which we feel confident will meet the requirements of the trade.

We would respectfully solicit a mail order, if not already on our ever increasing list of customers.

We are noted for filling orders promptly.

Try us.



"We Fear Nac Poc."

The Berlin Suspender and Button Co., Berlin, Ont.

TO SUCCEED AS A DRUMMER—Continued.

with general samples and sell half that amount in a year. Yet, a good travelling salesman with a special line of dry goods might sell, on the road, \$1,000,000 worth of his specialty. So the cost to general houses is less than to special lines to sell their goods, and the general salesmen get paid less.

Concentration is what pays the house, as well as its travelers. Know your market, know your customers and know your special line of goods. Every successful road salesman has offers to take outside lines. But I have always refused; it's better to have one thing to sell, and to sell that and nothing else.

In all my 20 years on the road, I have never been insulted, never had a personal altercation; and the one Christmas that my wife did spend with me she traveled 2,000 miles to do it.

But I love my business. I wouldn't give it up, even if, like some habits, it does "unfit a man for anything else."

WALL PAPER FOR DRY GOODS MERCHANTS.

AS many dry goods merchants handle wall paper, they will be interested in the following descriptive article of M. Staunton & Co.'s new line for 1899:

The new line of wall papers, for 1899, by this firm, is now ready for the wall paper dealers of Canada. The custom of the firm is to prepare each season's line after a careful study of the designs and colorings that, by large sales, are found to be popular, and, at the same time, they embody all the new ideas of the foremost artists which are adapted to the Canadian trade. The result is a line of goods that speak for themselves. These features are characteristic of the line for next season, which has already been shown to some of the largest buyers in the country. Some exceptionally large orders have been placed, and the firm have been complimented on their efforts in producing a line of wall papers which surpasses, both as regards patterns and colorings, anything they have heretofore shown. In fact, the standard reached is, in respect of variety and attractiveness, a high one, and the line possesses every essential feature required in a first-class stock.

This season, the tendency towards the deeper and richer shades of color continues, and many lively creations in blues, greens, reds and browns are observable, but the popular demand has not been forgotten for light, bright papers, in the more delicate tones, suited to parlors, bedrooms, etc., and the selection of these is large and well chosen. The trade appear to appreciate the very excellent values given heretofore by M. Staunton & Co., in their very cheapest grades or ungrounded papers, and the new range of attractive designs in bright and catchy coloring in these goods will, doubtless, increase their reputation.

On the ungrounded goods this year still further reductions in price are recorded. This also applies to grounded goods, several lines of which are being shown at figures hitherto unheard of in Canada, the firm being determined to meet both domestic and foreign competition; in fact, their goods have been priced with the distinct purpose of selling Canadian goods to the dealer at considerably lower prices than he can import for. While the prices are low, the character and quality of the patterns have been kept in advance of the usual standard for these goods.

SOME OF THE NEW PAPERS.

THE DRY GOODS REVIEW has been allowed to look over the new samples. It would be impossible to give a detail account of all the designs. Reasons of space forbid more than a brief general mention of the leading features, so that the dealer may make a point of seeing the Staunton line before stocking up. Book One contains the ungrounded papers, and it is hard to realize that such attractive goods can be sold at such low prices. All the papers this year made by M. Staunton & Co., it may be mentioned, will be 8 yards long, with the single exception of ungrounded papers, a

step decided on with the feeling that this consults the wishes of a great majority of the trade. After Book One follow several books of grounded white blanks. In turning over the samples designs for all classes of rooms, both for public and private buildings, are seen. Borders to match them are shown in widths of 6 in., 9 in. and 18 in. In Book Four are a number of patterns with blended friezes, both in 9 in. and 18 in. widths. The patterns are colored in excellent taste, two colorings of No. 1245 being especially noticeable, one being on olive and the other a rich green.

We now come to 22-inch goods, the patterns in which are above the average of merit. The first design is a Romanesque scroll (1243), with a handsome, one-band, blended frieze and an artistic ceiling, the colorings all commendable. The blended effects produced by the firm this year show the most superior workmanship, the change in the graduation of color being imperceptible. Another, on gold-blue ground, catches the eye, while a third has an old gold ground, the flowers being of pink and blue. A distinctively parlor pattern is No. 1240, in which the artist has cleverly embodied the Japanese rose. The design is fairly large, but the tones are soft, so as to give a subdued, yet rich effect. No. 1277 G.G. is a fine Moorish pattern, and is to be seen in the embossed books, of which there are several. Attention should be called, in passing, to the special fancy embossed patterns. One of these is a striking effect in bronzes, and would make a very handsome room. No. 1249 is a conventional design of the best type for libraries or dining rooms. Among the fancy embossed papers is an exceedingly rich scroll treatment on a crimson ground. The extra values in these goods this year will give a progressive dealer goods that will equal any previously manufactured, but at much reduced prices. In the ingrain papers, an interesting new range of shades is shown; there is not an old coloring among them. The ingrain friezes of this firm have, in the past, always made good sale, and this year they are so far in advance of previous efforts that a large trade is assured. Their special 22-inch ingrain friezes will be hard to beat, so that dealers who have hitherto looked to the American lines for these goods will now find that they can procure equally artistic goods in Canada at considerably lower prices.

NEW METHOD OF MERCERIZING COTTON.

C. Ahnert, of Paris, has received a French patent for a method of imparting a silky gloss to cotton not in a state of tension. He says the tension of cotton in the treatment with soda lye for producing such lustre is unnecessary if it has, before entering into the lye bath, been saturated with soap solution. His improved method is as follows: The well-boiled cotton is impregnated with a concentrated soap solution at 122° Fahr., and entered into the alkali bath of a concentration of 25 to 35° Reaume and a temperature of 86 to 104° Fahr., the cotton is taken out in two and a half to three hours and rinsed with water, to which an acid may be added. It is next bleached.

TORONTO PATENT AGENCY.

In another column of this issue is a card of The Toronto Patent Agency, Limited, Toronto, Canada, incorporated and chartered under the Ontario Companies' Act, to do the general patent agency business. This is the only incorporated company of its class in Canada, although in England there are many and very prosperous concerns of this class. It is composed of many of Toronto's leading citizens, and on its list of stockholders are many well known inventors and patentees. Those having business to do with the company can depend on honorable treatment and on having their business well looked after. The managing-director, Mr. J. Arthur McMurtry, is a man well known to the business community of Canada. The company has established offices in all the principal cities of Canada and the United States.



No. 751.
To Retail at \$1.50.

"Maritime" Wrappers

Distinguished for

the Hang of the Skirts and
the Fit and Finish of its Waists.

Manufactured by

THE MARITIME WRAPPER CO.,

ONTARIO AGENT:

J. H. PARKHILL,
46 Toronto Arcade.

Limited

Woodstock, N.B.



No. 752.
To Retail at \$1.75.

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

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

MERCHANTS



...Should our travellers fail to call
on you with samples please write us and we will
send you samples and prices.

We absolutely guarantee our rubber coats to be thoroughly waterproof
and never to harden

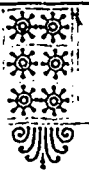
The Beaver Rubber Clothing Co.



Sole Manufacturers
"Beaver Brand
Mackintoshes"

1490 Notre Dame St.,
....MONTREAL

General Merchants



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

THE CANADIAN GROCER.
THE CANADIAN HARDWARE AND
METAL MERCHANT.
THE BOOKSELLER AND STATIONER.
THE CANADIAN PRINTER AND
PUBLISHER.

May have a copy of them sent free
if some they wish to consult
the advertising columns. Special
charging rates on application.

The MacLean Publishing Co., Limited
MONTREAL. TORONTO.

THE CANADIAN COLORED COTTON MILLS COMPANY

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

Only Wholesale
Trade supplied.

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

OXFORD TWEEDS

NOT "HALIFAX."

Halifax, N.S., is all right. It has
its strong points—the citadel, for instance—but tweeds! Halifax
Tweeds! Never was a yard made in Halifax. For thirty-one years
we have been making pure wool, durable and popular fabrics, which
have come to be known largely as "Halifaxes." Many Canadian
mills make so called Halifax Tweeds—some low in price, conse-
quently low in quality. We are the originators and sole pro-
ducers of the now famous tweeds made at Oxford. They are
"OXFORDS," not "Halifaxes."

Oxford Manufacturing Co., Limited, - Oxford, N.S.

The Kind We Manufacture!



Is not **QUALITY** remembered
long after **PRICE** is forgotten?
Fine Kid and Mocha, Nap
and Ind. Tan Buck, Horse Hide.
Special for Brakemen and
MINERS.

Creditable Domestic Lines

Highest price for Raw Deer and Sheep Skins.

W. J. CHAPMAN
Glove Manufacturer, WINGHAM.

Boots and Shoes.

THE representatives of THE REVIEW, in their travels about the Dominion, have, for some time past, noticed an increasing trade in boots and shoes on the part of retail general stores and men's furnishing houses. With a view to assisting in the promotion of, and carrying on of, this class of business, it has been decided to devote space in THE REVIEW to matters of interest to the handlers of these goods. Subscribers to THE REVIEW will be kept posted as to what new goods are being placed on the market, what changes in style or make are likely to be brought out as the seasons come and go, and, so far as is possible, to procure and publish full and reliable information as to rise or fall in the prices for boots and shoes. The aim of the department is to help the retailer to make the most profit out of his line of boots and shoes, by posting him upon the subject thoroughly.

A HINT TO RETAILERS.

When the raw material from which any article is made advances in price the natural result is for the manufactured article to follow suit. This is the present position of the boot and shoe market. The farmers have for some time and still continue to receive high prices for their green hides, and they should be prepared to pay correspondingly for their footwear. Why not, therefore, secure your share of the profits accruing from a higher market? The consumer in nearly all lines has had the long end of the stick for some time past, and it is high time that retailers were awakening to the fact that business can only be successfully carried on when they are getting a profit on their goods. Ask a little more for your goods, and then you will be more free to purchase how and where you like.

NEW SHOE COMPANY.

Application will shortly be made to the Lieutenant-Governor-in-Council of the Province of Quebec for letters of incorporation for the Union Shoe Co., Limited, with a capital of \$50,000, in 1,000 shares of \$50 each. The petitioners include Messrs. J. N. Forget, J. O. Labbe, A. P. Cimon, E. Robitaille, F. X. Galibois, and T. Beaupre, all of Montreal.

OUTPUT REDUCED.

The advance in the price of hides in the beginning of the season, resulting as it naturally did in a stiffening of prices for leather, was the cause of manufacturers of boots and shoes being compelled to ask higher prices for their output. This advance all round has resulted in a falling off of orders from retailers, who apparently anticipate a return to old prices. As, however, the prices, both for hides and leather, are being well maintained and manufacturers of footwear have limited their output for some time past, the prospect for any immediate decline in prices is very small, in fact, everything seems to point to a further stiffening of values. Several large manufacturing houses, being unable to make concessions to retailers owing to the high prices which they were compelled to pay for leather, have been running their factories at not much more than half their ordinary capacity, and, as a natural consequence, the market is in no sense of the word overstocked.

CRUDE RUBBER ADVANCING.

The crude rubber market has been very strong for some time past, and some classes of manufactured goods have been advanced

in price to meet the increased cost of the raw material. Canadian manufacturers of mechanical rubber goods have agreed to a further advance, but the prices for rubber footwear have not yet been so seriously affected. It would be well for intending buyers to inquire into the future of this market, as it is in a rather unsettled condition, and an advance may take place at any moment.

FAILURE IN QUEBEC.

The liabilities of Mr. Woodley, boot and shoe manufacturer, Quebec, who assigned on August 3, amount to \$20,370, distributed as follows: Mrs. Woodley, \$5,800; A. Pion & Co., \$1,600; F. Gourdeau & Frere, \$950; H. J. Fiske & Co., \$400; W. H. Polly, \$480; Shaw, Cassels & Co., \$350; Sirais & Co., \$500; M. Lynch, \$225; Quebec Paper Bag Co., \$200; P. Galibert, Montreal, \$690; L. H. Packard & Co., Montreal, \$300, and also a number of firms and individuals for smaller amounts. The assets are about \$10,500.

A MODERN FACTORY.

A representative of THE REVIEW, who was recently shown through the manufacturing establishment of Messrs. J. & T. Bell, Inspector street, Montreal, was struck with the complete and modern ideas which prevailed throughout the whole factory. Not only is the building exceptionally well lighted, but pains seem to have been taken to make the most of every inch of space, yet, the comfort and convenience of the workpeople have not been lost sight of. The footwear made by this firm will stand comparison with any made in either Canada or the United States, the principal lines being high class goods for men's and women's wear.

IMPORTED GOODS.

Men's Wear.—The imported boots and shoes for men's wear now showing are considerably changed from the past two or three years, in that they are made more on the English style of last, i. e., medium round toe, heavy outside sewing, sole extended back to the heel, and the heels themselves longer and heavier than heretofore. This shape is certainly much more sensible and comfortable than the sharp pointed goods which were sold some time ago, and, as great attention has been given to finish and general style, the appearance of these boots and shoes is quite attractive. The popular leathers are box calf, vici kid lined, Harvard calf, wax calf, and cordovan, box calf, if anything, having the preference. As many manufacturers are slow viscolizing leather and using a filling made of ground cork and rubber cement between soles, thereby making the goods water and damp proof, it is probable that a large number of tan and colored shoes will be worn during the coming winter.

A storm-proof boot, used for hunting, etc., in the United States, with high cut bals. (about eight inches), is finding its way into Canada in considerable quantities.

In dress shoes, both bal. and buttoned patents will continue to be worn on the street, while pumps and Oxfords will hold sway for evening wear, together with serge top congress patent boxing. Opera and house slippers are of sensible shapes and made in chocolate vici, light willow calf, Russia calf and glazed goatskin.

Ladies' Wear.—The same main features prevail as in goods for men's wear, the toes and soles being broader, leathers heavier, with low heels and sensible but neat outlines. The tendency is towards a heavier, healthier and more serviceable street shoe, both in buttoned and laced. Skating and golfing boots are being made with somewhat heavier soles and longer legs. Oxfords for street



Standard for Quality
Style
Finish

OFFICES
and FACTORY :
178-180 Inspector Street.

J. & T. Bell

FINE FOOTWEAR

Montreal

“Bell”

Shoes Fit Well

Look Well

Wear Well

BOOTS AND SHOES—Continued.

wear are made with fairly heavy soles, and outside extensions, some with patent tips and others with self tips.

Some very pretty designs in house boots and slippers are being shown with turned soles—many of the slippers have beaded vamps with one strap—bronze and various shades of satin are being used as is also the old standby, white kid. The tendency this year, even in slippers, is towards a rounder toe.

Children's Wear.—There is little change in this class of goods excepting to carry out the principles adopted for men's and women's wear in making the toes broader, soles heavier with good outside sewing, and heels low and broad.

Prices.—Are higher with an upward tendency, owing to the rise in leather values.

BOOT AND SHOE NOTES.

W. H. Stewart, St. Catherine street, Montreal, is showing several very fine lines of American and Canadian boots and shoes. This store is one of the most extensive and complete retail establishments in the country, and its business is apparently on the increase. Mr. Stewart makes window dressing one of the strong features of his business, and at present he is devoting considerable space to the high class goods of A. E. Neuleton, of Syracuse, N. Y.

Mr. A. Robinson, merchant, of Stratford, Ont., has recently opened up a branch store at Nanaimo, British Columbia, where he will carry a stock of clothing, dry goods and boots and shoes. His son, Lewis Robinson, is in charge. THE REVIEW wishes him success in this new field.

One of the many evidences of the continued good feeling between the United States and Great Britain is the fact that not only are United States manufacturers of boots and shoes almost universally adopting what is known as the English style of last, but some of them are selling their output under the names of "English" and "London," a few going so far as to label particular lines as "Sallsbury," "Balfour," "Chamberlain," etc.

THE HONEST CLERK.

Lady to (clerk)—"Will these shoes hold their shape?"

Clerk—"No, madam, they will run down at the heel, spread out over the sole, and, in fact, are a very inferior article."

Lady—"Why, young man, how honest you are! I thank you for telling me. It is not often that I find a clerk with such an elevated idea of honor, and—"

Clerk—"It's not that, lady; but the manager left me out when he raised the wages of the others to-day, and I'm trying to get quits with him."—Shoe and Leather Facts.

CARE IN BOXING.

Retail handlers of boots and shoes cannot exercise too much care in keeping their stock properly boxed. Many merchants, either from lack of time or an impression that it does not make any difference, are inclined to put goods back into their boxes, after they have been shown to customers, in a careless manner, some even turning the tops into the shoe and placing them heel to toe alongside one another, this cannot fail to crease the top and give it a worn appearance, thereby injuring the chances of a good sale. A little care in placing the boots or shoes with both heels at the same end of the box, the top one lying flat on the heel of the other, will prevent creasing, and will repay the merchant for the trouble taken.

NOTES.

A factory for the manufacture of "gaiter elastic" and the "Unique" shoe lace fastener, is about to be started in Stratford, Ont. A. Kuechtel, shoe merchant of that city, and John Hoffman, of Waterloo, are partners in the enterprise. They have secured premises in the Hagarty Block, Brunswick street, and, as some of

the machinery has already arrived, it is expected that operations will commence very shortly. As the business increases, which both gentlemen confidently expect it will, additional machinery will be put in.

CHAT WITH A CHILLIWAOK MAN.

MR. W. A. ROSE, one of Chilliwack's general merchants, has been spending a few days in Toronto on business and pleasure bent. Mr. Rose went to British Columbia 13 years ago, and this is his first visit to the east since he turned his prow westward.

"Trade," he said, in reply to a question, "is good, and we are looking for a nice business in the fall. The grain and fruit crops are excellent. We do not grow a great deal of wheat. Oats is our chief grain product."

"Your's is a good fruit growing district, is it not?"

"It is; there is none in the world to surpass it," proudly replied Mr. Rose. Then, in a tone expressing of regret, he added: "But you see our market for fruit is so small. We experimented in sending plums to the Northwest Territories, but the results were so unsatisfactory that shipments will not be continued."

"If railway communication with the Kootenay country could be secured it would be a good thing for Chilliwack and district, would it not?"

"Oh, yes. And we hope some day to have that communication. The proposed Vancouver, Victoria and Eastern railway would pass through Chilliwack and give us access to the Coast and the Kootenay country. Some surveying has been done in the neighborhood of Chilliwack, and when I left the surveyors were reported to be at work near Robson. But railway projects, you know, are uncertain."

"No mining operations are being carried on near Chilliwack, are there?" I ventured.

"Well, not in the immediate vicinity. An American syndicate is doing some mining in the Mount Baker district, and some nice specimens of gold-bearing ore are being shown, but I do not know anything as to the real value of the mines. When I left there was a little excitement at Chilliwack on account of there being some talk of a road being built by the syndicate to Mount Baker."

"Would you advise young men to go to British Columbia?"

"No, not if they are going to look for situations. It is already overdone. No one should go out there just now unless he has money."

Mr. Ross could give no information as to the salmon run. It was about two weeks since he left home, and then the fish were beginning to hover around the Gulf. But the question I asked regarding salmon set him descending upon the wealth which the Frazer river yielded. "It is enormous," he declared with vigor. "Look at the salmon that are caught there, and the sturgeons. Why, I have seen sturgeons caught there weighing eight and nine hundred pounds each! Some have been hooked there which turned eleven hundred pounds. The chief market for these fish is New York, where they are sent in a frozen state."

OMAR.

WILL INCREASE THEIR PLANT.

Mr. Hugman, of the Hugman Manufacturing Co., Montreal, has just returned from a successful business trip to the Maritime Provinces. "I saw THE REVIEW everywhere in the east," he remarked. "In fact, I must confess that I traced several good orders to my advertisement in it." The company are contemplating a large increase in their plant in the near future.

Irving Umbrella Co.

LIMITED

MANUFACTURERS

Parasols Sunshades and Umbrellas

20 FRONT STREET W., TORONTO

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

20 Front Street East, TORONTO.

A. B. BOAK & CO.

Wholesale Sale Fancy Dry Goods.

Our stock of Fancy Goods for the Christmas Trade is now complete, comprising the latest novelties in

Purses,
Shopping Bags,
Dressing Cases,
Dolls, Toys, Etc.

Our cases of assorted Toys are sold in the original packages, thus saving breakages. We have them from \$6 to \$45 per case. All special values.

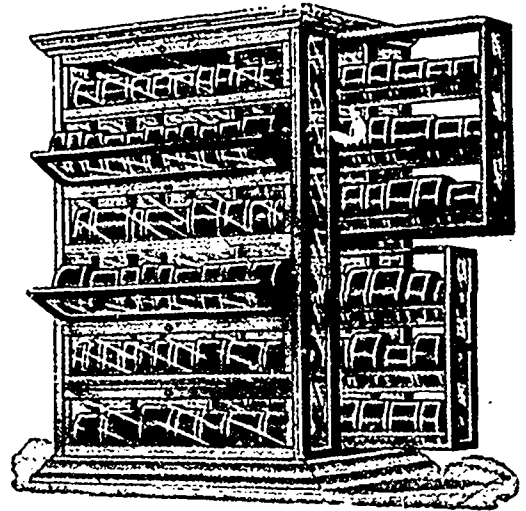
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HALIFAX, N.S.

THE PRACTICAL RIBBON CABINET.

Practical
Revolving
Counter
Fixture.

The
Practical
Kid Glove
Cabinet.



No. 3 Cabinet (opens from four sides.)

NATURAL OAK, NICELY FINISHED.

SIMPLY PULL THE KNOB FORWARD and the tray opens and remains so, giving sufficient room to replace the ribbons. EVERY DEALER, large or small, saves the price of a Cabinet by keeping bright and clean ribbons. YOUR RIBBONS look better, keep brighter, sell faster, if displayed in a PRACTICAL RIBBON CABINET.

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No. 0 size 28 x 7 x 27, 50 bolts, \$ 8.00	No. 4 size 28 x 23 x 38, 325 bolts, \$23 00
No. 1 size 28 x 13 x 27, 100 bolts, 10.00	No. 5 size 28 x 31 x 38, 400 bolts, 28 00
No. 2 size 28 x 15 x 33, 150 bolts, 13.50	No. 6 size 28 x 39 x 38, 475 bolts, 31 00
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AMONG THE RETAIL MERCHANTS.

MANY IMPROVEMENTS IN A BELLEVILLE STORE.

EXTENSIVE alterations are now going on in the store of Geo. Ritchie & Co., Belleville, Ont. The millinery department has entirely outgrown its present quarters and will occupy an entire flat directly over the dry goods department. It will be fitted up and lighted equal to any millinery department in Ontario. The dressmaking department will occupy the rooms directly north of the present quarters, which are now used for reserve stock. Double fitting-rooms and waiting-rooms will also be furnished. The reserve stock will be taken to the main floor in the rooms now occupied as millinery workrooms. The present millinery and mantle rooms will be entirely used for ladies' made-up garments of all kinds, as well as for a large assortment of ladies' fur garments, which the firm purpose dealing in much more largely than formerly. The entire building will be heated with steam, replacing two hot air furnaces and several stoves. When finished, the store will be more modern in its appointments, and the firm purpose doing business for cash only. This change was inaugurated July 1.

A MARITIME MAN ON WESTERN CANADA.

A representative of DRY GOODS had a very pleasant half-hour's chat with Mr. A. E. McLeod, one of Parrsboro's oldest and most successful merchants, who was just returning from a pleasure trip to the Coast. He speaks in glowing terms of the Northwest and British Columbia as a field for young men, and said when he got home he would do all he possibly could to induce young maritime men to go to the Northwest instead of the United States. Mr. McLeod has one brother in business at Prince Albert, one at Moose Jaw, and another starting at Vancouver. Asked as to business in Parrsboro', he said it was good and that the town has greatly improved within the last few years. They have put in a water system and electric light, all owned by the town and giving perfect satisfaction. Mr. McLeod has sold out the balance of his business in Parrsboro', and intends starting in men's furnishings in Wolfville, Nova Scotia.

CHANGING FROM ONTARIO TO MANITOBA.

W. G. Murphy & Co., Mitchell, Ont., are giving up business in that town to locate in Carberry, Manitoba. They are having built for their accommodation in Carberry a large two-storey brick building, 30 by 85 feet, which will be fitted with all modern improvements, including handsome plate glass windows, metallic ceilings, polished floors, cherry counters and solid stone vault, making altogether one of the finest places of business west of Winnipeg. They will do business for cash and have everything run in the modern departmental store style, handling the choicest goods and quoting the lowest prices. This firm have been doing a progressive, live, and steadily growing business in Mitchell for a number of years, and it was only after being offered the most exceptional inducements that they consented to go west. However, there is in Mitchell to-day a splendid chance for a real live business man to step into one of the best towns in Ontario and pick up the thread of a cash business turning over \$35,000 of general goods per year and make a success of the enterprise.

VISIT TO MR. CAMERON'S STORE AT BEACHBURG.

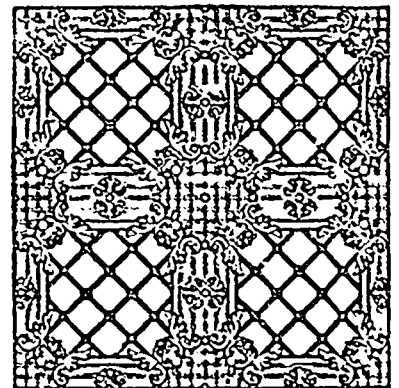
A. Cameron, of Beachburg, Ont., has one of the best general stores in Canada. It is built of solid stone and brick, 30 x 85 feet, with two large plate glass windows. An iron railing extends in front of the windows, so that there is no danger of anyone leaning too heavily against them. The front is built of white marble, with Scotch granite polished blocks for cross pieces. The second storey is composed of white marble and sandstone, unpolished, eight inches square. On entering the store, a representative of THE DRY GOODS REVIEW was struck with the neatness and the well kept stock. The right side is devoted to boots and shoes, groceries and hardware, all having their proper place. The left side has a full

range of general dry goods, dress goods, silks, tweeds, etc., each having its own department. In the centre, and at the rear end of the store, is a wide stair, leading to the ready-made clothing, millinery, and where tailoring and dressmaking are done. Off the main showroom is a ladies' dressing-room. At the back of the stairs is the entrance to the basement, which has a good, firm cement floor, sloping to one corner, so that if any water should happen to get in it will all run away. The general office is at the rear of the store. It is large and well furnished, which is in keeping with the store. It extends five feet to the east of the main buildings, so that it gives the office three windows, one looking out on the street, two on the lawn. Mr. Cameron's private office is back of the general office. It also extends five feet further east, which gives it a window looking out on the street. One very noticeable thing about Mr. Cameron's office is the Encyclopædia Britannica. In rear of the store is a storehouse, 28 x 40 feet, which is separated from the main building by two double iron doors. Above, the storehouse is fitted up for a music hall. Under this storehouse is another basement, used for keeping farmers' produce. In one corner is an ice house over which is cold storage. At the rear of storehouse No 1, and across a 20-foot passage is another storehouse 38 x 52 feet. This is used for heavy ware. Mr. Cameron's store is heated with hot water. In the packing-room there is a cistern from which the water is pumped into a tank that supplies the whole building. There is one mile of piping in the building. Back of the stairs is a wash basin, so that one can pass from one side of the store to the other and wash one's hand without the public seeing. In the basement is a lavatory fitted up in city style. The store has 92 feet of counters, 60 of which have plate glass tops. There are eight inches of space below the glass which is used to display the goods. Mr. Cameron said: "In the old store we had no room to show crockeryware, but since I came in here, about one year and nine months ago, I have sold more crockery than I did the last five years in the old place." This is an ideal country store, and Mr. Cameron has good reason to be proud of it.

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Are the most popular interior finish. We make an immense variety of artistic designs—they can be easily applied (over plaster, if desired, in old buildings), and are durable and economical, fireproof and hygienic.

The serviceable beauty of this finish pleases all practical people.

If you would like an estimate send us an outline giving shape and measurements of the walls and ceilings to be covered. Your satisfaction is sure.

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Our travellers are looking you up with what we believe to be the grandest range of samples in all grades of papers ever displayed to wall paper dealers in Canada.

The patterns are unique, artistic, and exclusive—designs away out of the rut and run of the ordinary—and studied to be of the quick selling sorts, at a handsome profit to you.

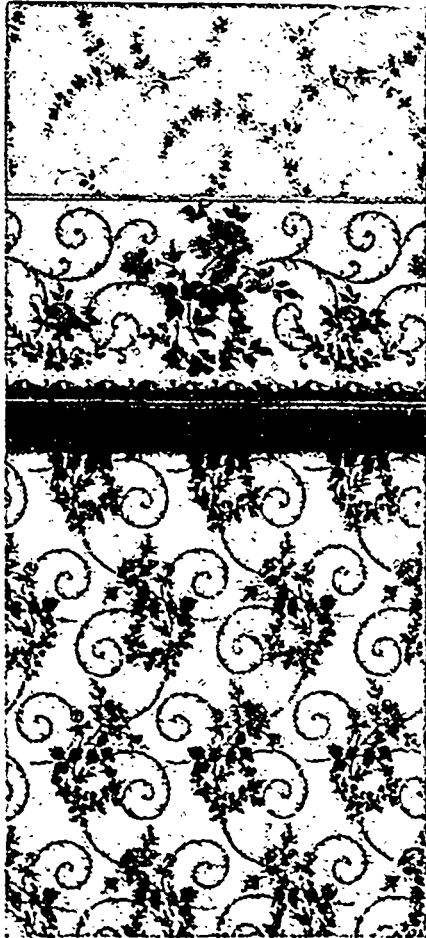
No matter what samples you've seen or what you've bought, your assortments will fall short of completeness without a Staunton line amongst them.

Our prices are close.

M. Staunton & Co.

MANUFACTURERS

TORONTO, ONT.



GERMAN TRADE WITH CANADA.

INTERVIEW WITH A RECENTLY RETURNED IMPORTER—HIS VIEWS ON THE SITUATION.

MR. M. MARKUS, who represents a number of German and other foreign manufacturers, returned to Montreal early in August, after a three months' trip to England and the continent. The greater portion of his time was spent amongst the manufacturers, posting himself on new goods and arranging for several new agencies.

"How do the Germans feel about the cancellation of their tariff advantages in this market?" queried THE REVIEW.

"Well," said Mr. Markus, "they don't like it, that's certain, still, Germany's trade with Canada is not sufficiently large for the manufacturers to feel it much. Besides, even with the preference that the British makers have, our people can compete successfully with them. The Reichstag is in favor of coming to some arrangement with the Imperial authorities that will restore the former trade relations between the British and German Empires, and it is the belief over there that before very long a treaty may be negotiated to bring this about.

"When I was in Berlin," continued Mr. Markus, "I addressed the handelskammer—like your board of trade, you know—on possibilities of expanding German trade with Canada. The merchants were very much interested in what I told them about this country, and I think they are beginning to realize that it is something more than an icy northern fringe to the United States. I gave them some maps of the Klondyke and booklets on the gold fields,

and a copy of THE DRY GOODS REVIEW that I had with me. From the way they spoke I think it is likely that many of our biggest houses will look pretty closely into the prospects of Canadian business."

Amongst the lines that Mr. Markus has arranged to handle are Franz Schmieder's dress goods and plaids. This make of dress materials is familiar to Canadians, and retailers who want to see samples will find them in the hands of the wholesale trade's travelers. The well-known Saxony underwear, manufactured by Comadie & Friedemann, is sold by Mr. Markus, as well as Wolff & Glaserfeld's white shirts, collars and cuffs. By devoting himself entirely to continental goods, Mr. Markus believes he can give the trade exclusive lines and specialties that it would be impossible to obtain otherwise.

THE EARLY OCCUPANTS OF AN OLD STORE.

A Toronto correspondent writes THE REVIEW:

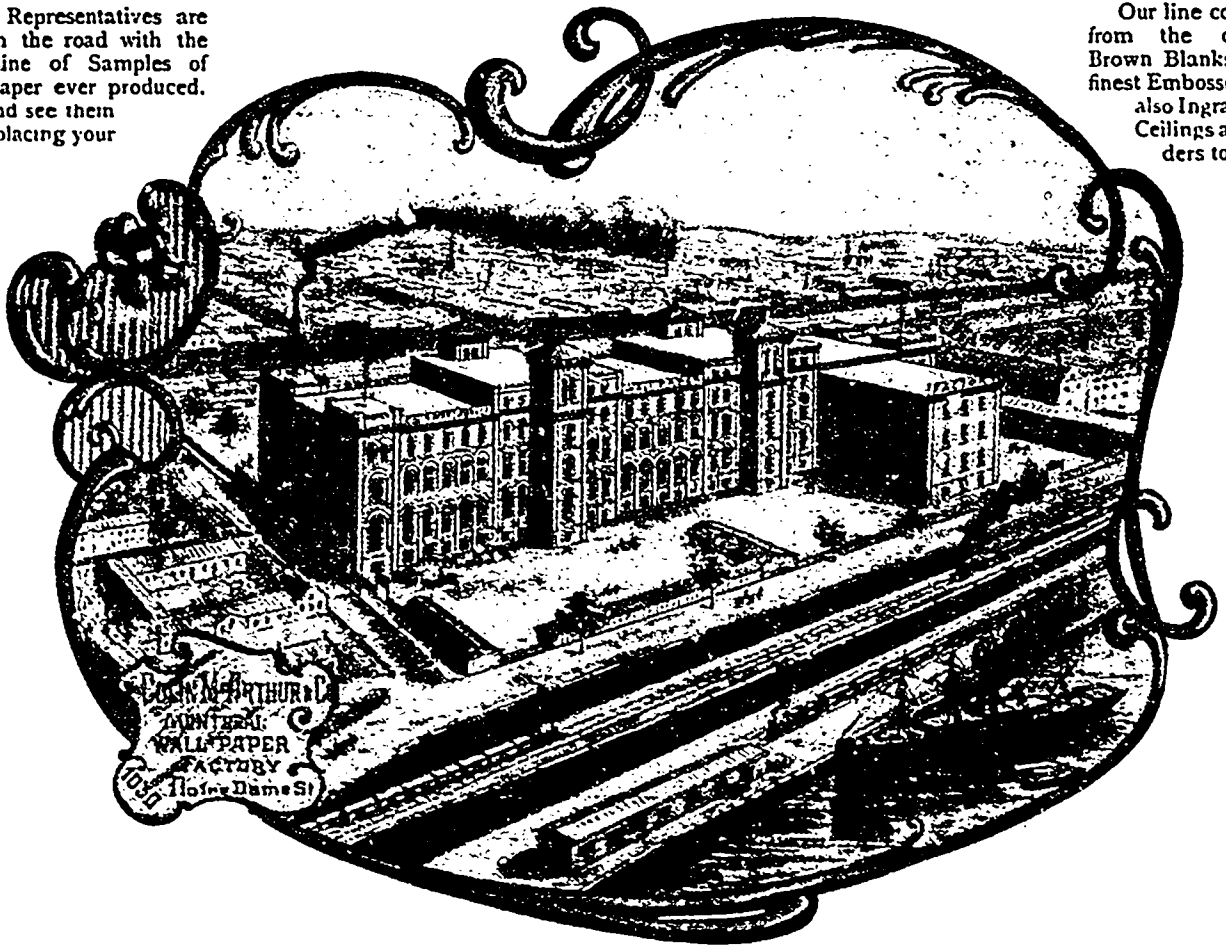
"In your account of White & May's store, in St. Mary's, Ont., you are out in your history. This store was built by John McDonald, now of Paisley, Ont., and occupied by him many years, and the next occupant was R. Fraws, now of Toronto, then G. B. Smith, and so forth, as you give it."

FRIENDLY WORD FROM THE WEST.

Mr. J. V. Smith, Winnipeg, writes:

"I enclose herewith the sum of \$2, for which please send me THE DRY GOODS REVIEW to my address. Please send August number. I have been a reader of THE DRY GOODS REVIEW for some time and find it of great assistance in keeping posted re the dry goods business in Canada. Wishing you continued success."

Our Representatives are now on the road with the finest line of Samples of Wall Paper ever produced. Wait and see them before placing your orders.



Our line comprises from the cheapest Brown Blanks to the finest Embossed Gilt, also Ingrains with Ceilings and Borders to match

Colin McArthur & Co.,

1030 Notre Dame St.

— MONTREAL

Corsets Without Whalebone.

Invented by a Doctor.

Our Corset, "Nature," fills a gap existing since the invention of the Corset. No more internal troubles, no more infirmities caused by the ordinary corset.

The numerous testimonials and orders which reach us from every side are an evident proof of its great value.

We have a special pattern of this Corset for ladies troubled by an excess of fat at the abdomen, and, moreover, this trouble is overcome by the usage of this Corset, which is for sale by the S. CARSLY CO.

This Corset is made and sold by the "PARISIAN CORSET CO.," already renowned through the celebrated P. C. Corset.

The Stiffly Corseted Woman

is now a thing of the past—the up-to-date belle strives for comfort and health. The

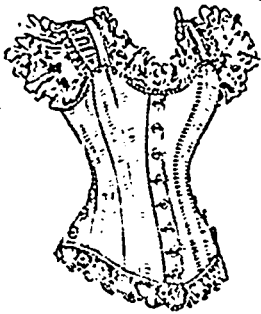
HYGEIAN WAIST

universally recommended by leading physicians, lends stylish grace to the figure, hence its popularity with ladies of fashion.

Can be Laundered Without Injury.
Sold by all the Leading Merchants.

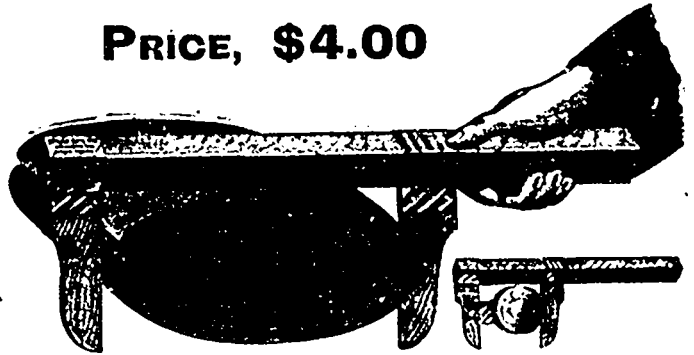
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The Grompton Corset Co., Limited, Toronto.



Putnam's Cloth Chart

PRICE, \$4.00



Will measure all piece goods and ribbons quickly and accurately without unwinding. Write for particulars

Works just like a Lumberman's Board Rule, just as simple.

In use throughout the United States, in Canada, in England and South Africa. A great labor-saver in taking stock, and also very useful in checking invoices.

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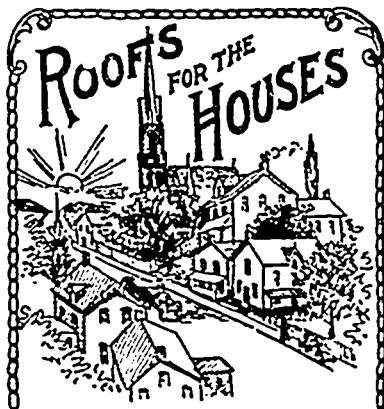
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33 Melinda St., Toronto, Ont.

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A. E. Putnam, Milan, Mich.

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We give You

the benefit of our long experience—any of our big catalogues and up-to-date information on these goods on receipt of a post card.

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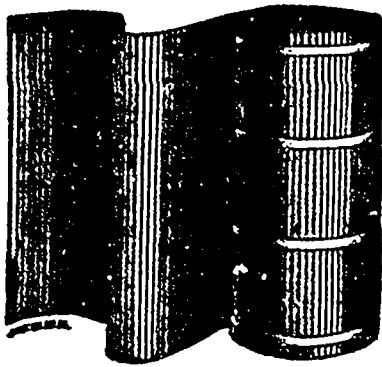
Under this form of Policy a man can obtain complete protection for his family, while capital is built up from year to year, to be used by himself in his old age. The Policies are absolutely free from conditions, and contain liberal privileges as to Extended Insurance, Cash Surrender and Paid-up Insurance.

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We are the sole manufacturers for Canada. Send for sample.

For sale by best Carpet Dealers. If your dealer will not supply you, it can be ordered direct from the factory.

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WESTERN ASSURANCE COMPANY.

Incorporated 1851

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

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" Sept 4	Lake Ontario	" " 21
" " 11	Tongariro	" " 28
" " 18	Lake Huron	" Oct 5
" " 25	Lake Superior	" " 12

First Cabin, single, \$50 to \$65, return, \$100 to \$125.50. Second Cabin, single, \$34, prepaid, \$50.25, return, \$66.75. Steerage to Liverpool, London, Glasgow, Londonderry and Belfast, \$22.50, and all other points at lowest rates.

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Only \$24.00 for 144 pieces.

Terms 2 per cent. 10 days, or 30 days net f.o.b. Chicago.

This is the cheapest and most attractive lot of goods ever shown, and can be retailed at 50 CTS. EACH, and appear a great bargain at that.



This has just been put on the market and takes like wildfire.

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CHICAGO, U.S.A.

The Celluloid Company

30, 32, 34, 36
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NEW YORK

ORIGINAL and ONLY
Manufacturers of

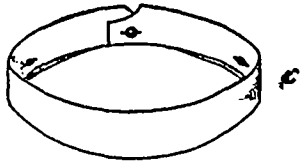
"CELLULOID" Interlined Waterproof
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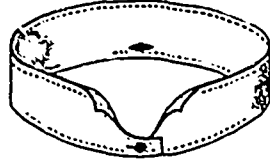
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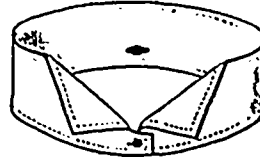
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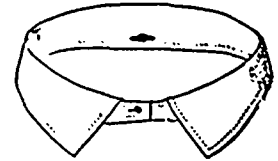
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Sizes 15 to 17 1/2 in.
Front 1 7/8 in.
Back 1 in.



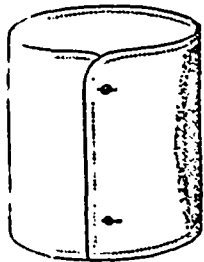
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Sizes 13 to 18 1/2 in.
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Sizes 13 1/2 to 20 in.
Front 2 1/2 in.
Back 2 1/4 in.



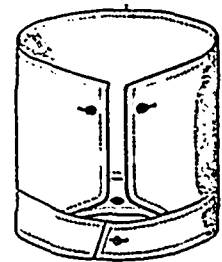
ROYAL
Sizes 12 1/2 to 20 in.
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EXCELSIOR.
Sizes 8 to 11 1/2 in.
Width 3 1/2 in.

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 manufacturers 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.
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Save Money, Save Eyesight, Save Artificial Light.



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Lighted with Luxfer Prisms.



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Lighted with ordinary glass and light wells.

All Progressive Merchants are fitting their stores with LUXFER PRISMS, and save enough money on gas bills to pay for them within a year.

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WE FIND

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of cash and experience constantly at our command. These controlling forces combined, secure confidence between us and our customers and the best value in goods that the markets of the world can produce. We number amongst our thousands of customers many of the largest and best

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