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# THE CANADIAN DRY GOODS REVIEW

JUNE

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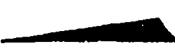
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Fall, 1898. . . . .

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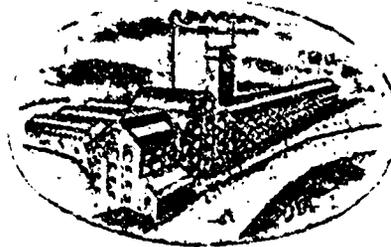
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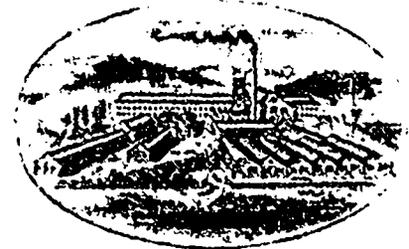
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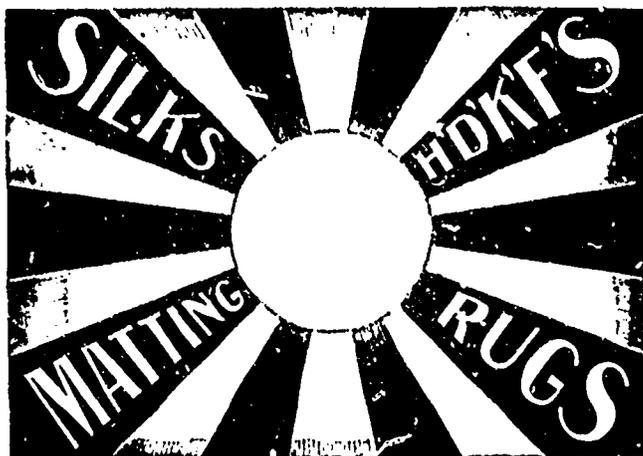
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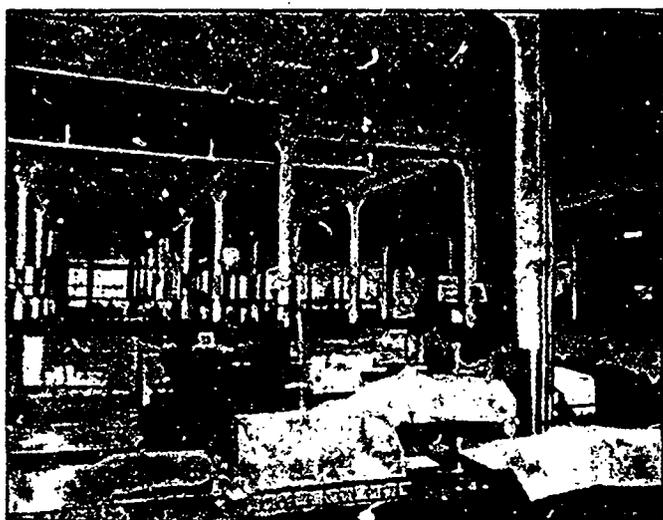
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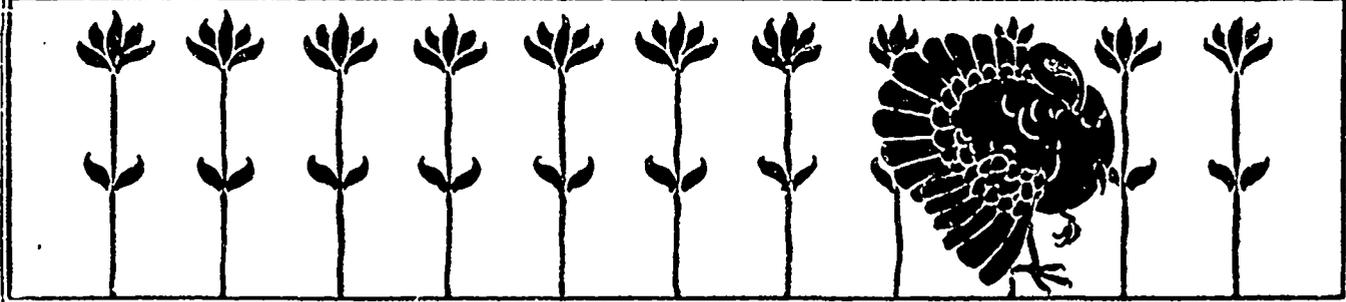
TORONTO

*revised  
Aug 14th / 1898*



# THE DRY GOODS REVIEW

IN THE INTERESTS OF THE DRY GOODS, MILLINERY, CLOTHING AND HAT TRADE



Vol. VIII.

MONTREAL AND TORONTO, JUNE, 1898.

No. 6.

## Color in the Dry Goods Trade.

HOW FABRICS ARE DYED, HOW COLORS COMBINE, AND HOW THEY ARE ARRANGED.

Specially re-written for THE DRY GOODS REVIEW from a recent English lecture.

THE subject of color harmonies is one of the utmost importance to all engaged in the sale of textile fabrics, as a proper application of the color element has much to do with the beauty of the fabric. A cloth may be well made and a good article of wear, yet because of the lack of proper color combination it loses its value and becomes almost unsalable.

Those who have studied the subject agree that in recent years there has been a great improvement in the general taste of the public. A comparison of some of the old pattern books, from the Sixties down to the present, show at once that the taste is not so vulgar in regard to strong contrast; that much softer tones and tints are now in use. As the general taste has improved, there should be corresponding improvement in the knowledge of color harmonies on the part of those engaged in the arrangement or sale of all textile fabrics.

A. M. Chapman, of the Shipley, Eng., technical school, gave some practical information along this line in a recent address. He said that many people were deficient in the power of judging color harmonies, just as some people lacked the power to judge musical harmonies. Some of them would make combinations which are in violation of all the laws of harmony. This is, in some cases, due to lack of study of the effect of color; in other cases, to color blindness, which generally takes the form of blindness to one of the three primary colors—generally red—which means that they cannot see red or any compound that has red in its composition. It is estimated that 1 per cent. of males and 3 per cent. of females are deficient in this power to judge colors, which is significant, as it points out that this deficiency is largely due to the disuse of the powers of color perception, as males do not exercise their taste in color to the same extent that females do.

The intensity of a color in textiles varies much, according to the mass of material which may be reflecting it. Any material that, as a polished surface will enrich a color, while a dull body will have just the opposite effect. This is easily seen by dyeing

pieces of silk, cotton and wool to the same depth of shade, when the color on the silk will be found much more brilliant than the others, while the wool is brighter than the cotton. In making color combinations one must consider the material one is using, and also the use to which it has to be put. What will do for a floor or wall will not generally do for dresses or suits.

In making textiles three factors have to be taken into consideration, viz., weave, or the order in which the threads are interlaced to give stability to the fabric, design or form, and color. The most beautiful fabrics are those in which these three factors are combined to produce a harmonious result. In worsteds, the colorings are soft in tone, depending more on tints than full bright tones, in woollens, they are more pronounced, especially in fancy tweeds, rugs, shawls and mantlings. In silk, the high lustre and fineness of the fabric makes it possible to reach the nearest to perfection in textile coloring.

What is color? To answer this the light theory must be understood. Color is reflected light; the surface of an object reflects back the light falling upon it from a luminous body. This light strikes the eye in innumerable light waves, and sets vibrating a sensitive skin behind the eye, called the retina. The optic nerve connects the retina with the brain, where the vibration is turned into sight.

All light is primarily from the sun, and all colors are separately reflected colors, the sum total of which is the white sunbeam. Bodies have no color of themselves, but have powers of absorption and reflection, so that on the light falling on them they absorb certain colors or portions of the ray of white sunlight, and reflect others, which are the colors we see. If we see red, it is because the body absorbs all but the red portion of the light falling on it. The colors of the spectrum are violet, indigo, blue, green, yellow, orange and red, similar to what we see in the rainbow.

The theory upon which textile colorists work is called the pigment theory, or the results that we know are gotten by mixing pigments or paint. All colors are divided into primary, secondary, and tertiary classes, as follows:

Primaries—Red, yellow and blue.

Secondaries . . . { Green, by mixing blue and yellow.  
Orange, by mixing red and yellow.  
Purple, by mixing red and blue.

Tertiaries . . . { Russet, by mixing orange and purple.  
Citrine, by mixing orange and green.  
Olive, by mixing purple and green.

Each of these colors may be given a tone by allowing one of the colors in the mixture to be in excess of the other. For example, a yellowish green may be made by having more of the yellow than the blue present in the mixture, or a reddish-purple by having more of the red than the blue in the mixture.

Red is a very brilliant color, conveying a sense of warmth, and is one of the most useful colors for textiles, but requires very careful application. As a rule, very little has the power to give the necessary amount of warmth or cheerfulness to the combination. For dress fabrics, it is seen to the best advantage in stripes, overchecks, or small specks or spots in figuring. In worsteds or woollen trouserings, suitings, etc., a single thread of solid red is often found to be too strong and prominent, but still its brightness is wanted. In such a case, twist or grandrell yarns are useful. The effect of these yarns is seen by twisting a black thread round a red one, when the red appears only in small specks, and the result is sufficient to give the warm character required.

Blue conveys a sense of coldness, which fact makes pale blue dresses a comfortable and fashionable shade in the hot summer weather. It is one of the most useful colors, because of the number of soft, pleasing tints and shades that are got from it. By mixing blue with red we get purple tones, and with the addition of white, and excess of blue or red as required, we get heliotrope and crushed strawberry shades.

Yellow is the lightest and purest of all the primary elements, and when placed along with dark colors is extremely vivid, so if used on black or dark grounds, must be in very small quantities. Because of its exceedingly vivid character it is generally used as a decorative color, to give light and character to other colors in a combination, for instance, as a line, in stripes, checks or in spots.

The secondary colors are more used than the primaries, because they are not so pronounced in character. They are most useful when reduced to tints and tones, when they can be used as the basis of color combinations, with the primaries to brighten them up. One essential of all combinations is that the contrast shall be distinct, and of a well balanced character, not too strong, as is the case when loud colors are placed together, nor too light, as where tints are combined which are very near each other, or tones nearly alike in character or weight. Contrasting colors may be divided into two classes. First, by means of tints of the same color, as for example, light and dark brown, or light and dark blue; second, by combining different colors or tones, as red and green or yellow and purple.

The first class is the most extensively used of any system of coloring in textile, the reason for this being the soft and pleasing effects produced. They are simple in character, but their very simplicity gives beauty, as there is nothing obtrusive about them, and the balancing of the light and dark gives repose. In the second class, by which is had contrast in color as distinct from tints and tones of the same colors, it is seen that each color has a modifying effect on the other. By placing stripes of red and yellow together, the red appears slightly violet, and the yellow slightly green, a result of the absence of green.

When looking at the solar spectrum, the eye distinguishes the seven colors, and takes them all in at once, and in so doing is perfectly at rest, but if one of the primary elements be withdrawn the eye will soon tire, causing the remaining colors to suffer in intensity and appear rather dim. The color which is absent is known as the complementary. The complementary color to red is green; to yellow is purple; to blue is orange; to green is red; to purple is yellow; and to orange is blue.

When colors are placed together, which are complementary to each other, they become intensified by contact. For instance, place green, the complementary to red beside it, and they will both

look richer. On the other hand, two colors, say yellow and green, that contain the same common element, they both suffer. The yellow is not as pure in tone and the green is flatter.

Black or dark colors affect light ones considerably, and vice versa. The effect of colors on black was nicely illustrated by Chevreul, in his book on color. A firm of merchants instructed their printers to print black spots on pieces of red, bluish violet and blue fabrics. When submitted, the spot on red cloth bore a greenish tinge, that on the bluish violet a dark greenish-yellow tinge and that on the blue a copper tinge. The printers, by cutting pieces of paper, covering the ground of the fabric with it, and leaving the spots exposed, showed at once that they were black all right, but were affected by the color of the cloth.

Black and white are very useful for neutralizing any bad effect occurring by placing colors together which detract too much from each other. They represent the two extremes, light and darkness, and have a neutralizing influence over all colors in which they are placed in contact. Harmony in regard to colors in textiles, is very difficult to define in laws; it certainly is that which gives us pleasure. It is not possible to say that certain quantities of colors should be in every combination to produce it with such a multitude of tones, tints, colors and hues of colors, as we have. Calculations of this sort are not of any practical value; it must depend upon personal judgment or taste. Colors combined, such as yellow and green, yellow and orange, red and purple, which possess the same common element, do not look well together, while a color and its secondary, such as red and green, blue and orange, yellow and violet, look well together, providing the massing and depth of color is considered.

#### MERCERIZED COTTON: WHAT IS IT?

ONE hears talk on all sides of mercerization, similarization, plating, etc., writes R. H. Megraw in *The Dry Goods Guide*. The process of preparing cotton yarns to imitate or similarize wool or silk has been known to the foreigner for many years. Up to the present time it was not necessary to use cotton to any great extent in the manufacture of dress fabrics, but now the unique conditions of the tariff compel the manufacturers to cheapen all fabrics.

The process of the preparation of the yarn or fabric containing cotton is a very simple one. It was first generally used by the Chemnitz hosiery manufacturers and no secret was made of it. It has been taken up by the French and English manufacturers generally for the cheapening of dress fabrics. Any mill possessing room enough can prepare yarn in the following way: The cloth in the gray or yarn is immersed in a bath of caustic soda, or to be technical, hydrate of soda, the immersion to be for a length of time sufficient to give the desired smoothness or brilliancy to the yarn or cloth according to the use to which it is to be put. The strength of the solution also enters into this part of the process. That generally required for the similarization of silk being 20 deg. Baume. While in the bath a shrinkage of about 10 per cent. usually takes place. When it is removed it is necessary to stretch the yarn or cloth to its original length. This can be done while it is still wet, or after it has dried, by sprinkling with pure cold water, which I am told by some operators imparts a brighter lustre or a greater resemblance to spun silk than when allowed to dry during the stretching process without a sprinkling or rinsing in cold water. The effect of the soda is to plate the yarn or put it in condition for a high smooth finish. As it relates to dress fabrics it has been found that better results are obtained in those of light shades. Therefore, for American use it has been largely confined to spring business; but the same can be said of spun silk or silk in any shape used in connection with wool. In medium or dark shades it loses its brilliancy.

## WINDOW DRESSING.

### HINTS TO WINDOW TRIMMERS.

THE list of important essentials in successful window decorating, says The New York Dry Goods Economist, complete changes come first of all. Patching up a window by using the same background from week to week is an ineffectual method, so far as making the most of space and effort. It saves work for the decorator, it is true, but the merchant reaps no benefit from this method. The artist who aims for the best results need not be told that the plan is to be condemned from various standpoints.

Another feature connected with window dressing, which deserves more attention than many of the best artists are found to give it, is cleanliness. It is not uncommon to witness a window beautifully arranged and a dirty, finger besmeared plate glass through which to look at it. The shining front has much to do with the impressions of interior arrangements.

While watching the work of a window dresser a few days ago,



INTERIOR OF MESSRS. F. A. QUIGLEY & CO.'S STORE, AMHERST, N.S.

as he stood behind the plate glass draping a dress pattern on a rough wooden form, a remark made by a lady who stood nearby caused the writer to do a little serious thinking on the subject of window trimming with no curtains drawn to shield the process of work from the gaze of all who passed. The comment was: "There is a lot of rubbish behind the scenes of a show window." Professionally speaking, to trim a window with the street through looking on with curiosity is not desirable. In the first place, no first-class decorator would enter into his work until the curtains were drawn; in the second place, it is best never to allow the public to see how the work is done, for the reason that if they do not see the rough framework necessary as the foundation of most window trims they better appreciate the effects.

### INTERIOR ARRANGEMENTS.

a recent tour of investigation of the retail stores of New York, continues the same writer—having mapped out interior arrangement and department decoration as the theme of study—concluded to make a special visit through the infants' and children's wear department of the leading houses. "I think," said his companion,

who is particularly posted in this line, "that you will find it worthy of your attention." The truth of the prediction was completely proved. It was a study from beginning to end, partaking, as it did, of the general atmosphere of the store, it forms a division—a store that is nothing if not pleasing.

The goods which comprise the stock of such a department, it is quite true, always appeal to one. Putting aside all that might be said of the novel styles that adorned and lent beauty to the displays, the more important issue of this article is stock arrangement of the department trims. One in particular deserves a detailed description.

On entering the department one is impressed, first of all, with the attentive, businesslike manner of the salesforce, and then with the general cheerfulness which pervades everywhere. The furniture is neat and well arranged. The stock is well cared for and depicts clearly the skilful management that even those with no trained knowledge of merchandising detail could not fail to observe. Wherever the stock for active selling was placed it was properly folded and carefully lined up. Wherever the little garments were hung upon racks they were classified according to style, price and size. This, in itself, told the story of law and order in the department. This orderly appearance of stock should exert a trade win-

ning influence, to say nothing of the attractive displays which graced every nook and corner.

### INTERIOR OF AN AMHERST STORE.

The illustration, reproduced from a photograph, of an interior portion of Messrs. T. A. Quigley & Co.'s store at Amherst, N.S., indicates nice work on the part of the store managers. The section shown is that of dress goods and wash goods. The store is a fine establishment, situated on the main business street in the centre of the town, opposite Victoria square. The large show windows, which are 8 feet deep, are fitted with large plate glass mirrors, and are enclosed with glass in the rear, making them dust and frost proof. The store is beautifully fitted in hardwood, the counters walnut, and the ceiling is laid off in 15 panels, no two alike, of varnished cedar. The store is lighted from the rear by two large windows. At night two arc lights and seven incandescent lights illuminate the interior. The fixtures, which include the cash carrier system, are all strictly modern, and the business, which was founded three years ago, has steadily increased since. A specialty is made of ladies' goods, a fine stock of them being carried. The window displays and interior

arrangements are the themes of many compliments from visitors to Amherst, as being equal to those in large cities: The photograph from which the illustration in *THE REVIEW* was made was taken at night by electric flash light. A photograph of one of the fine window displays was hardly clear enough to have given readers a good idea of the arrangement.

#### A JUNE DISPLAY.

A suggestion for a June window is made by The Chicago Dry Goods Reporter's window artist, that is, a beautiful display of wash goods, silks, millinery, or a number of other lines of especial importance during the summer months. The back of the window is a mass of green, plenty of foliage being procurable at this time of the year. Let branches or palms overhang the arch at the back corners, filling in that vacant space. The back of green is visible through the radiations in the skeleton arch. The design proper is a simple conception of the arrival of summer, representing a fashionably dressed lady coming through opened doors. The arch and the doors are the mechanical part of the production, and can be made quickly and easily with thin boards and bending strips. The end is covered with puffed cheese cloth, and set with about 15 incandescent lights with frosted globes. The outline of the doors is puffed and the central part is plaited, the plaits overhanging toward a button or rosette in the middle. All the puffing so far should be white. The interior to be seen through the open doors is concave, and should look hazy and distant. This effect is best attained by covering it with a light green cloth, and over this place a puffing of gauze.

A wax figure, such as is necessary for the lady or impersonation of summer, ought to be in the possession of every well regulated dry goods store, and the dressing of this figure is a matter which the taste of the trimmer can govern. The floor in front of the figure is strewn with flowers, and overhead, suspended by an invisible wire, is a white dove presenting the card which reads: "Arrival of Summer." A stand and jardiniere of flowers can add to the decoration of either or both sides. The design is elevated by several steps from the floor level of the window. These steps are covered with white, and on them are displayed whatever goods desired. June being the month of flowers, no limit is placed on the use of them in working out this display. They should be strewn along the carpeted path leading from the doors, and can be intermingled with the white puffing very profusely. The lighting for the display is rather an important feature. The incandescents on the arch are more for decoration than anything else, the strongest lights being concealed just inside the open doors and focused on the figure, making it appear as entering with a flood of light.

#### NEW YORK WHOLESALE IN LINE.

Broadway wholesalers, that is, some of them, says *The Dry Goods Guide*, are going in for window dressing in a way that is generous and artistic. The millinery houses have been doing so for some time. Now the fancy goods, notions, and corset men are bringing their wares attractively to the front. The scheme is a good one. It makes the great thoroughfare doubly interesting, and the wholesale merchants themselves say that it stimulates trade. Not all the windows are utilized that might be made sightly. There are not lacking merchants who still incline to the notion that a gloomy front and a faded signboard are evidences of well grounded prosperity.

#### AGENCY FOR SWISS LAOE.

Mr. M. Markus, who is at present in Europe, writes his firm that he has secured the Canadian agency for a well-known firm of Swiss lace makers, and will presently submit samples to the trade.

His representatives are now showing many lines of fabric gloves and hosiery.

#### HINTS TO RETAILERS.

By A HEAD CLERK

IT IS presumable that no business man hires more clerks than is necessary to run his business properly, or spends more money in advertising than is necessary to make his wares known. If he adds new departments without increasing both his salesforce and his advertising space, how is he going to give the new departments the necessary care and attention to build them up without robbing those already established?

New departments are often given a commanding position in the store—the one it has displaced has to occupy an inferior place. This certainly is a change; is it always an improvement? Increase your business by adding new departments as much as you please, but do not let them interfere with its steady progress or impair its efficiency. Keep up the character of your store. Do not change a first class dry goods store into a second class jewelery store, to be in its turn driven to the rear by an indifferent and poorly assorted stock of hardware, that your neighbor in that kind of business could readily discount. A man that is all things by turns and nothing long will soon find himself less than nothing in nowhere.

Stickers are like noxious weeds, which, unless kept under by a firm hand, soon kill flowers. The best plan to keep departments free from hard stock is to keep hard stock out.

Eternal vigilance is the price of a clean stock. Watch the stock; watch your trade; watch the course of fashions and events.

Watch the stock for the slightest symptom of the genus "sticker," and then go for it until its selling pace is accelerated. Do not allow it to take root. Find out why the goods are slow. Of course, you do not knowingly buy slow sellers, but buyers are not infallible, and the best of them are liable to run counter to the customers' tastes occasionally. Teach the clerks to be observant, and to give you the customers' reasons why such lines are not appreciated. Your taste may have been at fault, your judgment may have been poor, you may have paid too much money for the goods. There may be other reasons that do not occur to you; therefore, get other people's opinions. Ask questions—a business man should be a perambulating interrogation point if he would make the most of his opportunities.

Goods that are quick sellers in one locality may be the slowest kind of stock in another, and, unless a buyer is tolerably certain of his trade he had better go slow. A plunger will always have hard battles to fight with hard stock, but who neglects to keep himself thoroughly posted on his customers' wants and necessities will be overwhelmed. Watch the trend of events and fashions. Duplicates and reorders are very nice things for the jobbers and manufacturers, and reordering is a pleasant and easy way to keep up stock. Sometimes it is so effectual that the second delivery hangs fire through the balance of the season.

Know beforehand what is the best thing to buy and the best place to buy it. If it proves to be a quick seller find out before duplicating it if there is not something still better in the market to take its place.

Because first deliveries sold quickly do not make the mistake of overloading on future orders. You have already supplied part of your trade, and it is just possible to have too much of a good thing.

The RICHEST, BEST and LATEST novel-  
ties are what we have to show you for  
the INCOMING SEASON.

We believe the trade in Canada has never, heretofore, seen such a collection of choice, handsome goods in any one house.

It was thought impossible to surpass our previous displays of Black and Colored Dress Goods, but we have done it, and the result is that the most beautiful goods ever made await your commands.

To hold the trade you have, and to add to it, you must have Fashionable Dress Goods, Silks, Habit Cloths, Amazons, Venetians, Covert Coatings, etc., etc. **WE HAVE THEM FOR YOU.**

We have a grand range in Dress Goods, Black and Colored, to retail at popular prices, 50c., 75c. and \$1.00; also in expensive lines up to \$3.00 per yard.

**Please wait for us.** Our Mr. Fred L. Cains, Mr. James Brophy, Mr. Allan Parsons, Mr. J. C. Burt, Mr. Frank Rodden, Mr. Harry Hewson, Mr. W. J. Egan, Mr. A. M. Johnston, Mr. A. H. Burton, Mr. Louis Lafond and Mr. A. R. Melrose, on their usual routes, will have the pleasure of being with you as soon as possible.

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23 St. Helen Street  
**MONTREAL**

**BROPHY, CAINS & CO.**

## THE FALL DRESS GOODS TRADE.

TALK WITH A LATELY RETURNED BUYER—THE OUTLOOK IN MATERIALS AND SHADES—THE QUESTION OF PRICE.

THERE is a general expectation that the fall dress goods season this year will be much above the average, both as to extent of the trade to be done and the profit likely to be made out of it. The heavy imports for spring trade, which were much above the average, have resulted in a good retail trade being done all over the country, and, if we are to judge from the reports of Canadian buyers who have lately returned from Europe, the imports which will come in during July and August, for the coming autumn, will be much larger than in the same months last year. One of the last Canadian wholesale buyers to leave the market was Mr B B Cronyn, of The W R Brock Co., Limited. THE REVIEW asked him a number of questions regarding dress goods last week, and received some interesting information.

It is prophesied that the demand for the coming season will be entirely for plain materials. Such, probably, will be the case as far as Great Britain and the continent are concerned, and the same applies to a certain extent to America, but it is not so with Canada. A great many Canadian buyers last year based their expectations on a plain season, which did not fully materialize, and it seems certain that there will be a run on both plains and fancies in Canada this fall. As one large English manufacturer remarked, "Your buyers are all talking plains and buying fancies." A factor in the making of low priced dress goods, particularly noticeable in Bradford, is the use of mercerized cottons, which gives the material a rich, bright appearance, almost identical with silk, and, of course, a very much lower price than could be obtained with the use of silk. This mercerized cotton is being used almost exclusively in the manufacture of cotton warp fancies, as well as in black cotton Italian, and will, no doubt, make these lines much more popular. Among the higher class novelties that are sure to be in demand may be mentioned the following materials: Sedan vigoureux, soutache-jacquards, pied-de-poules, caniches, grainies, la vagues, nuageux, cyranos, roxanes, boursouffles, elastic coatings, elastic covert coatings, and all wool friezes, in mixture, shades and checks.

Tartans will certainly be strong again, and, if anything, the demand will be more for high priced goods than formerly. The new features in tartans are all wool, and silk mixtures, and heavy cords with silk checks. There will not only be the regular tartans, but also fancy effects, ombre, etc.

As to fancy blacks, if there is any question regarding how far fancies will run, there can be no doubt at all as to the popularity of fancy blacks, the past season having been a large one; in fact, for medium and good stuff there had been a scarcity. Its success for the coming fall is, therefore, sure. There will be a certain demand for bright goods, mohairs, figured satins, lizards, and, in the best materials, the crepon effect will still be in evidence, but quite apart from the old-fashioned stripes. These fancy blacks, with the crepon effect, comprise cracqualines, merselettes, caraculs and pierolas. There are some handsome designs in the fashionable braid effects, shown both in cheap and high priced goods, but it is difficult to say whether they will do as well for town as for large city trade.

In plain goods, one starts off with Amazons, Sedans and coverts, which are likely to have a big run. The two latter will be seen in dark shades and mixtures, introducing the new blue in a variety of shades, with greens in similar shades to those so much in demand the past season, and staple colors, myrtle, browns, navies, etc. Serges are also strong, but the outlook points to their being confined to staple colors. The same applies to velour henriettas and cashmeres. Speaking of colors, the most conspicuous and prominent color seen in the costumes in foreign capitals just now is the vivid

blue, the new color which is a near approach to the cornflower blue. After that comes pearl or opal gray, but quite behind the new blue. Bright cocquillot comes next; then a few violet shades and fawn, which they are predicting will be the fashionable shade for spring of 1899.

"What is said regarding prices?"

"Well, prices are stiff. No doubt the manufacturer who holds a stock of wool, or has goods in the grey, would be willing to put through an order at last season's prices for a good customer, but when he has to go into the market and buy the wool he simply cannot make at the old figures. An advance has taken place on some lines already, and there seems little doubt that there will be a general increase in the near future. One thing can certainly be said, that most of the Canadian stuff cannot be repeated at the same prices. In the case of silks, they have already all advanced in price. That reminds me that I bought a fine range, for early fall delivery, of evening silks and brocades in every shade. It was really a salvage stock from a large manufacturer in Lyons, and they will be in the warehouse about the first of July. It is anticipated that this lot will contain some values not seen before in this market. It includes black saun broches, black surah broches, black gros grains, moire velours, a range of twenty-four inch colored satins in all shades, some high-priced cream brocades, and six lines of fancy brocades in all shades."

## COTTON THREAD TRUST.

ORGANIZATION TO INCLUDE ALL THE MANUFACTURERS IN THE UNITED STATES AND CANADA.

New York, May 4.—Local representatives of thread companies said to be interested in the new cotton thread trust would neither affirm nor deny to-day the rumor that an organization had been practically consummated. The undertaking is being pushed, it is understood, by representatives of the English and American combination known as the Coates' trust, which is formed of the manufacturers of "six cord" high-grade thread. The organization is to include all the thread manufacturers in the United States and Canada.

As the English or "Coates" combination is understood to have taken a large amount of the stock, the two organizations are thought to be practically one, and will be interdependent and allied in their workings. It is understood that as a result of the movement, all the thread works in the country, except those making "six cord" thread, will be practically abandoned, with the exception of the works at Willimantic, Conn., which will be the manufacturing headquarters of the concern. It is thought that a similar concentration will take place in England.

## HINTS TO SALESMEN.

Don't try to explain every point. Let your customers discover some of them for themselves. They will think better of the goods, the salesman and themselves. But a good hint that will insure them getting on the right track is always allowable.

The brightest element of successful retailing is in turning your stock quickly and frequently. Selling must be vigorous. No matter how well the goods have been bought, if they are neglected and allowed to take root in your shelves there is bound to be trouble. Don't blame the cook because you allow your cake to get stale.

Consult your customers frequently on all new moves you intend making, whether it is in the store alterations, putting in new departments, or making additions to lines already in stock. It gives them a sort of proprietary interest in your business, and cannot fail to make them firmer than ever in their allegiance to you and your store.—N. Y. Economist.

**A MONTREAL LANDMARK.**

SOME REMINISCENCES OF MUSSEN'S DRY GOODS STORE, ON  
NOTRE DAME STREET.

**A**N INTERESTING landmark of the dry goods trade has passed away with the closing of Mussen's old store in Montreal. Founded in 1827, the business was carried on without interruption for more than seventy-one years, and its development was marked by as much courage and ability as even the modern department store kings can show.

Thomas Mussen was a young Englishman who came to Canada early in the century, and entered the employment of W. R. Smith & Co., of Montreal, at that time among the most prominent of wholesale general merchants. Remaining with them for several years, he acquired a small capital, and decided to invest it in a business of his own. He opened a small dry goods store at the east end of St. Paul street, then the retail business street of the town, but, shortly after, moved into larger premises on the very spot where J. G. MacKenzie & Co.'s warehouse now stands. The business prospered, and Mr. Mussen determined to make a bold dash and move up into the residential quarter of the town, which at that time comprised Notre Dame, St. James and a few smaller streets in the vicinity. Accordingly, in 1841, he opened a store at the corner of St. Gabriel and Notre Dame streets, a locality now in the far southeast of the city, but at that time considered well into the north or fashionable quarter. To his fellow merchants the move seemed simple madness, and many were loud in their prophecies that the business would not last long, but they were mistaken. It continued to flourish, and, within three years, becoming emboldened by success, Mr. Mussen purchased a site at the corner of St. Lambert Hill and Notre Dame—historically famous as the spot where the famous French officer, Lamothe Cadillac, the founder of Detroit, had lived—and proceeded to erect a handsome

store, fitted with every appliance that the leading builders of the day could suggest. When finished, it was looked upon as one of sights of the city, and people would walk miles to see the plate glass windows, introduced for the first time in Canada.

In 1865 the store had to be rebuilt on account of the widening of the street. The business practically came to an end with the death of Mr. Mussen in 1892, but by the terms of his will the store was to be kept open for six years after his death.

For upwards of half a century Mussen's was looked upon as the leading dry goods store in the country, and ladies in all parts of Canada who wished to secure the latest and most correct styles always dealt there. The old ledgers are positive directories of the "swells" of the period, and contain the names of many a prominent family. Amongst others are Capt. Fenwick Williams, afterwards General Williams, the hero of Kahrs, and Major Wolseley, the present Commander-in-Chief of the British Army.

Old fashioned and out-of-date, the store's day was done and its end was inevitable, but one cannot help feeling a certain amount of regret at the removal of this link with the past. Its record was honourable and in its time it had served the public with admirable efficiency, but the everchanging tide of trade which once surged around its doors has swept on and left it stranded—a quaint old timer quite out of keeping with the present age of hurry and bustle.

**NEW ADDITION TO A MONTREAL STORE.**

Haycock & Dudgeon, of St. Catherine street, Montreal, have recently opened a large addition to their store. The new wing, which faces on Peel street, contains over 3,000 square feet and will be occupied by the silk department. What makes the success of Haycock & Dudgeon more significant is that the business flourishes with big stores in the immediate neighborhood. Hamilton's is opposite Murphy's, and Morgan's to the east and Uglivie's to the west.

# Knox, Morgan & Co.

Wholesale Dry Goods...

**HAMILTON, ONT.**

## FALL UNDERWEAR

**Splendid Range.****Values Right.**

Large Number of Orders Already Booked.

**WE ADVISE EARLY BUYING.** Mills have sold so freely in Fall lines already that they are refusing some repeat orders.

## Cotton Blankets AND Domets

We have been the largest handlers of American and Canadian makes, and are showing exceptional values this year.

## Gents' Furnishings

We have made arrangements to do a much larger trade in this Department. Our samples will be in Travellers' hands this month.

TERMS LIBERAL . . .

## Woollens and Clothing.

### ENGLISH VISITORS.

**M**R. FREDK. WM. HUIST, representing Brooke, Wilferd & Co., woollen manufacturers, Carlinghow Mills, Battey, England, was in Montreal the first of this month. This is Mr. Huist's second trip to Canada. He was pleased and rather surprised to find the Canadians conducting everything on such good business principles, and the courteous manner in which the buyers use their Old Country friends.

Mr. Sckyes, of the firm of Hudson, Sckyes & Bouffield, woollen manufacturers, Leeds, England, is at the Windsor Hotel, Montreal. Mr. Sckyes is making his regular annual tour, showing samples for spring, 1899. "One thing very noticeable," he said, "is that several Old Country firms are sending representatives out to this country who never did such a thing before."

### BETTER FEELING OUT WEST.

Reports from the Northwest and British Columbia show that the tailoring trade in those portions of Canada exhibits marked improvement. There is more money in the country, and, when people have the cash to spend, they order custom made clothing. The woollen jobbers report sales for fall much ahead of last year, and there is a demand, also, for a better class of stuff. A great many people in the west wear ready-mades, but there is always room for the tailor when times are good. The outlook for the future is improving. This is certainly the case at present.

### CLOTHING MADE AT HOME.

Under the new regulations governing militia clothing contracts all goods must be made up in the contractor's workrooms. This provision was evidently made with the intention of preventing "sweating," but it will really be the means of depriving hundreds of women and girls of work which now affords them a good living. There are many cases where it would be impossible for widows and others with children to spend their time away from home, yet the work they receive from clothing manufacturers is their only means of livelihood. Scores of girls living with their parents in villages surrounding the larger cities are able to support themselves and materially assist their families by making coats and other garments in their spare time. They live at home, and are removed from the temptation of city life.

If clothing manufacturers are compelled to employ a large staff of regular workwomen and equip their factories with expensive machines, to secure the militia contracts, it will not only eat up their profit, but will deprive many of these honest, hardworking women of a living. It is to be hoped that the Department will take the matter up at once and have this palpable injustice rectified with as little delay as possible.

### WOOLLEN MANUFACTURING IN N.S.W.

As a wool-growing country New South Wales is apparently specially adapted for the manufacture of woollen goods, and, accordingly, that industry was one of the earliest organized in the colony. The endeavor to promote the local manufacture of woollen goods, however, has, so far, met with little success. Several factories have struggled along for some time, but have made no headway, the largest establishments finding it needful to add to their business the making of slop clothing, by which means they have been enabled

to carry on at a profit. The machinery in most of the mills is not of the best kind, and altogether the industry is disappointing. In 1895 there were in the colony five woollen mills, employing 242 hands of both sexes; the quantity of woollen cloth manufactured during that year being 613,500 yards.

### LONDON CLOTHING FASHIONS.

The red waistcoat, it would appear, is making its way, and, indeed, red is very much in the air just now. At a ball the other night, says the London correspondent of Gibson's Clothing Gazette, I saw that a man was wearing, just inside the opening of his waistcoat, a sort of false collar of red twill silk, of which a very narrow line was visible, all round the opening. This was a novelty to me, but I conceive that it must have been fairly wide, and probably its function was to keep the sides of the shirt bosom in place. If so, this is a very good idea because, with the present wide vest openings, it is extremely difficult in dancing to prevent even a well-cut shirt from bulging out, so that the edges of the starched portion become visible. Now, a false collar worn inside the vest, and passing under the suspenders, will obviate this, if wide enough; and, as there is no reason why it should not be black, to match the vest itself, it need not show. So, if the idea has not been tried on your side of the water, I recommend some one to make false collars for the purpose named. A couple of years ago, when widely-opening day vests were popular, and even fashionable, false collars of white pique were a good deal worn by business men. This red false collar which I saw had by no means an unpleasing effect, however, even to my austere eye; and if anyone cares enough about these desultory letters to read them every month, he must be fairly well acquainted with the fact that I am no friend to innovations in evening dress.

The red day waistcoat is made of a smooth cloth, usually with small white spots. It is single-breasted always, and cut rather high in the opening. The buttons may be plain, flat and burnished gilt, with a shank; or they may be of fancy pebble, and globular in form. This is much the smartest fancy vest just now. I saw an Englishman in the train the other day, on my way to London from Paris, who wore an ordinary suit with a vest of this character, and over it a dark-green cape overcoat. The effect was supremely pleasant.

For country wear and very informal occasions, a double-breasted blue serge jacket is always right. It is not particularly smart, but it is comfortable and does not encumber one's movements, while, at the same time, for suitable occasions, it is unexceptionally correct. This jacket—which forms part of an all-alike suit of blue serge—is now cut with a short slit in the centre of the back, so that it may not crease when worn, as it always ought to be worn buttoned up. In no circumstances must a fancy vest be worn with such a suit.

The morning coat shows no signs at present of ousting the frock coat from its position of supremacy for all formal day-time occasions. The probabilities are, that the morning coat will assume its proper place, the place implied by its name, and will be worn in the morning, when it is worn at all. At afternoon, for calls and tea-time visits (which are always paid between half-past four and half-past five), the frock coat will be by far the most correct thing, and will usually be accompanied by a single-breasted waistcoat. I fancy, though with fancy suits, double-breasted waistcoats are being freely made. The tendency of trousers for frock and morning suits to run into checks, seems to have weakened, and, in spite of the way they were run into the ground last year, stripes of one kind or another will still hold their place. Where checks are worn, the trousers will be cut a little snugger than is usually the case. The

# NO PREFERENTIAL TARIFF

will affect the sale of the

## German White Shirts Collars and Cuffs . .

Manufactured by

**THE WORLD-RENOWNED FIRM**

**Wolff & Glaserfeld, Berlin, Germany.**

They are celebrated for Fit, Finish, and Laundry.

**M. MARKUS**

Sole Agent for Canada

**MONTREAL : 30 Hospital Street.**

**TORONTO : 73 Bay Street,**

Tarekeld & Fenwick, Agents.

# Clapperton's Sewing Cotton



Best and strongest on the market.

WRITE FOR PRICES AND SAMPLES.

**Wm. Clapperton & Co.**

165 St. James Street

**Montreal.**

# "Perfection" Brand

Our Goods have always been the best. This year they are better than ever, and as near "Perfection" as Money, Experience and Skilled Labor can make them.

**Bed Comforters  
Cushions  
Tea Cosies, Etc.**

**W**ool, Cotton and Down Comforters  
Cushions and Tea Cosies of every Description.

**This is our Speciality and we acknowledge no Competitor.** Owing to the large increase in our business last season we were compelled to add to our plant, and are therefore in a better position than ever to give satisfaction.

It will pay you to handle our Goods for we have some lines that are eye openers, both in quality and price. All goods turned out of our factory are ticketed "PERFECTION" Brand, and that ticket is a guarantee of their good quality. TRAVELLERS are now on the road with samples. Be sure you see them before placing orders.

**CANADA FIBRE CO., 582 William Street, MONTREAL**

Manufacturers of Wool, Cotton and Down Comforters, Cushions and Tea Cosies of every description.  
Also the Celebrated KLONDYKE SLEEPING BAG.

**WOOLLENS AND CLOTHING.—Continued.**

check known as shepherd's plaid (exclusively black and white, small squares), can always be used with safety, however, and it is rather a handy material for men with thin legs, as a check undoubtedly makes the limbs look larger round than a stripe. On the other hand, short men find that stripes add to the apparent length of the leg, and are therefore more eligible.

**THE MOORE PATENT POCKET CO.**

Messrs. John Moore, manufacturer; William Albert Magor, Hamilton; — Gault, merchant; William Copeland Finlay, merchant, and Charles Albert Duclos, advocate, Montreal, are seeking incorporation as the Moore Patent Pocket Co., for the manufacture and sale of tailors' devices, clothing, etc. Readers of THE REVIEW are already familiar with the clever invention which promises to be so valuable an ally to the tailor's art. The appearance it imparts to the clothes, as to the hang of the coat and the close set of the trousers' pockets, can hardly be realized until one sees it in place.

**RUMORED APPOINTMENT.**

It is reported in Toronto that the Dominion Government think of appointing J. A. Ellard, who is in the tailoring business at the corner of St. Joseph and Yonge streets, Toronto, as an appraiser of woollens at the Custom House.

**ARGENTINE WOOLS THIS SEASON.**

The actual clip of the Argentine Republic for this year is calculated at 218,000 tons, more or less, the same total as that of previous season. The fact of there being no increase now for some years is ascribed to heavy mortality, and the augmented demand for live stock and chilled meat for export. As regards the quality of the clip, it is described as below the mark, due to the severe winter and drouth keeping the condition of the flocks down.

The best parcels were from the south of the province, and the worst from Rio Colorado, Patagones, Pampa Central, Trenque Lauquen, Puanand Guamini, possibly the most inferior wools seen in the market for many years. The north wools in general were fair, as also some from the west. The Entre Rios clip was very uneven, due to the drouth:

The manufacturers of "Tailormaid" are well satisfied with the way Canadians have taken up this article. The sales are rapidly increasing, and it seems likely to become very popular. Mr. W. E. Walsh, 13 St. John street, Montreal, is the sole Canadian agent.

**GOVERNMENT CLOTHING CONTRACT.**

The Dominion Government have awarded a contract for three years' supplies of great coats for the North-West Mounted Police to H. Shorey & Co., Montreal. The garments will be waterproofed by the Rigby process, and are sure to be satisfactory, as this firm are old contractors for clothing and understand their business thoroughly.

In connection with the award of contracts by the Department of Militia, complaints are being made that on the change of Government in 1896 the old contracts for militia clothing were cancelled. New tenders were called for and the contracts awarded to a different firm. This firm, however, decided to relinquish the contract and the former contractors received it. But the cloths were not to come from the same mill, as it was owned and operated by a Conservative. Now, it is reported that the new mill, not having been notified in time, and not being accustomed to make the kind of cloth required for militia purposes, cannot finish the supply needed. There is delay, therefore, in the uniforms of rifle green cloth for the militia. The story, as told THE REVIEW, indicates a regrettable interference with business for political reasons.

# Collars, Cuffs and Shirt Bosoms

**"WATERPROOF."**

THE  
*A. B. M.*  
CO.

Only the  
Best Materials  
Used

**SUPERIOR TO ANY PRODUCED**

**The A. B. Mitchell Co.**

16 Sheppard Street **TORONTO**

Agent—DUNCAN BELL, Montreal

# KID GLOVES

AGENCY

EUGÈNE **JAMMET'S** FRENCH Kid Gloves

## OUR FALL SAMPLES

are a revelation to many buyers in  
**FIT, STYLE and DETAIL.** If you  
want to see them drop us a card.

Full ranges of leading staples in stock. Choice  
2-clasp lamb puffed fingers at \$9.00; white glacé,  
and washing castors, etc., etc.

**FITZGIBBON, SCHAFHEITLIN & CO.**

**MONTREAL.**

House Gowns  
Morning Gowns  
Lounging Gowns  
Tea Gowns

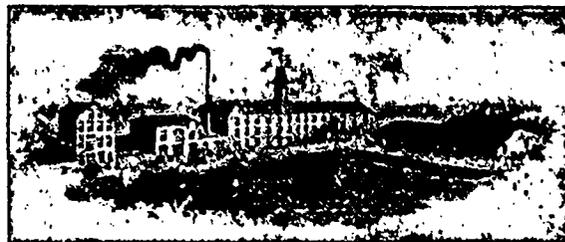
Special Features { Skirts 3½ to 4 yards in width.  
Bound Shoulder Seams.  
Turned in Waist Seams.  
Fitted Lining, faced with Wrapper  
Material. Fly Front.

See our line and you will not want to buy from any others.

The Maritime Wrapper Co.  
LIMITED

J. H. PARKHILL,  
46 Arcade, Toronto.

Woodstock, N.B.



**UNDERWEAR**

TIGER



BRAND

TRADE MARK

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.

TRADE MARK IN WOVEN LABEL

ON EACH GARMENT

The Galt Knitting Co.  
Galt, Ont. LIMITED

RETAIL ONLY.



*The Fads of  
Fickle Fashion*

make trouble for the dry goods man.

That stock of Dress Goods that was the pride of his heart is out of style before it's half sold.

There's no occasion, though, for losing a single penny on a single yard of it.

Send it to us to be dyed. No one will know it except you and us.

The sharpest-eyed woman in your town will fail to detect the fact that those fresh, stylish, lustrous goods have been re-dyed.

It won't come out in the wear, either. Our dyes last until the fabric is worn out. They never crock.

We've saved lots of money for scores of the best merchants in Canada, and we haven't received a single complaint yet.

Can't we save money for you? Write us about it.

R. PARKER & CO. §

787-791 Yonge Street, TORONTO.  
1958 Notre Dame Street, MONTREAL.

## Men's Furnishings.

FALL NECKWEAR NOW BEING SHOWN.

THE samples of fall neckwear, which travelers are showing to the trade, bear out the prediction, in last month's REVIEW, that checks would be the most popular pattern. The range of them is endless and many of the effects are quite new. Judging from what the jobbers say, the colors that promise to be most worn are black and white, cardinal and black, black and gold, and black and green. The latter predominates in many of the newest ideas, while rich cardinal effects seem likely to have their share of popularity.

The silks themselves play such an important part that they are worth describing. An authority on neckwear told THE REVIEW that the most fashionable and really up-to-date ties were made from "Louisine" silk—a French production of great richness—Jacquard brocades, ombre, printed twills and Roman stripes. These are the latest and best productions of the Lyons silkmakers, and London and Parisian neckwear artists are using them almost exclusively. The shapes which appear to be taking best are bows and puffs. In the latter, THE REVIEW saw two French designs which are worthy of note. The "Ideale" is a very full puff, made in one piece, with a wide neckband. Its shape may be altered at will, and it is as chic and handsome a tie as anyone could wish to possess. The "Boulevard" is a rich black satin puff, remarkable for its fullness. It is something after the "Distingue" pattern, but there was a certain style about it which the owner termed

"essentially Parisian." Lombards and "Paris" ties are also to be found in many shapes.

BUSINESS IN WINNIPEG.

THE REVIEW's Winnipeg correspondent writes: "The Myron McBride Co. report business very fair in men's furnishings, though the coldness of the spring has retarded the sale of some lines. This difficulty is now overcome, for the hot weather has descended upon us with a vengeance."

MR. SMITH'S NEW POST.

Mr. E. H. Smith, who now represents Matthews, Towers & Co., in the Northwest and British Columbia, was, for some years, with the firm of Cornell, Spera & Co., Winnipeg, and is so well known as an old western man that he needs no introduction. Mr. Smith will reside in Montreal when not out for business and will do well there, for he is thoroughly in touch with his house and his goods.

NECKWEAR MADE IN CANADA.

The trend of the neckwear trade seems to be towards manufacturing in Canada. Until recently, Messrs. E. & S. Currie were the only firm in this country making their own goods, but, as announced some months ago, Tooke Bros. have added this branch to their business, and The Gault Bros. Co. are also equipping a neckwear factory. It is likely that the near future Cookson, Louson & Co. will follow in the footsteps of the other houses named.

NEW BRACES THIS SEASON.

There are many new lines of braces on the market this season. They include all grades of strength, from the heavy Klondike style,

# SAMPLES

FOR . . . .

## FALL 1898

are now in the hands of our Travellers.

See our line before buying . . .

## WOOLLENS and

## TAILORS' TRIMMINGS

### John Fisher, Son & Co.

442 and 444 St. James Street

MONTREAL

## Eureka Blankets



Are the Best Blankets made—they are ALL WOOL, and good wool too, not an ounce of cotton or stock of any description in them except wool. They are also

Full SIZE and WEIGHT.

We would be pleased to express you a sample pair.

Don't place your Blanket Order Until you have seen them.

## EUREKA WOOLEN MFG. CO.

Limited

EUREKA, N.S.

# Perrin's Gloves



**PERRIN FRÈRES & CIE.**

7 Victoria Square, MONTREAL.

Manufacturers  
and ..  
Importers of

**KID GLOVES**

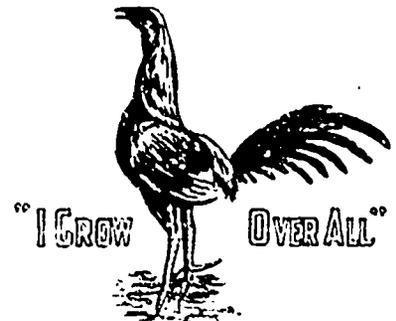
of all Styles  
and ..  
Qualities ..

A complete assortment always on hand.  
Write for samples.

"ROOSTER BRAND" Specialties.

Summer Clothing—Crash and White Duck Suits.

Shirts  
Overalls



Bar, Barbers', and Waiters' Coats.

Long Coats for Butchers, Fishmongers,  
Hardwaremen, Furriers, etc.

WHITE DUOK APRONS.

Manufactured by

**ROBERT C. WILKINS**  
MONTREAL.

# Cookson, Louson & Co.

FALL  
1898

New samples now on the road include all lines of Men's Furnishings in values and at prices never before offered. Our buyer, Mr. Cookson, was in the European markets early and secured the exclusive control for Canada of several lines, especially in silks. As usual, our specialty is

## NECKWEAR . . .

In this department we claim to excel. We have an immense variety in all styles and at all prices. Special attention is called to our \$1.35 range of Derbys, Bows and String Ties; also to our \$2.00 Puffs (satin lined), both of which are really remarkable values.

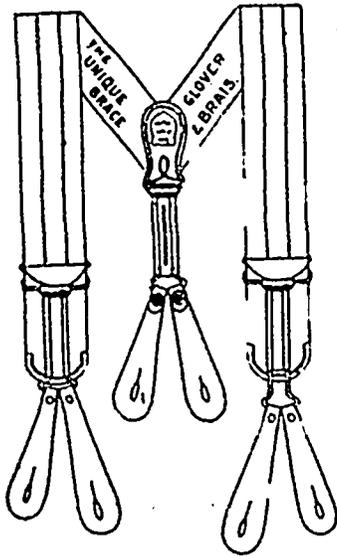
We also show a strong line in Underwear, Hosiery, Waterproofs, Umbrellas, Caps, Braces, Shirts, and Collars in Linen and Celluloid, Walking Sticks, etc.

A department to which we give special attention is **BLACK NECKWEAR**. We keep stock well assorted at all times, and carry all shapes in Silk and Satin.

Please see our samples before placing your Fall Order.

**COOKSON, LOUSON & CO.,** 16 LEMOINE STREET **Montreal**

MEN'S FURNISHINGS.—Continued.

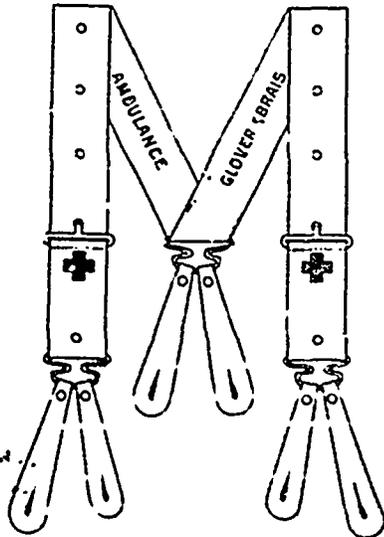


GLOVER & BRAIL

braces are coming into popular favor again, and European houses are manufacturing them in quantities. A new brace that is selling well is made of Japanese leather, a light material, that is practically unbreakable, in fact, the fibres are so interwoven that it can scarcely be cut with a knife.

FASHIONS.

The golf player, says The Haberdasher, will wear the same clothes as the wheelman, adding very heavy shoes and leggings. But in warm weather a flannel or silk shirt should

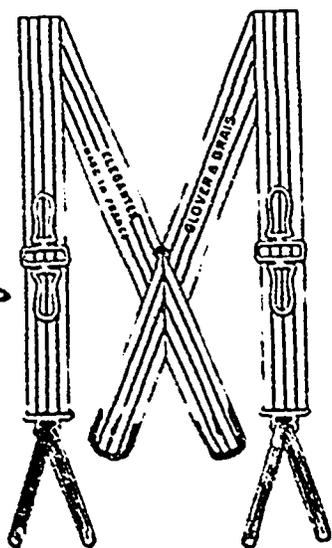


GLOVER & BRAIL

be worn with trousers of flannel. The trousers are made quite long, so as to permit of a liberal turn up at the bottom. The flannels are in slates, grays, browns and creams, with colored stripes of a contrasting color. These trousers will be worn at the seaside and on the yacht, in fact, wherever comfort is the object they will displace knickers and white ducks.

NOTES.

There are some excellent ideas in men's leather belts, with pouches, for bicyclists, shown by John Macdonald & Co. These look well with white duck overalls. In neck-



GLOVER & BRAIL

wear, checks and tartans prevail, and also some good effects in English foulards. Bicycle hose, feetless, with kilt tops, are shown much below regular cost, being a manufacturer's surplus. Club striped jerseys and men's and boys' sweaters are at present in demand.

NEW STORE IN PORT ARTHUR.

A. B. Simard, formerly of Sault Ste. Marie, has opened a new store in men's furnishings at Port Arthur, Ont. The stand is a good one, in the St. Louis block.

THE HABERDASHER'S HERO.

He had worn a colored blazer on the Nile,  
He had sported spats in Persia just for style;  
With a necktie quite too utter, in the streets of old Calcutta,  
He had stirred up quite a flutter for a while.

The maids of Java thronged before his door,  
Attracted by the trousers that he wore;  
And his vest—a bosom-venter—shook Formosa to its centre,  
And they hailed him as a mentor by the score.

On his own ground, as a masher on the street,  
He outdid a Turkish pasha, who stood treat;  
He gave Shanghai the Jumps, and their cheeks stuck out like lumps

At the patent-leather pumps upon his feet.

But he called upon a Saanich girl one night  
With a necktie ready-made, which wasn't right;  
And she looked at him, this maid did, and he faded and he faded,  
And he faded and he faded out of sight.

—From The Victoria, B.C., Nation.

WHAT IS IT, ANYWAY?

A case is likely to come before the Board of General Appraisers of the United States, upon an appeal from a decision of the Collector of Customs at New York, regarding the proper classification of cotton goods that have passed through the process of mercerization. The point at issue is whether cotton goods thus subjected should be classed with those which have been bleached or colored, or not bleached or not colored. The Collector claimed that the process of mercerizing, by which a silk effect is imparted, is in the nature of bleaching or coloring, and, therefore, such goods are subjected to a duty more than that imposed on those not bleached or not colored. As is well known, cotton yarn and cotton goods are divided, for United States tariff purposes, into two classes, as not colored, bleached or dyed, and as colored, bleached, dyed and combed, the latter carrying an increased rate of duty.

REGULATING A RETAIL PRICE.

The Retail Dry Goods Association, of New York, has taken action toward regulating the price of proprietary goods, such as patent medicines, lotions, etc., which are important items in the stock of department stores. The price-cutting on this class of goods has been so severe that in numerous cases the sale of them has been rendered absolutely profitless, and something had to be done to prevent losses. It has been agreed that a scale of prices shall be drawn up which will put these goods on a profitable basis. This action of the retail dry goods men is noteworthy, because it is the first concerted attempt ever made by them to regulate the price of any line of merchandise.

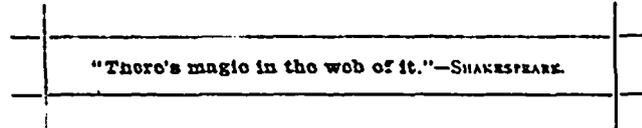
IN NEW QUARTERS.

The Nipissing Dry Goods Co., at North Bay, Ont., have moved into larger and more commodious premises. They are now in the store recently vacated by Messrs. T. & W. Murray, North Bay.

3 of 19. September 9-0. 1885

# CORDETTE

The Gault Bros. Co., Limited  
SOLE AGENTS FOR CANADA.



Cordette is the latest invention of Nineteenth Century ingenuity.

Its peculiar weave gives it an elasticity and resiliency which is not attained by any other fabric.

It has been tested by the most critical buyers, and the claims made for it substantiated. It will keep any garment it is put into in perfect and permanent shape.

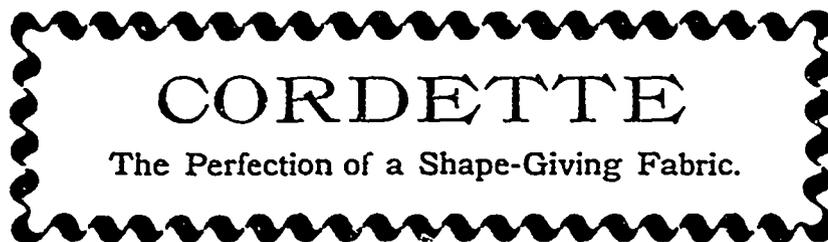
Paris, the great centre of fashion, has enthusiastically endorsed.

Cordette will be a synonym for the most perfect shape giving fabric of the future.



**I**F, AFTER THE TROUBLE OF SELECTING DRESS GOODS, OF CONSULTING THE DRESSMAKER AS TO DESIGN, AND HAVING NUMEROUS FITTINGS, A HANDSOME GOWN IS EVOLVED, IS IT NOT AGGRAVATING IF THAT GOWN LOSES ITS SHAPE IN A WEEK'S WEAR THROUGH NOT BEING PROPERLY INTERLINED?

CORDETTE WILL SAVE ANY SUCH ANNOYANCE. GARMENTS WILL KEEP IN PERFECT AND PERMANENT SHAPE IF CORDETTE IS USED.



PATENTED IN  
EUROPE.

PATENTED IN  
CANADA.

PATENTED IN  
U. S.

The success of CORDETTE is not an ephemeral one—it has taken a permanent place in the market—and in order to retain the degree of favor with which it has been received, this high standard of its excellence will be scrupulously maintained by the most rigid adherence to the processes of manufacture by which it is now produced.

CORDETTE comes in two qualities, O and OO.

Style OO is 30 inches wide, and is used for Stock and Flare Collars and for Revers and Cuffs, also for narrow facings around the bottoms of Skirts. Price 19c.

Style O is 27 inches wide, and is used for the bottoms of Skirts and wherever a lighter material is required. Price 18c.

CORDETTE is made in Black, Brown, White, Tan and Slate, and is put up in rolls of about 50 yards to the piece.

We shall be glad to send samples to any retailer.

Can only be had at The Gault Bros. Co., Limited.

## OBITUARY.

THE LATE R. G. LAMBERT, OF HARRISTON.

THE unexpected death of Mr. R. G. Lambert, of R. G. Lambert & Sons, of Harriston, Ont., on May 19, caused great regret among a wide circle of friends. Mr. Lambert was apparently in his usual good state of health on the morning in question. He went to the store from his house shortly before nine o'clock, walked back to the office, and sat down to read the paper. In a moment, his sons heard him draw some heavy, gasping breaths, and rushed in, to find him leaning back in the chair with



The Late Mr. Lambert.

eyes closed. One son remained with him, while the other ran for the doctor. The latter came at once, but it was too late, death having apparently come suddenly from an affection of the heart. The shock to his family was great, and they have the sincere sympathy of all, in the loss of a kind father and husband.

Mr. Lambert was born in Brantford, of Scotch parents, in 1838. Being left an orphan at an early age, he was brought up by friends at Lansing, York county, until he started out for himself when 17 years old. He started in the world with courage, energy and integrity, and these qualities made him a respected and successful man. After filling a clerkship in a Georgetown store, he conducted, for some years, a store at Lansing, buying grain from the farmers, until 1869, when he sold the business and removed to Harriston. There, he embarked in the foundry and implement business, but, in 1882, feeling disposed to return to dry goods, he opened a store in that line at Harriston. For some years he had a branch at Hespeler, but latterly concentrated the business at Harriston. His enterprise flourished, and, in his long mercantile career, he always paid 100c. on the dollar, and became a prosperous merchant, influential in his locality and highly respected. Several years ago, his sons, E. W. and A. Lambert, were admitted to partnership, so that the firm's interests are left in good hands.

Mr. Lambert was an active member of the Methodist Church for over 40 years, was frequently a member of Conference, and was twice a delegate to the General Conference. In politics, he was a consistent Reformer, and was more than once spoken of as a probable and acceptable candidate for his party in the riding. He was also interested in municipal affairs, sat on the high and public school boards, and was a prominent Mason. He was buried with Masonic honors, the funeral being the largest ever seen in Harriston. There were over 200 Masons present, and friends came from Mount Forest, Drayton, Walkerton, Alma South, Toronto, and other places. There were Masonic delegates from Listowel, Palmerston, Drayton, Goderich, Clifford, Mount Forest, Arthur, and Elora. Thus was the career of a respected man honored and his death lamented by those who knew him best, a man essentially self-made, who made every dollar he had by his own endeavors and his own thrift.

THE LATE JOHN PATTERSON, OF HAMILTON.

In the death of Mr. John Patterson, sen., who passed away last month, in his 70th year, after a brief illness, Hamilton loses one of her oldest and most respected citizens. Mr. Patterson was a native of Berwickshire, Scotland, and came to Canada in 1855, settling in Hamilton, and for many years carried on a merchant tailoring business in that city. He was a member of MacNab street Presby-

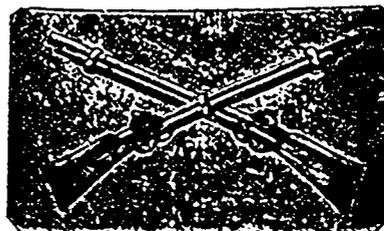
terian church, and of Barton Lodge, A.F. and A.M., and was a life-long Liberal. The deceased leaves a widow and family of grown up sons. The funeral was conducted with Masonic honors.

THE LATE J. F. PUGH, OF GOLDEN, B.C.

The death is announced, at Golden, B.C., of J. F. Pugh, aged 46, who, in February, 1897, started a tailoring business in that town. Mr. Pugh was a native of Liverpool, England, and for twenty years before coming to Canada had conducted a large tailoring and clothing establishment in that city, employing an average staff of over forty hands. Three years ago he left Liverpool, under engagement to the Hudson's Bay Company, to take the management of the cutting and tailoring department of the company's Winnipeg house. From there he removed to a similar position in the Calgary branch of the company's business. Concluding that there was a first-class opening for a tailoring business in Golden, he removed there. His business showed a steady increase, and he became a great favorite with his customers, and, in fact, with all who came in contact with him.

## THE BELT TRADE.

The warmer weather has had the effect of moving stocks of belts in the hands of retailers, some of whom are placing good assorting orders. Phillips & Wrinch, Toronto, have discontinued advertising them, being



loaded up with orders, especially for their jeweled novelties.

## MR. ROSS TO VISIT BRISTOL.

The Bristol, Eng., authorities have been anxious that a number of representative Canadians should visit that old city this year in connection with the British Association meeting and a commemoration ceremony associated with the discovery of Canada. Among those who have been invited by the mayor of Bristol, Sir R. H. Symes, is the president of the Ottawa Board of Trade, Mr. Crawford Ross. In accepting the invitation, Mr. Ross wrote: "I beg to acknowledge receipt of your letter extending me an invitation to the meeting of the British Association and the opening of the Cabot memorial tower, Sept. 7 to 14. There is no event, among the many of interest to this western continent, which more deserves commemoration than the sailing of the little Bristol vessel four hundred years ago—the results of which voyage gave a continent to the English race. I take great pleasure, therefore, in accepting the invitation, and will endeavor to be present at that time."

As a representative dry goods man, Mr. Ross will go with the good will of his confreres. Apart from the scientific meeting and the historical episode commemorated by the erection of a Cabot tower, a visit to Bristol has its business aspect as well. Bristol is the distributing centre for a good deal of Canadian trade, and direct steamers ply between that city and our maritime province ports. It is sound policy to draw closer the commercial connection with Great Britain, and the presence in Bristol of influential commercial men from Canada will have a good effect in that direction. That the delegation from this country will include men like Mr. Ross is an augury that any opportunity of interesting more Englishmen in Canada will not be lost sight of.



HIGH-CLASS  
UP-TO-DATE  
PRODUCTIONS

DOMINION  
 SUSPENDER CO.  
 NIAGARA NECKWEAR CO.  
 (LIMITED)  
 NIAGARA FALLS.  
 J. D. [unclear]

"I have de  
 utmost  
 confidence in  
 dese Suspenders.  
 Dey's  
 DOMINION."

# WRIGHT'S HEALTH UNDERWEAR

It is the one Underwear which gives solid comfort



**PURE UNDYED  
SELECTED WOOL**

## TO THE KNIT UNDERWEAR TRADE.

We would call attention to our line of WRIGHT'S HEALTH UNDERWEAR for the season of 1898, which is now ready and will be found to be complete in every detail, and to include a larger and more varied assortment of samples than in any previous season.

The strong reputation enjoyed by our goods has been earned by years of careful and reliable manufacturing, and buyers will find them easy to sell to the best as well as the popular trade.

Every garment made by us has our guarantee, and all deliveries are made with absolute promptness.

As our mills run throughout the year, duplicates can be furnished on all our numbers as required, and thus broken lots are avoided.

Yours truly,

WRIGHT'S HEALTH UNDERWEAR CO.

They are made only of pure, undyed, selected wools of the finest kinds suitable for our purposes.

Do not fail to secure a line of these goods for fall season '98. You will not be without them thereafter.

**Wright's Health Underwear is on every garment.**



## The MacLean Publishing Co., Limited

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JOHN BAYNE MACLEAN,  
Montreal.

Treasurer,  
HUGH C. MACLEAN,  
Toronto.

PUBLISHERS OF TRADE NEWSLETTERS 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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NEW YORK, (M. J. Henry) 14 Irving Place.

Subscription, Canada, \$2.00; Great Britain, \$3.00. Published the First of each Month  
Cable Address in London, "Adscript."

MONTREAL AND TORONTO, JUNE, 1898.

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

### WHY NOT GO TO RETAILERS?

UNLESS a merchant regards public affairs with his eyes shut, he must see that Parliament's refusal to pass any insolvency legislation this session is due to the profound contempt which prominent politicians feel for a merely commercial agitation. What caused the bill to be pushed aside? There were no depositions to Ottawa against it. There was no organized movement perceptibly in opposition to it. Certain influential retail merchants were known to be opposed to a law that would make credits easier or would erect an expensive machinery for administering insolvent estates. But publicly they made no fuss. We agree with them that a law of that sort would be objectionable, and never contemplated for one moment supporting legislation that would produce those results.

But candid and reasonable criticism from retailers was not the cause of the bill's failure to pass. A Government—any Government—in this country pays about as much attention to merchants, retail or wholesale, on a purely business question, as they do to the bleatings of a flock of sheep. It is only when you make a question political, namely, of party interest, that you get any attention from politicians in power. Consequently, our retail friends need not suppose that it was any consideration for their feelings which caused the Government to block insolvency reform. The retailers, like the wholesale merchants and the boards of trade, must expect to play second fiddle in politics. Individually, they may come in for a little polite attention from the politicians, and may, if thought worth while, be subjected to that process known by the school boys as "jollyng."

As a body, when speaking on a trade question, passing the most carefully worded resolutions, protesting solemnly against some commercial grievance, the merchants, in the eyes of politicians, are nothing more or less than ciphers—not worth serious attention. It is an unpleasant thing to admit. It indicates no very salutary state of affairs. But to any one who knows how politics are managed by the two great political parties in Canada, it is an absolutely incontrovertible fact.

Surely, if the Government paid any serious attention either to the demand for insolvency reform, or the complaints of retailers against a certain law, the proper answer would have been. "Gentlemen, you are the representatives of our commercial system, you differ on this question, it is a highly important subject, we want to do what is right, but, the members of the Cabinet not being business men, we want to consult expert opinion; we shall take the views of those in favor of a bill and those against a bill and then we shall make up our minds." On the contrary, the Government gives no satisfaction to any one. It does not say yea or nay directly and manfully. It keeps the matter dangling. There is no committee of enquiry or discussion. The commercial men are simply turned loose to like it, or resent it, as they see fit.

Now, THE REVIEW is not tied up to any insolvency measure. All we want to see is a law which will prevent a house selling goods in Canada from complaining that our commercial morality is nil, and that, as a community, we do not deserve the investment of outside capital. This is the real force behind the demand for insolvency reform. If the Government really wished to meet the views of all sections of the trade, why are not efforts made to know how all classes of traders feel about it? Let the Government go to the retail trade for an insolvency bill, if the boards of trade and the wholesalers are unworthy of confidence or belief. Let the retailers who have views on the question be consulted, and there will probably be evolved a measure that would prove acceptable all round. Look at the long, tedious, expensive and complicated enquiry which took place when the tariff was rearranged in 1897. There, of course, you touch votes. The manufacturer is a dangerous man to stir up with a long pole. The heavy importer is also a person whose feelings had better be consulted before you cram a contradictory jumble of tariff rates down his throat. Accordingly, the Ministers spent thousands of dollars finding out how these important persons felt before altering the tariff—and the country footed the bill. Then, there is a prohibitory liquor law. The Government will spend, it is said, \$250,000 to find out how the people feel before any legislation is attempted. Just imagine a quarter of a million spent on asking people what they think about licensing the liquor traffic! But to solve the insolvency problem, to clear Canada's good name in British eyes, not one solitary stiver. Merchants will, therefore, kindly make a note of the influence they have on a vital business question with the politicians.

So far as THE REVIEW is concerned it does not care a brass farthing which party is in office. One Government seems to be pretty much like another in this country. In fact, we are rather in the position of the woman who calmly watched her husband in a tussle with a bear, and who said it was the first fight she ever saw where she did not care which won. Let the politicians go on with their struggle for office, but let them attend to business questions, and give us a good insolvency law.

## APRIL IMPORT TRADE.

THE April import figures for the four years are some indication of current trade. They indicate an activity almost equal to that of April, 1895, and certainly greater in many lines than the trade of last year. The following are the details:

IMPORTS OF DRY GOODS FOR APRIL 1895, 1896, 1897 AND 1898.				
	1895	1896	1897	1898
Cottons, not dyed .....	\$ 48,888	\$ 35,387	\$ 25,802	\$ 48,000
dyed or colored .....	214,054	183,166	167,702	170,061
Cotton clothing .....	52,847	41,000	37,950	39,187
" thread, yarn, etc.....	21,889	29,483	10,823	18,904
" thread, on spools.....	21,121	19,647	16,685	29,118
Other cotton goods.....	60,747	55,653	49,966	61,687
Bracelets, braids and fringes....	51,490	51,837	61,008	40,277
Laces, collars, nettings, etc.....	58,719	51,501	46,785	71,074
Furs, manufactures .....	58,113	32,050	28,978	34,872
Hats, caps and bonnets (silk, felt or beaver).....	56,705	31,128	38,514	56,111
Hats, caps and bonnets, other kinds.....	64,963	62,278	70,506	83,909
Silk, manufactures .....	191,881	157,082	155,855	236,489
Brussels and tapestry carpets ..	99,416	87,007	64,270	70,880
Woolen clothing .....	53,800	55,863	38,944	70,315
" cloths, worsteds, coat-ings, etc.....	135,458	138,013	84,152	114,847
Woolen dress goods .....	189,688	207,080	122,925	175,965
" knitted goods .....	26,901	46,048	31,190	40,659
shawls.....	4,464	2,628	1,555	3,340
yarns.....	9,174	13,664	8,381	9,418
" other manufactures .....	47,229	44,900	32,783	47,855

## COMMENCED TRAINING IN PUBLIC LIFE.

IT is well to observe how healthful an influence in public affairs is the commercial origin of eminent statesmen. The death of Mr. Gladstone directs attention to the fact that his father was a Liverpool merchant, who gave his gifted son an education fitting him for public life. It is not so generally pointed out as it might be that Gladstone's principal capacity exhibited itself in his mastery of financial questions. The other great issues with which his name is associated were political rather than commercial. In his handling of the figures regarding revenue, Customs, taxation, and trade policy, his nearness to commercial life was always evident. He took the free trade side in 1846 with his leader, Sir Robert Peel, and never afterwards abandoned that view. Of late years, however, he devoted no time to the newer commercial conditions that confronted England, such as the vast increase of foreign competition and the high tariffs imposed on British goods by other countries. It is quite conceivable that if Mr. Gladstone had thought some policy more adapted to English commercial interests than free trade he would have promptly accepted it. His was no stubborn mind that held on to an idea after it had ceased to be practicable or beneficial. No statesman better exemplifies the old proverb: "A wise man changes his mind, a fool never."

Another English statesman who has come to the front rapidly in recent years, and whose origin and training are entirely commercial, is Mr. Joseph Chamberlain. The son of a Birmingham manufacturer, Mr. Chamberlain was in business himself for some years, but finally retired, with an ample fortune, to devote his whole time to public affairs. His knowledge of trade and commerce is of immense advantage to him and to the British Empire. He is now 62 years of age, but English statesmen are so well preserved that he is probably good for 20 years of service yet. An instance of Mr. Chamberlain's acute commercial sense was afforded a few

days ago. In granting a new charter to Rhodesia, the South African colony now undergoing reconstruction, Mr. Chamberlain was offered, by the Company which controls the colony, a tariff preference for British goods. The same offer was made previously to Lord Rosebery's Government, but declined.

The scene in the House of Commons, when the fact transpired that Mr. Chamberlain had accepted this offer, was a curious one. The Opposition chiefs, like Sir William Harcourt and Mr. Morley, and hard-and-fast free traders, like Mr. Leonard Courtney, protested. They said it was the beginning of an Imperial Zollverein and was opposed to free trade principles. Mr. Chamberlain fearlessly met this criticism, from his thorough grasp of what the commercial interests desired. He said, in effect: "Great Britain is going to accept preferential terms for her goods from Canada, or a crown colony like Rhodesia, just as often as she gets them." And there was great cheering at this. Mr. Chamberlain knows what English manufacturers want. He is aware that they are not lying awake at night worrying over free trade. They wish to sell their goods, and when a colony offers a lower tariff on British products than on foreign products they are pleased. Being a business man, and in touch with business life, Mr. Chamberlain scored a point. A lawyer, a theoretical free trader, or a professional man without commercial knowledge or training, would have been afraid to take this stand.

There is another notable example of a business man in political life at present. M. Faure, the President of France, is one of the very few commercial men in French political circles. France is overrun with professional politicians. That is one great drawback from which she suffers. M. Faure was an active member of the commercial classes and has still, we believe, large trade interests at Havre. He has, so far, been a distinct success as President, and if he is overthrown by political intrigues it will not be in accordance with the wishes of the element he so well represents.

We do not claim, for a moment, that business men absorb all the wisdom in the world. Our point is that modern Governments have more commercial questions to settle than ever before. Trade is now the ruling international force. Consequently, there ought to be, in every Government, men with the practical knowledge to deal with these matters. But it is notorious that Governments are made of entirely different material.

## IS IT OVERDONE?

OUR Winnipeg correspondent has interviewed a recently returned traveler from British Columbia, who thinks eastern manufacturers and jobbers are magnifying the Klondyke trade. The full text of his remarks may be read in another column.

Caution is always a good quality in business, and we are not disposed to undervalue it. But the energy of Canadian manufacturers and jobbers in reaching out for the Klondyke trade is not to be condemned. Some one had to do it, and they resolved wisely that they would be the ones. For the moment, of course, the influx into the mining regions has been checked, as was expected it would be. Sales for outfitting purposes may not be quite so active as they were when the streets of Victoria and Vancouver were crowded with jostling gold-seekers eager to make up their kits and

be gone. When the results of the winter gold finding are sent down in August the real future of the Klondyke movement may be known.

The results may prove disappointing. There is no knowing, since all the gold booms are attended with risk and uncertainty. But it must be borne in mind that in British Columbia itself, we have one of the richest and most promising areas in the whole world, and we shall be greatly disappointed if its expansion during the next five years does not bear out every expectation formed of it in Eastern Canada.

Canada has never yet overestimated or overworked her resources. The fact is, we have usually undervalued them, and allowed foreigners to come in and tell us what a great country we have. At the present time, however, there is a spirit of real pluck and confidence being shown, and we are not disposed to regard it with suspicion and check its exuberance.

#### THE COLORED COTTON CO.'S MEETING.

JUDGING by the reports that are circulated, the recent annual meeting of this company, while harmonious in a way—that is to say, no one called names, or threw a brick at the window—developed the existence of a dissatisfied element among the shareholders. It seems that a few of the largest shareholders, who have the labor of managing the business, draw salaries or emoluments, and when these and other necessary working expenses are subtracted from the year's surplus, the propriety of declaring a dividend does not commend itself to the majority.

Now, the view of the dissatisfied element appears to be that there should be a dividend. These gentlemen receive no emoluments from the business, it is true, but then they have other privileges. They possess the stock certificates for the shares they own. Their names appear in the list of shareholders. They are regularly summoned to the annual meetings. They may go there (either in a cab or the street car, in fact, no objection would be raised to a private carriage). They are allowed to speak at the meetings. If anyone moves a resolution they are at perfect liberty to vote for or against it. And yet they are not contented!

We fear greatly that these gentlemen are disturbing factors in an otherwise peaceful community. Let them contemplate the shareholders who happen, for valuable services rendered, to receive emoluments from the business. These persons clamor for no dividend. Whatever strong inclination they cherish is repressed; whatever feeling they have is admirably concealed. From them no discordant jangling, no idle recrimination, emanates.

Surely, then, the dissenting element should emulate this excellent example; should cultivate a spirit of contentment and endeavor to be pleased. They would not like a cynical generation to conclude that the happiness of others gives them no pleasure, and that life has no charms, unless they get a dividend on the money invested?

#### THE DOMINION BANK.

The indication of the commercial prosperity at present being felt in Canada is to be found in the reports of the chartered banks. The report of the annual general meeting of the Dominion Bank shareholders will be read in another column. This institution, as is

well known, is an old and rich bank, its reserve fund being equal to its capital, a unique and satisfactory feature which makes a financial institution practically impregnable. The business of the Dominion Bank during the past year has resulted in a clear net profit of \$182,462. The balance carried forward, after the payment of four quarterly dividends, was \$32,388, against a similar balance last year of \$29,925. The bills under discount and call loans amount to \$10,709,000, and the note circulation is \$1,264,016. The assets of the bank are very large, and the price of its stock in the money market indicates an unequalled position. The annual statement is instructive and inspiring.

#### A GRAVE ACCUSATION.

DAME RUMOR has charged the Dominion Government with an offence which the friends of the Administration indignantly repudiate. It was said that the staff of the Toronto Customs House was to be supplemented by a clerk who would discharge, or assist in discharging, the duty of appraising the imports of woollens. The gravity of the accusation rests in the fact that the person chosen is in the tailoring business, knows something about woollens, and would, therefore, be a competent official.

One can well understand the eagerness of Government supporters to repel the hideous insinuation that an office was to be filled by a man qualified to fill it. No Government in this country could afford to pursue such a reckless course. Think what a bad precedent it would create! The public might get to like having officials who understood their business, and then what would become of the army of hungry applicants who work for the professional politicians?

No, no, let us not embark on any such dangerous path. If there is a woollen appraisership to fill, let the Ministry select a man who was formerly in the milk business, or one who had been an expert in discovering mines, or, best of all, some individual who had been a disastrous failure at everything he had tried. Put an individual of this kind to appraise woollens; the public interests will suffer; but the wheels of political machinery will move smoothly on.

In the late Government, as all the world knows, the Minister of Agriculture was a practising physician. He knew that apples grew on trees and were not dug up out of the ground in the fall, that potatoes can safely be boiled with the skins on, and he possessed a vast store of other agricultural knowledge. Consequently, he made a good Minister. The other day, the Postmaster-General appointed for deputy a country doctor who must have posted and received many letters in his time and who was, therefore, thoroughly experienced to administer the great postal department of the country. He replaced Col. White who had spent a lifetime in mastering the details of the service, and who was very properly superannuated at the public expense.

THE REVIEW humbly corrects the statement that a man who knows woollens is to be made woollen appraiser. The plare should be held open till someone with a practical experience in pork, tin plates, surgery, agricultural implements or toothpulling comes to claim it.

## WAR AND BUSINESS.

**A** FIRST effect on United States business of the Spanish war, as near as one can ascertain, is that the retail trade is timid about fall purchases. This may not continue, but it is at present being felt to some extent. Commerce is always disturbed by war. At present, no doubt, the trade in provisions, canned meat, cattle and military stores of all kinds is active. But in dry goods, the iron trade and some other staple industries the immediate effect is bad.

This is one of the penalties of war, which may be glorious, but is also expensive. The trade with Cuba and Spain must, for the present, be greatly interfered with, if not destroyed. Last year the United States sold to Spain over \$10,000,000 worth of goods. Of cottons alone, 109,500,000 bales were sent there, and the business done in tobacco, coal oil and provisions was large. As to Cuba, we have not the exact figures of United States exports there in 1897, but to all the West Indies the value of products sent was \$25,000,000. You cannot destroy a trade like this without suffering a loss. Then, the war taxes raised by Congress, and the possibility that the fighting may be prolonged disturbs business considerably and makes merchants very conservative about buying.

So far as Canada is concerned, we cannot see that this country will be either benefited or injured by the war to any extent. Our West Indian business from Halifax and St. John may be rather interfered with, but the higher prices which prevail will ultimately repay the loss. In the long run, the poor Spanish taxpayer will have to pay for everything. The United States will demand a large war indemnity, and, when the conflict is over, business will be very brisk all over this continent. War is, indeed, a costly affair. That in the Crimea in the fifties cost about \$300,000,000, the Franco-German struggle of 1870 about \$1,000,000,000, and who were the better for them?

## WILL PRICES GO UP OR DOWN?

**I**T is poor policy for a merchant to over buy, to purchase more on account of an expected rise and then to find too late that prices have fallen. THE REVIEW is particularly anxious not to encourage its readers in that direction.

There are now some indications of an upward tendency in price. The high prices that prevail for food products, the new additions to the world's stock of gold, the Spanish-Uncle Sam war, the general uneasiness lest a greater war may break out soon—these are all factors in inducing a general rise of prices.

As to the Canadian dry goods trade, it is not likely that much increase will be asked for fall orders placed in the next few months. In some lines there may be, but on the whole, certainly in Canadian goods, prices are about the same. On repeats for imported goods there may, in specified cases, be marked advances. But here, again, notice must be taken of the fact that the tariff will lower by one-eighth all round after July 1. The drop, however, is not great, and only in a few staple lines may it have any effect. For example, some people expect that a duty of 18 2/3 per cent. on English white and grey cottons may induce greater competition with the Canadian makes. It will not do to bank too much on this.

What THE REVIEW deems of equal importance to the retailer as a change in price is the opportunity now afforded of pushing better

goods. There is more money in Canadian pockets at present and, therefore, a chance of persuading people to buy the more expensive and durable goods. Cheap has been King long enough. Let us have a reign of King Value. You will make more profit out of selling five yards of a dress fabric at \$1.25 than out of ten yards at 30c. This is true of the whole list.

## THE SLOW COACH IN OFFICIALDOM.

**O**NCE more we have to direct the attention of the Minister of Customs to the very slow methods of the officials in making up the monthly returns of Canadian exports and imports. Last month the delay was again noticeable. The returns for the month of April were not published by the Department until May 28.

Compare this with the English system. The returns are always ready by the 15th of the month, and often before. The April returns of British imports and exports were published in time to reach Canada by May 23, while our own April figures were not at that date available! There is no valid excuse for such dilatoryness, especially as Canadian returns are not nearly so detailed as the British, and cannot require the same amount of clerical work.

Prompt publication of these figures is a good index finger of trade, and they ought to be in the hands of the commercial community as early as possible. We ought to know exactly what the importers and exporters are doing from time to time, and the quarterly returns of the Department of Trade and Commerce should not and cannot be allowed to displace in interest the regular monthly returns. We hope Mr Paterson, who is both an efficient and obliging Minister, will give an order to all the Customs houses to forward promptly the figures from each port, and, when they reach Ottawa, see that they are added up without delay.

Besides that, we can see no valid reason why the yearly volume, covering each fiscal year ending June 30, should not be out three months after the close of that period, rather than, as now, six to eight months afterwards.

## THE "OPEN DOOR" TO BRITISH GOODS.

British goods are already coming into Canada more freely as a result of the preferential tariff.

The Canadian selling agents for Lister, the great English silk and plush goods manufacturer, inform us that the orders for autumn delivery greatly exceed those of previous years. In velvets and mohair plushes the tariff is throwing Canadian orders to England, as against Germany and the United States for these lines.

Of other lines connected with the dry goods trade the same is true. The English statistics for the first three months of 1898 indicate this. It appears that for those three months, comparing 1897 and 1898, the following increases are recorded.

	3 months of 1897.	3 m. of 1898.
Cotton piece goods, gray or unbleached.....	\$ 8,166	\$ 13,008
.. .. . bleached.....	67,963	74,118
.. .. . printed.....	296,657	349,007
.. .. . dyed.....	280,651	351,143
Linens of all kinds.....	173,876	211,104
Silk laces.....	9,667	16,104
Silks.....	29,224	36,100
Woolen tissues.....	348,191	361,100
Worsted tissues.....	865,741	1,000,100
Carpets (not rugs).....	315,414	366,100

While these figures show no wild expansion they should comfort British traders. The increase may be due partly to improved business conditions in Canada, but, from whatever cause, it is a satisfactory tendency from the British standpoint.

## HOW WEATHER AFFECTS TRADE.

A NEW YORK OPINION AS TO WHO IS VICTIM.

THE worst effect of unseasonable weather is not in its immediate effect, i. e., preventing the sale of goods, it is what follows as a natural result of this damming up of trade channels that produces the most havoc. As a result of such conditions, New York department stores are offering many lines of goods at prices below the cost of production.

This condition affects eastern trade more than it does business in the west. Western buyers, owing to their distance from the big market, are compelled to buy in advance of their eastern brethren in order to be sure of the goods in stock when the season opens up. This forces them to rely almost entirely on the hope that April, May and June, and particularly the two former months, will bring warm, balmy days instead of the cold, wet period that has thus far marked spring.

To a certain extent this is also true of the eastern buyer, but he has one advantage which he rarely neglects to utilize. He is near the market, and when it becomes necessary for him to stock up on seasonable goods he is so placed as to be enabled to do it quickly. Therefore he holds off until the last moment.

If spring-like days should come no ill effect is felt, but when cold, rainy days follow one another in discouraging succession there is another story to tell. The cautious retailer is not the one to suffer, it is the manufacturers who bear the brunt of the heavy loss that the contrary meteorological conditions have imposed. The market has been clogged with goods, and so long as the spell of bad weather is not unusually protracted there is a fair certainty that the goods will move in due time; for manufacturers have learned to gauge the requirements of the trade pretty accurately, and are not at all fearful of surplus stocks if conditions are at all as they had a right to expect they would be.

When unseasonable days drag along, however, and hope is deferred until it "maketh the heart sick," manufacturers are compelled to seek what safety they may in disposing of the stocks upon the most favorable terms dictated by the retailer. The result is, that enormous quantities of manufactured goods are thrown upon the market at figures which mean the elimination of all profit, and very frequently at a heavy loss. The further effect of this is to demoralize the entire market in the lines thus sacrificed, and the dealer who bought in the hope that spring would be spring and not fall, suffers in common with the manufacturer.

This is one of the conditions of dry goods retailing for which there is no remedy. Manufacturers are as prudent and as cautious as they well can be, and exercise all possible care to avert disaster, but until the regulation of the weather is intrusted to the makers of millinery, cloaks, costumes and other articles of feminine apparel we can hope for no improvement.—Dry Goods Economist.

### NEW YORK OUTLOOK IN COLORS.

The color cards, issued in Paris by the syndicates of French manufacturers, showing the colors in which these producers have agreed to dye their various products for the fall season of 1898, have been carefully considered by The New York Dry Goods Economist,

and also submitted to a number of prominent houses in the dress goods, silk and millinery lines. As far as it can be safely done at this date, a forecast is given of the colors which will have the lead. Predictions of this kind at the present moment, however, are largely in the nature of guesswork, for buyers have not had an opportunity of showing, by their orders, a preponderance in favor of any one or more shades. Nor have importers received their fall lines. The color cards themselves show the line of shades which manufacturers on the other side will use, rather than give any reliable information as to what colors will be in demand.

So far, however, as experience and careful investigation of the ideas entertained in this market go, it seems pretty safe to say that in millinery and ribbons, the colors most in vogue during the coming season will be six shades of a lavender blue cast and two shades of the crushed strawberry tint which was so fashionable several years ago.

In dress goods, browns are likely to lead, with a tendency, the strength of which it is difficult now to gauge, in favor of blues. Grays seem to be a strong third. Greens are likely to have a fair demand.

### BIG ENGLISH COTTON COMBINE.

THE manufacturing and commercial classes of Great Britain have just completed an experience of half a century of unrestricted and unlimited competition. Judging from the trend of current movements, it has not been found entirely satisfactory. For years it has been felt that competition was too keen, and, for the producing classes, had reduced profits to the vanishing point. The problem was how to diminish it legally, honorably, and without involving in ruin a large number of investors in productive industries. This was the subject of long thought, and finally the principle of combination was thought to offer the best solution. It was first tried on an extensive scale in the United States, and the successes achieved were noted with great interest on this side. Various industries tried it on a small scale, and the results were found satisfactory. This gave a stimulus to the movement, which was then taken up with a great deal of enthusiasm in the textile industries and cognate trades. It would be superfluous even to enumerate the combinations already formed and projected, but they aggregate a capital approximating to \$40,000,000 in the textile industries alone. Among the most notable of these is the Fine Cotton Spinners and Doublers Association, Limited, which has been formed, and has been at work for a month or two. Owing, however, to circumstances that need no enumeration here, but which must be obvious in the formation of a gigantic company such as this, it has not hitherto appealed to the public to subscribe its capital. As will be from the prospectus, this appeal is now made. The company offers £6,000,000 of capital for subscription in the following forms: £2,000,000 in ordinary shares of £1 each, £2,000,000 in cumulative preference shares, and £2,000,000 in first mortgage debenture stock. The particulars of the present issue will be found embodied in the prospectus. It is quite unnecessary that we should commend this company's shares as an investment to our readers. It constitutes the cream of the cotton trade, and includes almost every important firm engaged in the fine branch. Practically, it obviates all competition. But we believe there is no intention to take advantage of this fact by extorting high prices from either dealers or consumers, but simply to obtain a reasonable remuneration for the capital, skill and commercial ability invested, which, in this trade, as in many others, has not, for a considerable time, been obtained.—Textile Mercury.

## CANADIAN COLORED COTTON CO.

ANNUAL MEETING HELD IN MONTREAL LAST WEEK.

MR. A. F. GAULT RETIRES FROM THE PRESIDENCY AND MR. DAVID MORRICE TAKES HIS PLACE—THE MEETING HARMONIOUS THOUGH SOME QUESTIONS WERE ASKED—THE YEAR'S PROFIT.

THE annual meeting of the Canadian Colored Cotton Co. was held in Montreal on May 25. It had been prophesied by outsiders that some very sensational developments would be forthcoming, but, on the whole, the meeting was harmonious.

Those present were : Messrs. T. King, D. Morrice, D. Morrice, jr., A. Roy, J. Grenier, Hon. A. W. Ogilvie, C. O. Dixter, E. Lichtenheim, W. Weir, F. L. Beique, C. D. Owen, A. C. Clark, P. R. Gault, E. C. Spragge, S. H. McDowell, W. B. S. Reddy, James Crathern, Jos. Wilson, Geo. Caverhill, Ed. Neild, Hill Campbell, Jas. Rodger, M. Thompson, W. J. Morrice, R. McDonald, M. L. Henderson, A. Skaike, J. T. Molson, Wm. McMaster, S. H. Ewing, J. L. Marler and Ald. Clearihue.

In the absence of president Gault, Mr. C. D. Owen presided. The financial statement showed a profit on the year's business of \$110,000. Some thought this unsatisfactory, in view of the large output and general improvement in business. Several shareholders questioned the directorate on different points in connection with the management of the company's affairs, and Mr. James Crathern made some pointed enquiries as to the salaries of officials. The replies, however, were disappointing, and a portion of the shareholders, at least, left the meeting feeling far from satisfied.

Before proceeding with the election of officers, it was announced that Mr. A. F. Gault had decided to retire from the presidency. Mr. David Morrice was chosen to succeed him, and Mr. C. D. Owen was reelected vice president. The two remaining directors, Messrs T. King and D. Morrice, jr., were also reelected, while Mr. W. J. Morrice was selected to fill the vacancy on the board, caused by Mr. Gault's retirement. This, however, is said to be merely a temporary arrangement, and, within the next month, it is expected that Mr. W. J. Morrice will retire in favor of some more representative shareholder—possibly Mr. Crathern.

Talking with different shareholders, THE REVIEW found that there is a feeling of dissatisfaction among the shareholders with the policy of the company. No dividend was declared and there was no promise of one. The cost of selling the output is believed to be somewhere in the neighborhood of \$60,000 per annum, and a salary is paid to general manager Owen, who resides in Boston and who does not spend his whole time in Canada. Some shareholders think that expenses might be materially reduced without impairing the efficiency of the company's mills. Some of the Montreal stockholders complain that their opinions have no weight with the management, and that the affairs of the company are practically in the hands of Messrs. King, Owen and the Morrises, who are said to control, between them, over 70 per cent. of the stock.

## LIBERAL ADVERTISING.

Of course THE REVIEW believes in advertising and points with satisfaction to such firms as The Maritime Wrapper Co., of Woodstock, N.B., who claim to owe a large amount of their success to a liberal use of the pages of THE REVIEW.

## MANUFACTURER VERSUS MERCHANT

A Story with a Moral.

- THE MERCHANT.—What does it really mean that you guarantee your Down Quilts?
- THE MANUFACTURER.—It means that we warrant them to be perfect, and wish you to warrant them as such to your customers.
- THE MERCHANT.—You mean in regard to them being odorous and correct in size, and so on?
- THE MANUFACTURER.—Yes, that and a lot more. It warrants the quilt to be perfectly stitched without "skipping," and to have the quilting pattern executed faultlessly, but above all it guarantees the quilt NEVER TO SHED THE DOWN.
- THE MERCHANT.—That is certainly an advantage. But suppose, notwithstanding your guarantee, a quilt starts leaking, what then?
- THE MANUFACTURER.—Yes, this occurs occasionally when there is a fault in the weaving of the cloth. In such a case we RE-COVER THE QUILT FREE OF CHARGE.
- THE MERCHANT.—That is to say, that you allow us to give our customer another quilt in exchange and you give us a new one for the one returned?
- THE MANUFACTURER.—Exactly, that is what our guarantee means, as it is printed on a tag sewed in to every Down Quilt we manufacture, and we could not afford to have this standing offer to the trade if our experience did not show that the privilege thus awarded is very rarely used; on the contrary, it is said that "every Alaska Down Quilt sold, sells another."
- THE MERCHANT.—Then there is absolutely no risk as regards the quality of the goods, in handling Alaska Brand Comforters?
- THE MANUFACTURER.—None whatever, and what I said regarding our Down Quilts also applies to our Puritas Wadded Comforters and to our Down Cushions. The system of guaranteeing every article of our output has been our policy since the inception of the Company and we find it to give satisfaction all around.
- THE MERCHANT.—What is it that enables your Company to guarantee your goods at small risk, whilst other brands of Down goods are notorious for the trouble they give?
- THE MANUFACTURER.—Ah, now you touch the heart of the question. The manufacture of Down Quilts is not everybody's business. For a long time it was a very strict monopoly, and even now we have machines at work, invented and perfected by ourselves, which would be worth their weight in gold to other makers. But they are not for sale.
- THE MERCHANT.—Well, much obliged for the information; and, by the way, what about designs?
- THE MANUFACTURER.—How do you mean?
- THE MERCHANT.—Can I have control of some of your designs for my town?
- THE MANUFACTURER.—It depends on the way in which you buy. If you stand close to us, we stand close to you; that is to say, if you buy all your Down goods and bedding from the Alaska Company, and place your order early, you have the first choice of their exclusive designs for your fall trade, which will enable you to sell twice as many quilts as you would without exclusive designs, and get your own prices for them too.
- THE MERCHANT.—Then, according to you, it is poor policy for a Down Quilt buyer to nibble at the samples of every agent who comes along, because, by doing so, he is not treated as a ground-floor customer by any of the manufacturers, and, so to say, falls between two chairs?
- THE MANUFACTURER.—Exactly. In other words, BUY FROM ONE HOUSE ONLY AND THAT HOUSE THE ALASKA FEATHER & DOWN COMPANY, OF MONTREAL, the largest manufacturers of Down Goods and Mattresses in Canada.



# A TALK WITH CLOTHING DEALERS

THE CHIEF POINTS THAT MAKE CLOTHING A PROFITABLE PAYING BUSINESS ARE:

**Perfect Fitting Goods**  
**Nice Neat Patterns**  
**Well Made Garments**  
**Well Trimmed Garments**  
**Good Wearing Tweeds**  
**Prompt Delivery of Orders**

All these points we carefully look after. Our goods are earning for us a reputation in the Clothing trade. We get the newest ideas each season and our Fall samples will be a genuine surprise to you.

**Beavers, Tweeds, and Montagnais will be the favorite Overcoats.**

## For Fall '98.

We are increasing our facilities for selling and delivering goods, and keep right up-to-date all the time. Anyone who has not tried our goods before should not miss this opportunity.

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# A. S. CAMPBELL & CO.

256 St. James Street,

MONTREAL



Fall 1898

Fall 1898

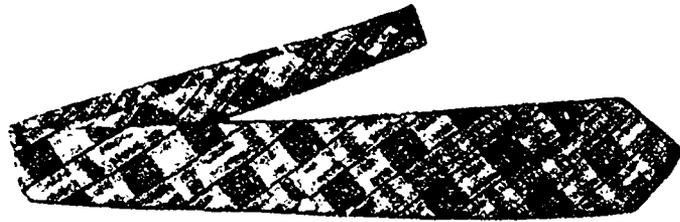


NEW DERBY—17 inch

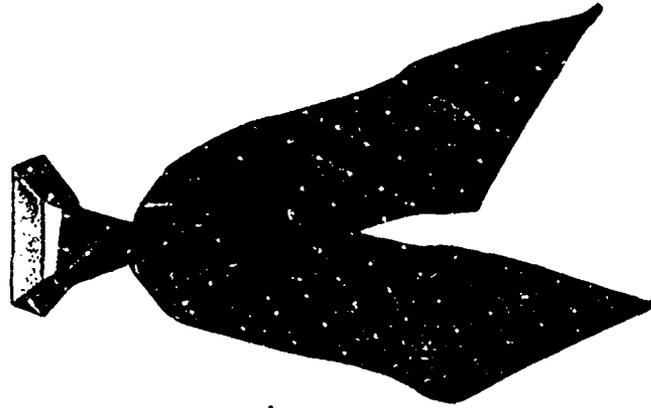
# ENGLISH TIES

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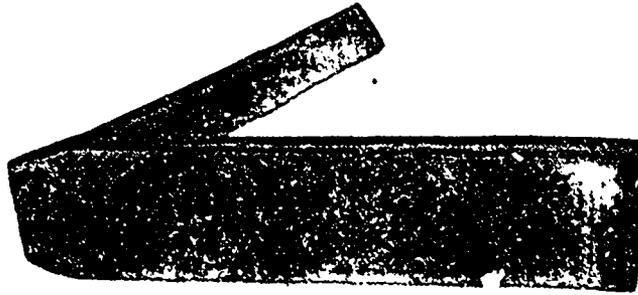
*Newest Shapes  
and Patterns*



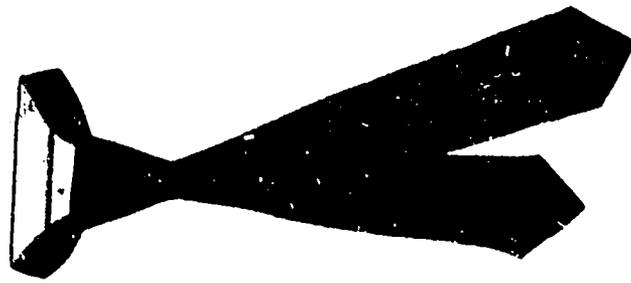
ELYSHI—Graduated



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ASCOT



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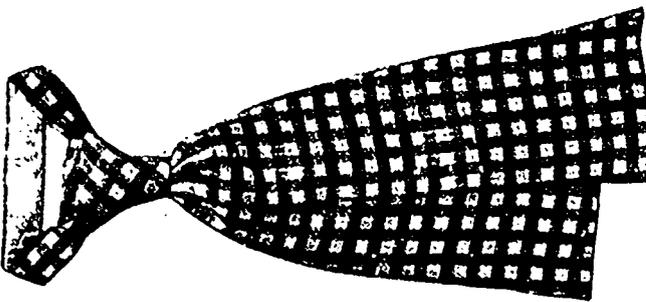
# Await Our Travellers



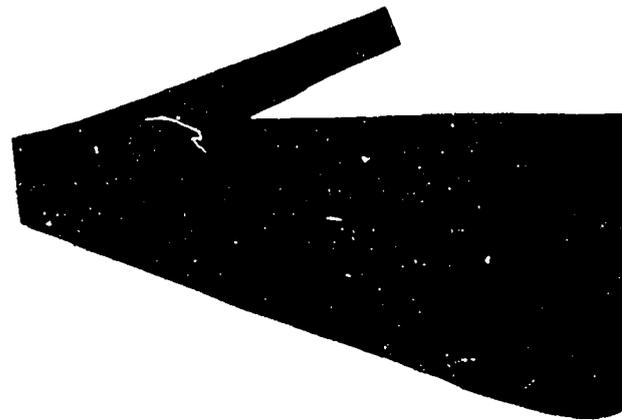
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## Carpets, Curtains and Upholstery.

### ORIENTAL RUGS.

Written for THE REVIEW by F. James Gibson, of A. A. Vantine & Co., New York.

THE origin of rug weaving is lost in remote antiquity. The Hindus, it is known, were versed in the art of weaving as early as 1,500 years before the Christian era. It is probable that Abraham, when resting in the cool summer evenings at the door of his tent sat on an oriental rug or carpet. The Arabs of the desert, who are said to be his descendants through Ishmael, do exactly the same thing at the present day. And it is the proud boast of these fierce eastern warriors that their manners and customs have remained unchanged since the time of their great ancestor.

The various Oriental nations have been from the earliest ages and they are now the great rug makers of the world. The eastern rug weaver, whether Turk or Persian or East Indian, does not look upon the rug he weaves as merely an article of merchandise. As its beautiful color combinations, patterns and designs are brought into existence by his skilful fingers and artistic brain he rejoices as an artist rather than as an artisan. It is the same as regards the other articles of merchandise which the Orientals produce—whether it is a vase, or a piece of bronze, or silverware, or porcelain, or ivory carving, or what not.

Probably the most fascinating thing about an Oriental rug is its artistic beauty. The Oriental rug weaver has acquired his skill as a weaver and his artistic taste from a long line of ancestors who were engaged in weaving the same kind of rugs in the same way for perhaps hundreds of years. His skill, therefore, is inherited, as well as acquired.

It is the custom to start working at this weaving at a very tender age, and most of it is done in Turkey and Persia by girls and women. It is not uncommon in these countries to see whole families, from the youngest to the oldest, engaged in weaving the same rug. It can easily be seen, then, that patterns and designs which have been worked over and over again through innumerable generations, reach a perfection that cannot be equaled by any other method. In Persia, it is the custom for each family of rug weavers to have its own special design, which, as a rule, is worked into small-sized rugs only. The designs of the larger-sized rugs are generally the property of the village or district in which the rugs are woven; thus Sereband rugs have a design of their own; Khorassan rugs have their own design, and so on.

Oriental rug weavers have, in an unexampled degree, the faculty of combining various colorings. They can take any of the primary colors and produce from them the most wonderfully artistic combinations and effects. But, after all, Old Father Time is the best rug artist among the Orientals, as elsewhere. After a lapse of many years the colors, which, perhaps, when the rug was first made were somewhat crude, take upon themselves an extraordinary richness and mellowness of tone which cannot be imitated.

The Orientals have also the habit of washing their rugs at least once a year. This is done by placing them over a rope in a running stream, where they are left about twenty-four hours. The rugs are then exposed to the sun to be dried. This has the effect of helping to soften and mellow the colors and give them that indescribable gloss and polish which most antique Oriental rugs possess.

Oriental rugs are made to last. With proper care they are practically indestructible. Of course, our mode of using rugs is

different from the eastern custom. In the East, a rug is never trodden on with shoes. In coming into a temple, mosque, or private house, the people remove their shoes. Besides this, no article of furniture is ever placed on a rug. But even with hard usage, an Oriental rug will last from 10 to 100 years.

As just stated, when properly taken care of, there is no limit to its durability. A friend of the writer of this article has seen rugs in use in the eastern mosques which have a well-authenticated pedigree, dating from the fifteenth century. He also knows of a certain small prayer rug in a mosque in Pergamos, in Asia Minor, which actually was on the floor of the mosque for over 300 years, and its present condition is perfect. It has a turquoise blue centre, with a magnificent cream border in Arabesque design. The size is only about 4 by 6 feet, yet \$400 has been offered and refused for it. This particular rug has been stolen three times from the mosque, and three times it has been recaptured by the mosque authorities before it got out of the country.

An important point in favor of the use of Oriental rugs is their greater healthfulness, as compared with ordinary carpeting. This arises from the fact that they are much more easily kept clean. It is now quite the custom in this country to have polished hardwood floors, covered with Oriental rugs. The rugs can easily be taken up frequently and thoroughly cleaned, thus preventing the accumulation of disease germs. In the case of houses not furnished with hardwood floors, it is the fashion here, as it is in the east, to cover the floors with Japanese or Chinese mattings, with rugs placed over them.

A very curious and interesting eastern rug is the one known as Dandoor, erroneously called in this country, Trinacha. A very beautiful specimen of this rug, shown to the writer in a large Broadway house, has the customary four divisions—one for the host and his family to sit on, and one each on either side for the guests, while the centre division is for the serving of refreshments. This is a custom that prevails in Persia and all through the Caucasus.

In the East, Oriental rugs are very extensively used as wall hangings, portieres, and couch covers. They are also used for these purposes in this country.

A plentiful use of Oriental rugs in houses gives them a charmingly artistic appearance, which contrasts delightfully with the usual furnishings of a modern household.

The mode of rug weaving as practised in the Orient is as follows: The loom consists of two horizontal bars of common wood, set on two uprights. Both of these bars are movable. The whole contrivance is exceedingly simple and primitive. The construction of the loom probably has not changed in any particular from time immemorial.

The loom is usually from six to eight feet high, and from six to twenty feet wide. The number of weavers is regulated according to the width of the rug. A space of two or three feet is usually allotted to each weaver. The first operation consists in winding a large number of woollen strands around the top horizontal bar of the loom. The length of these strands is governed by the size of the rug. The bottom ends of the strands are fastened to the lower part or roller of the loom. At this stage of the operation the woollen strands have somewhat the appearance of the strings of a harp, and the closeness of the strands depends on the quality of the rug to be woven. For example, a common rug which will have six to seven strands to the inch, will require for a rug nine feet wide 750 strands, and if there are fourteen strands to the inch it will have twice that number.

In order to keep the strands tightly rolled, a wooden peg is used to roll the top horizontal bar around. As soon as these strands are

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Latest Shapes and Designs for

## FALL, 1898

have arrived from following English manufacturers :

**Young & Rochester**  
Shirts, Neckwear and Dressing Gowns.

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High-class Hats and Caps.

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Juvenile  
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Men's  
Men's

**CLOTHING**

One of the largest and best equipped clothing factories in the Dominion of Canada.

If our travellers don't call on you please write for our pamphlet and price list.

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**CARPETS AND UPHOLSTERY.—Continued.**

put in order, and the frame tightened up, the operation of weaving the rug begins. First the balls of colored wool are hung on the horizontal bar near the top of the loom, and the deft fingers of the weavers commence their work. As the operation progresses the finished part of the rug is wound up from the bottom.

Some of the patterns are copied from designs given the weavers by European and American rug importers. In that case they have the design before them, and copy from it as they go on. But if more than one rug is woven of the same pattern the design is discarded, as by the time that one rug is woven the weavers have the pattern well fixed in their minds and work from memory. Very often the designs are entirely of their own conception, and in that case the weavers do not work from designs, but from their own ideas as the work progresses.

It is very interesting to stand by and watch one of these rugs being woven. The balls of wool are deftly unwound, and as the work goes on the design develops itself, and a beautiful one it generally is. After the rug is finished it is cut down from the loom, and should there be any little tufts of wool left on the surface, it is sheared and swept.

Probably the most difficult part of rug weaving is to properly tie the knots. These knots are made by passing the wool between two of the strands, putting one over and one under, the knot being tied tightly, and cut with a sharp knife. This leaves a small end of the wool hanging, and this, as already stated, is sheared off line by line, the width of the rug. This is done, however, after it is combed down tight and put in its proper place.

The dyes used by Oriental rug weavers are mostly vegetable. Some few are animal dyes, such as cochineal. Mineral dyes are seldom, if ever, used.

A great part of the beauty of Eastern rugs is due to the skill of the Orientals in producing these dyes, the secret of the manufacture of many of them being known only to certain tribes. These secrets have been handed down from father to son, and are jealously guarded.

The selection of the wool is also a matter of great care. Many of the wandering tribes of the interior of Asia are exclusive owners of flocks of sheep, whose wool is peculiarly adapted for rug weaving. The fine quality of the wool is due to climatic conditions, and also to the pasturage. The experiment has been tried of acclimatizing these sheep in other countries, but without success. It is even found that in different districts of the same countries of Asia there is a difference in the quality of the wool. This is owing to the difference in the pasturage and water. For example, the wool grown in the Vilayet of Broussa, where the celebrated Ushak rugs are produced, is finer than the wool of the Vilayet of Hounavendikar, which produces the Ghiorde rugs. This is the reason for the difference in the quality of these two weaves of rug.

The principal countries of production of Oriental rugs are Turkey, Persia and India. In Turkey, as well as Persia, they are mostly made by nomad tribes, none being made in factories as is the custom in European and American countries. Each rug is generally the product of a whole family's work, the dyeing, shearing and cleaning usually being done by the grown-up male members of the family. The weaving proper, as already stated, is done by the women and children.

Each country turns out different kinds of rugs. For instance, rugs made in Turkey are generally known as Ghiordes, Ushaks, Demirdjiks, Koniaks, Ak Hissars, etc. Rugs made in Persia are known as Savalans, Ferchans, Tabreezs, Ispahans, Teherans, etc. Rugs made in India are Candahars, Amritsurs, Agras, Cashmeres, Delhis, etc.

In these three Eastern countries the seat of the rug industry is

usually in the mountain districts. In the Caucasus district, which is now a part of Asiatic Russia, they make the following: Shirvan, Daghestan, Soumac, Carabagh, Kazak and Guenjec rugs. In the Trans-Caspian district, which is also in Asiatic Russia, the rugs woven are Afghans, Khivas, Bokarahs, Samarkands, Herats, etc.

Constantinople is the central market for Oriental rug buying. Some of the American houses, however, send their buyers as far as the interior of the Caucasus and to Persia, where the buyer encounters many hardships and perils, and where it is the hardest work to buy rugs.

Originally, the rugs were purchased from the weavers by wandering buyers, who got one here and another there, and so on. When one of these small dealers has accumulated ten, twelve, or fifteen rugs, he brings them to the chief village of the district and sells them to an agent there, who in his turn sells them to the big rug dealers in Tiflis or one of the other large cities, in that part of the country. From there the rugs usually find their way to the great rug bazaars in Constantinople, from whence they are distributed to all parts of the world.

The operation of buying Oriental rugs is very tedious, as well as interesting. It generally takes from three to four days to finish a bargain. After many cups of coffee and tea, and cigarettes are consumed and many a quarrel between seller, buyer, and broker, finally the bargain is concluded, when all parties concerned shake hands, as a finality. It is the custom for the buyer to immediately remove his rugs after purchasing them for fear of stealing or substitution being practised. To the Oriental mind the occidental custom of having one price for a thing and sticking to it is incomprehensible. It is usually the custom for the seller to ask from five to ten times as much as he is willing to sell the goods for. The buyer, knowing this peculiarity, offers for the goods much less than he is willing to finally pay. It is through this game of give-and-take that the price is actually agreed upon, after a great deal of dickering.

The rugs are always sold in bale lots, and a bale usually consists of from ten to seventy rugs, according to the size and quality of the rugs. In one of these bale lots there may be a number of very valuable rugs, as well as a number of rugs of comparatively poor quality. A selection is never allowed; the buyer must take all the bale or none.

**A NOVELTY IN RUGS.**

A new thing this season is a range of rugs for baby carriages. They are of white goat skin, are lined and can be retailed at \$1.75 each.

**TORONTO CARPETS AGAIN ON TOP.**

The Carlton Street Methodist Church, of Toronto, has placed the order for Axminster carpet for the entire church.

Another carpet of this favorite make has just been laid in the large dining-room of the C.P.R. station in Montreal.

**POINTERS FROM A CARPET DEPARTMENT.**

This is a busy season in the jobbing trade, and many novelties in curtains and drapery goods are being shown. In conversation with the head of this department, at John Macdonald & Co.'s, THE REVIEW was informed that novelties this season are seen in Swiss spots and figures, tambour nets, twilled muslins, and a large variety in white and colored Scotch muslins, serims and Madras muslins. Tapestry curtains, for making up portieres, are shown in leading shades. Chenille and tapestry curtains come in leading art shades this season. Late shipments of China matings show a nice assortment of medium priced goods. There is a heavy run on wool and union carpets, and union art squares, which will retail at 50c. per square yard, can be had. The handsome inlaid linoleums, which are being imported from Scotland freely, can be had in two ac-

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

**FLANNELETTES**

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- Domet Flannels
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 ST. JOHN COTTON MILLS  
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## CARPETS AND UPHOLSTERY.—Continued.

floral designs, the material being two yards wide. Tapestry and raw silk coverings have gimps to match. In the line of quilts, this particular firm, having just cleared a few mill lots, show one number in a good 11.4 white, and also two numbers in colored. Rugs and squares are very much in demand, and a large stock of these goods is shown, in a number of sizes, up to 12 x 15 feet, consisting of hemp, tapestry, union, wool and Axminster.

## CANADIAN VS. UNITED STATES OILCLOTHS.

Of late, United States oilcloth manufacturers have endeavored to get into the Canadian market more largely, and a few recent shipments of their goods showed this intention. Last week, however, the Canadian manufacturers decided to hold their own market and have met prices of imported lines both in floor and table oils. Last year, the imports of all United States oilcloth—whether floor, table, shelf, stair, cork matting or linoleum—into Canada only amounted to 90,000 square yards. These were mostly lines not made in Canada. The general excellence of the Canadian floor and table oils in popular use enables them to control this market.

## NOTES.

S. Greenshields, Son & Co. have a large assortment of China and Japan matting just to hand. These goods have been delayed for months in transit, but the firm are now able to fill all orders.

The illustration on page 8 of this issue shows what the new warehouse of The W. R. Brock Co., Limited, will look like when the new addition is finished. It is expected to be ready for occupation this month or early in July. A special feature will be a new carpet and upholstery department.

## PLEASING THE CUSTOMER.

ENEMIES of department stores often wonder why they are so popular with customers, says The St. Louis Dry Goods Review. One reason, no doubt, is that they are very careful to retain the good will of buyers, even at a loss sometimes to themselves. A recent instance came under our observation where a customer took advantage of a bargain sale to buy a pattern for a silk dress. As is the case with many women, the goods were laid away for a couple of years before being made up, and when the dressmaker cut the dress and undertook to put it together she found the material so rotten that it would not even hold the stitches. With the usual inconsistency in a business transaction as shown in women, the customer took the dress back to the department store and wanted to know what they were going to do about it. Very likely the department manager was surprised at such a request, but the customer in her turn was more surprised when she was handed the price of the dress without any hesitation. She was also informed that the rotting of the silk was undoubtedly due to its being kept too long; that the same thing had taken place with goods on the shelves which had been kept over from season to season. We know of instances of other department stores which have refunded money where the customer had no legitimate claim. Is it any wonder that pursuing such tactics as this that department stores are popular with the buyers?

A growth of traffic on the Manchester ship canal is noted by The Manchester Textile Mercury. For the first four months of the current year, the advance upon the earnings of last year is £8,916. This year's returns are £70,281, against £61,365 for last year. With the foundation of a line of locally owned steamers, the advance is expected to be greatly accelerated.

# Gloves

...AND

# Mittens

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

You will not regret Buying  
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## 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.

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# 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.

**Irving Umbrella Co.**

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

20 FRONT STREET W., TORONTO

Have you heard of the  
"EVER-READY"

**DRESS BINDING?**

It's just out;  
It's the kind you want;  
Of a quality and at a price you want it!

**WATERPROOF AND DUSTPROOF**

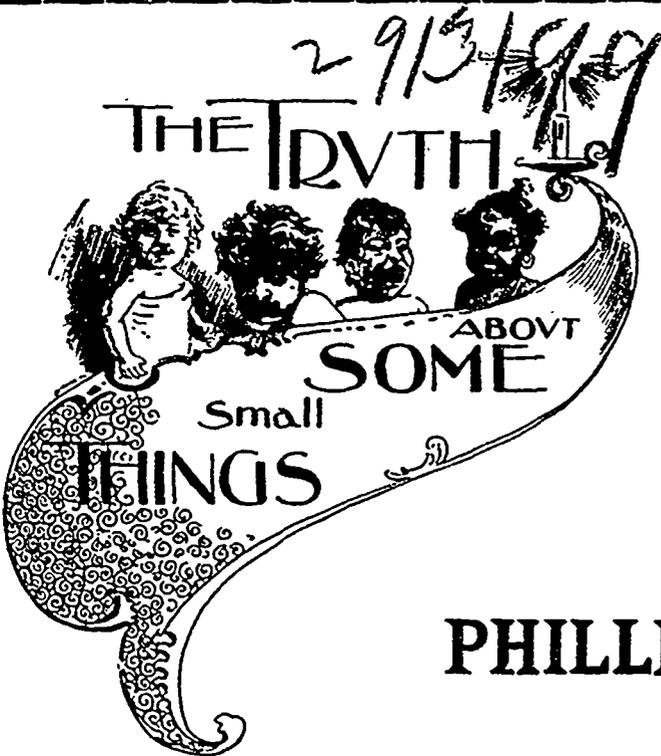
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Put up 36 yards in a box,  
\$5.50 per gross, regular.

Order a box of each color or send for samples.

**THE EVER-READY DRESS STAY Co.  
WINDSOR, ONTARIO**



OUR LINE OF

**Waist Sets, Links  
Cuff and Collar Buttons  
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is the largest in the market

*The Styles are up-to-date  
The Prices are right*

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**T**HE trade to-day asks for **Novelties in Shape, Pattern, and General Effect.** This can only be obtained by selecting goods made in Canada.

As soon as a new design is produced samples are submitted to those firms who have proper business connections formed. Manufacturers here are thus enabled to offer the newest effects shortly after the goods leave the looms.

**Buy Your Neckwear** from piece goods, select your designs and have them made in any shape your trade requires. This all-important advantage can only be obtained by buying from the manufacturer direct. The newest goods are not out yet. Wait for three or four weeks longer, when the very latest designs will be submitted to you in "up-to-date" Neckwear manufactured by

# TOOKE BROS.

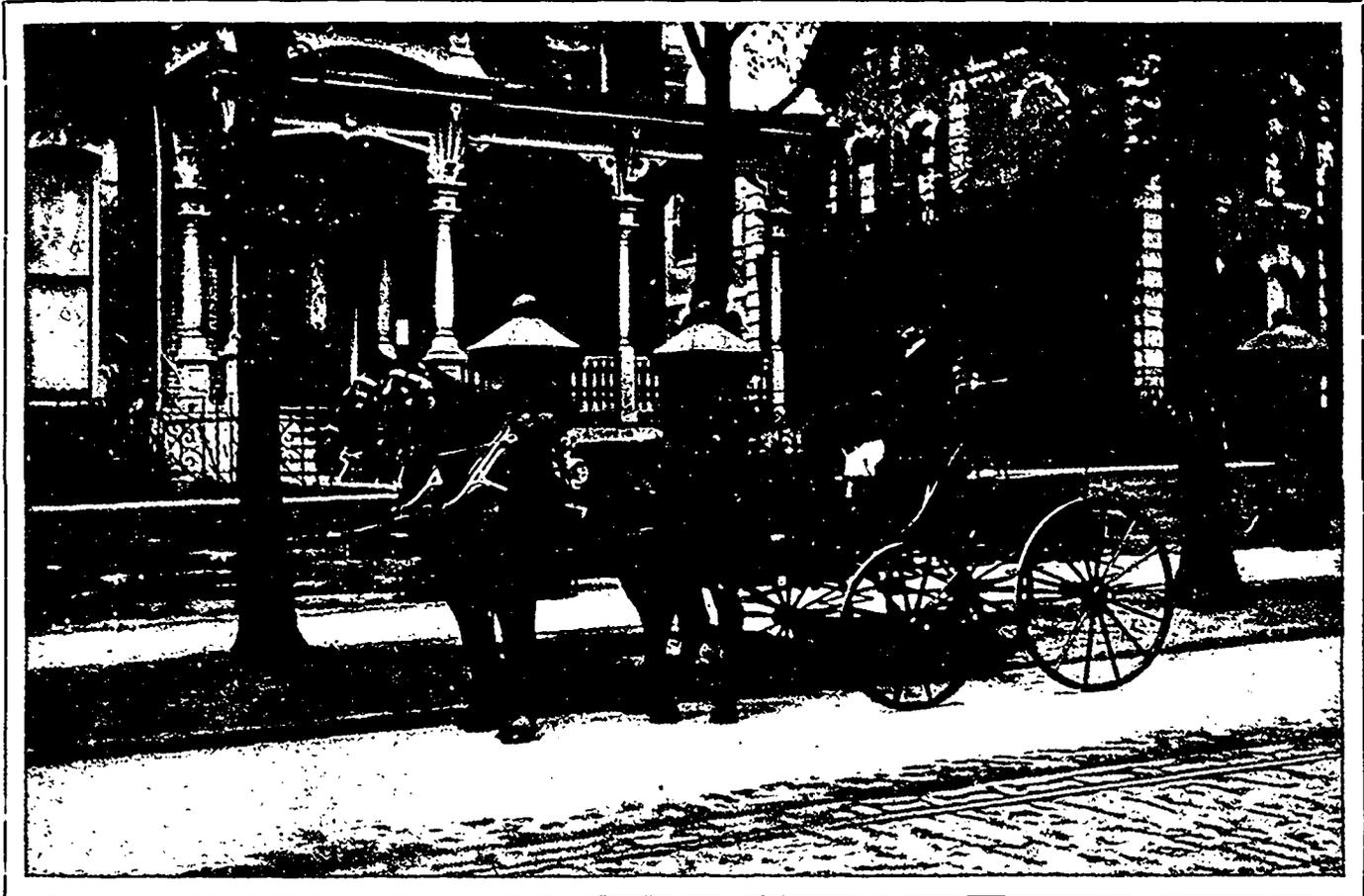
## CHILDREN'S HEADWEAR.

A CHILD'S costume nowadays is fully as important a matter as the costume of any of its elders. Every season sees more and more consideration given the outfitting of the little people, but it has remained for this spring to place the headwear of infants and children on a plane of unprecedented importance. At present, the hat most in vogue for all children from one to sixteen is the straw crowned hat, with an organdie or mull rim. To be exact, straw and one or the other of these two fabrics are combined in countless ways on the season's most popular hats.

Straw crowns are in the steeple shape, or else quite low and rounded; one extreme or the other is used in every case. Sometimes half the crown only is of straw, and the remainder of the

season's hats. Both harmonize well with the light and airy styles that rule. Baby ribbon in satin and gros-grain is applied to the organdie wherever possible, and from one to five rows appear on every ruffle. Baby lace is also in great favor as an edge for ruffles and bows. Tiny pompoms of lace are dotted at intervals all over many hats, and shirred tucks with lace edges are on many crowns.

Cord shirrings are the rule for rims and crown bands, while Tam O'Shanter crowns in Japanese silk and silk mull are thread shirred in dozens of different ways. Shirrings of mousseline de soie are set on the edges of satin and faille ribbon bows and ends, and make the hats look lighter and more flower-like than any other single touch that is given. A big satin bow can hardly help being stiff, but this soft edge gives it an entirely different character.



A TWO THOUSAND DOLLAR TEAM.

Everyone admires a fine horse, and THE REVIEW knows its readers will be interested in the above illustration of the span of handsome driving horses which won the first prize at the Canadian Horse Show, in Toronto, last month. These fine animals are owned by Mr. S. F. McKinnon, the well known wholesale milliner and hatter manufacturer, and it is creditable that the leisure moments of a merchant prince should be devoted to the selection and care of fine horses. These splendid animals, which are named "Monte Cristo" and "St. Lamo," have won the first prize two years in succession at the Show, the former being the victor against them on the first occasion and the latter on the second. It is impossible to bring out in an engraved photograph the qualities of the horses, or show the perfect union of their movements. The universal opinion of the people at the Horse Show was that the award of the prize was just and deserved. Mr. McKinnon has refused \$1,500 for the span.

organdie or of plaided ribbon—a very popular fancy. Where straw is used for the rim it is overlaid with soft full ruffles of the other material, be it lace, organdie, or lawn, and no effort is spared to obtain fullness. The material, in many cases accordion pleated, is box pleated in addition, and a very good effect is produced by leaving a narrow box pleated heading close to the crown.

The extreme fullness is usually held in place by tiny bows or little clusters of flowers arranged around the rim, and flowers are used for face trimmings in many of the prettiest hats. Indeed, the craze for them has increased rather than diminished since the opening of the season, and they appear alike on the hat that sells for \$2.50 per dozen and the one at \$16 apiece.

Gauze and straw ribbon play important parts in trimming the

The Tam O'Shanter crown is in favor in a dozen different shapes, in fact, the name is applied to any crown that hangs over the least bit, or that has been flattened.

Fancy braids arranged as bows or in loops lying on ruffled rims are popular, and are often used as an insertion in organdie ruffles and in mull, where the under rim is of lightly shirred material and a little extra body is required.

Leghorn is coming rapidly into favor, and in this season of extremes is equally popular with the roughest and broadest of braids. A leghorn rim with a shirred Japanese silk crown after the Tam O'Shanter style is one of the season's favorites.—Women's and Children's Furnisher.



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We are showing an immense range of the  
Latest Novelties in . . .

# NECKWEAR

**BOW TIES**—Exceptionally good values; style and quality  
being first-class, while prices are away down.

Summer Clothing

IN  
Fancy Linens, Tweeds, etc.

White Duck Coats  
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IN SUMMER GOODS.

We have a choice assortment of

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AND BOWS, in rare colorings.

SILKS and COTTONS.

**Balbriggan Shirts and Drawers**—From 34 to 46 in., in four qualities,  
also in Boys' Sizes.

**Natural Wool Shirts and Drawers**—Spring and Summer Weights, from  
34 to 46 in., three qualities

Letter Orders Carefully and Promptly attended to

## Caulfeild, Henderson & Burns

# NEEDLES

**CROFT'S**  
**CELEBRATED**

Gold Eyed Sharps  
Drilled Eyed Betweens  
English Brass Pins

In use over **45 YEARS** and still maintaining their standard.

**SEWING MACHINE NEEDLES**

Dry Goods Sundries and Notions. Stock complete in all departments. It will  
pay merchants to inspect our lines before purchasing.

## Wm. Croft & Sons

53 BAY STREET...

ESTABLISHED 1856.

... TORONTO

## The Hat and Cap Trade.

### TO AVOID INSECTS IN MINING REGIONS.

A MINING expert, W. G. Scott, has been at work on a hat suited to the summer weather of Yukon and Klondyke and other mining sections where mosquitoes, gnats, flies and other troublesome insects abound, as it is found that these insects are even more objectionable and unendurable than rigorous winter climate. It is to be called the Alaska, says The New York Hat Review, and is provided with a combination attachment of masks, so arranged that they rotate, fold and lie against the crown when not in use; the hat may be made of cork, paper, compressed pulp or any other like substance, and it is to be covered with a waterproof fabric impervious to both sun and rain; the mask screen consists of wire cloth of fine aluminum non-corrosive wire, which is very light in weight and in every respect superior for the purpose; the cloth for protecting the neck, and which is attached to the mask, may be of linen, scrim, cheesecloth, light silks or other suitable fabrics; a ventilating band is provided between the sweat band and the rim.

### AN OPINION OF FANCY BRAIDS ON STIFF HATS.

There has been some thought, probably only a moderate amount, devoted to the idea of finishing stiff hats with fancy bands—just how fancy would depend upon the development of the idea following the beginning of its employment—As the result of a comparison of views, we conclude that such trimmings on stiff hats would not meet with anything like a favorable reception, as they would detract from the general excellence of stiff hats for dress, business and general wear. Fanciful trimmings may do very well for tourists and crushers, but that is the limit in desirability.—N.Y. Hat Review.

### SOFT BROWNS IN LONDON.

I was surprised the other day, says Gibson's London correspondent, to note the prominence of soft felt fedora hats in Lincoln & Bennet's window. Both here and at Heath's (which has lately been made a public company) these hats, in light brown, in grey and in black, are freely shown. The black fedora is a singularly uncomely hat. It always looks too small, and has a certain German-like appearance about it. On the other hand, the brown fedora is very becoming to some people, particularly to those who wear their hair at all longer than the usual fashion would decree. Hard felt hats (which are now always black, never brown) have the crown higher and the brim wider than last year, but the brim is well curled.

### A LONDON HATTER'S SHOP.

The formation of Henry Heath & Co.'s business into a company is an event of passing note in the English hat trade. Heath enjoys the Royal patronage, and over the door is the usual coat-of-arms. The retail establishment is on Oxford street, east of Regent street, and an impressive appearance it has, outside and in. A Canadian buyer, who wanted a Heath hat, says he went in and described briefly to a polite salesman what he wanted. The man listened attentively, and asked what price the customer desired to pay. The sum was mentioned. The salesman retired for perhaps three minutes, and the customer was beginning to feel a little impatient, when the man returned with the identical hat required. In a moment the sale was effected. "You see," said the Canadian, "I

go into one of our stores and a dozen hats are offered me to try on. Instead of noting what I want and getting it, I am made a trying-on post for ten or fifteen minutes." But this gentleman is a grumbler, as THE REVIEW well knows.

### ENGLISH GOODS GOING IN ARGENTINE.

It appears that French hats are not so popular in Argentine, South America, as they were. The French Chamber of Commerce at Rosario, Argentine Republic, referring to the fiscal year 1896-1897, report that the imports of French articles continued to decline in volume and value, being largely replaced by goods of English, German, and to some extent Italian manufacture. This change is principally noted with regard to hats, nearly all of which were formerly imported from France, but which are now of English manufacture.

### OUTING CAPS.

For outing caps, one large firm reports the feeling to be away from the loud checks for general trade, and some nice goods in camel's hair cloth, Harris' homespuns, and neat West of England tweed effects are coming in.

### OPENING NEW STORE IN WINNIPEG.

Mr. Jas. Rogers, the well-known Toronto furrier, has decided to rebuild the Winnipeg store. Many years ago Mr. Rogers bought twenty-five feet of Main street property, opposite the present Hotel Manitoba, paying therefor \$800 a foot. He erected a three-storey block upon it, and placed his son, James Rogers, in charge of the branch. The building a few months ago showed signs of collapse, and, after a thorough examination of the building with an architect, it was decided to take off the top storey, place a good foundation under it, and make improvements to the interior. Men have already started on the work. The second floor will be used as living apartments, and will be fitted up with all modern conveniences. The space on the first floor and basement will be occupied by Mr. Rogers as a store, with Mr. W. N. Brown as manager. The opening will be about July 1.

### NOTES.

The Fraser Cap and Fur Manufacturing Co., of London, Limited, have obtained a charter.

J. B. Allenby, of J. B. Allenby & Co., cap manufacturers, London, is dead.

### AN ENGLISH AGENCY.

Mr. J. E. Snider, 5 King street west, Toronto, is representing in Canada the English manufacturing concern, Brice, Palmer & Co., who make the waterproofs, showerproof cloaks and mantles, so well adapted to Canadian trade. Mr. Snider is a competent man, has been eight or nine years associated with this class of trade, and is well thought of by the merchants to whom he will show the samples.

### WELL-KNOWN UNITED STATES UNDERWEAR.

In another column will be read the announcement of Wright's health underwear, which is being pushed in the Canadian market this season with some special features, which render it interesting to retailers who are making up fall orders for underwear. The Canadian agents, Prime & Rankin, 50 Bay street, Toronto, will furnish particulars to merchants who want to know something of this United States make of underwear.

## HANDSOME GIFT BY LORD MASHAM.

THE HEAD OF THE GREAT LISTER COMPANY PRESENTS A  
CARTWRIGHT MEMORIAL HALL TO BRADFORD—IS  
ENGLISH TRADE DECLINING?

THE city of Bradford has just received the splendid gift of \$200,000 from Lord Masham, the chief of the great Lister silk concern, the goods of which are so well known to the Canadian trade. The money is intended to form the nucleus of a memorial to Edmund Cartwright (1743-1823), the famous English inventor, to whose genius modern manufacturing owes the powerloom, machines for combing wool, making rope, etc. Cartwright, in his lifetime, was a Fellow of the Royal Society, and received a grant of £10,000 from the Government. In recent years, the inventive activities and push of the Germans have brought home to Englishmen the necessity of reviving technical training at home, and encouraging the exercise of skill and ingenuity among artisans.

A movement is now on foot to honor Dr. Cartwright's memory, and Lord Masham, with his usual sound practical sense, suggests that better than any statue would be an "inventor's institute," to be called after Cartwright. Writing to the press, his lordship says: "Its object should be two-fold, first to encourage invention in every branch of industry, by offering money prizes, and also honorary awards, and, at the same time to aid and assist those (it might be with an old-age pension) who, after a life of struggle and of honorable toil and endeavor, are suffering from a penurious old age, for such was Cartwright's unhappy fate, although a Government grant of £10,000 (never better deserved) did ease and brighten his declining years. These should be the primary objects, and would embrace not alone the mechanical and textile, but all the industries of Great Britain. Donations limited to £10, together with a yearly subscription of a guinea, should be sufficient to raise a fund capable of doing an immense amount of good.

"There is no question but that we are gradually, but only too surely, losing ground in all our great industries. The patient, painstaking, industrious, well-educated and thrifty German, is certainly supplanting us in the markets of the world, and even in the home market each year the foreigner takes up a stronger position. No doubt this is largely owing to the undoubted fact that as a nation we have become rich, and are more luxurious, and that all classes alike are less disposed to work than was the case when I began business 60 years ago. It is not, however, for me to say by what means Cartwright's work and noble life should be honored, but I sincerely hope, for the credit of the nation, that it will meet with a hearty response in some form or other."

In presenting the \$200,000 to Bradford, Lord Masham has modestly asked that it be associated with the name of Cartwright rather than his own. The money will be expended in erecting a substantial building in Lister Park, part of the building being utilized as a technical museum and art gallery. Lord Masham's own career is an evidence of what courage, ability and character can accomplish. He has been able, by skill, invention and the capacity for promoting large undertakings, to do much for the silk industry of England, so nearly overborne by the stress of foreign competition. Lord Masham is no theorist and his controversies on free trade and protection are among the best expositions on this subject that have appeared in the last twenty years. The men of the text books still cling to free trade theories, vainly supposing that because England places no duties on manufactured goods, the country enjoys free trade. In Canada, we call that jug-handled free trade, believing that free trade which is not reciprocated is one-sided. If the United States abolished protection, Canada would soon follow suit, being only driven to it by the high tariff of the republic. The decline of English trade is bringing home to English business men the necessity of doing something to check the tendency. Lord Masham, now over 80 years of age, is a good example of the courageous

Englishman who is the architect of his own fortunes, who acts while other men theorize, and who—as shown by the gift to Bradford—realizes the utility of practical benefit to the manufacturing arts, rather than the rhetorical flourishes of the political economists.

## THE FLAG TRADE.

THERE is a great craze in the United States for flags, due to the war excitement. Of flag factories, there are few in the country of any considerable size. One of the largest is located at Rossville, in Binghamton, N.Y., fifty hands are employed, and still it is impossible to fill the orders that are coming in. One noticeable thing in regard to these orders is that the trade in flags has been worked up entirely through correspondence, no drummers being employed to sell them.

Every seam of the flags is double stitched, and the new double-stitch machines combine two operations into one. The flags made are from 2 x 3 feet in size to those 40 feet in length. The average size is 5 x 8 feet. From 200 to 300 per day are turned out.

In the manufacture of the flags one set of girls is engaged in measuring and cutting off the red, white and blue stripes, the rolls of bunting being unrolled on long tables for this purpose. From these cutters the stripes are taken to the machine operators where they are stitched together. The employes in another department are engaged in the manufacture of the unions. One girl cuts out the blue union field. Another takes the field, spreads it on a table, and on it places the 45 muslin stars in just the order they are supposed to occupy. From her table the field is slid to another, care being taken not to move the placed stars, and there another girl deftly bastes the stars in place, running from star to star with the same thread.

These cut stars, which are basted on one side of the field, are cut out in a die press by a man, a large number of them being cut with each stroke of the die. The stars for the larger flags are nine inches in diameter. After the stars are basted in place on one side of the field, it is passed to another operator, who bastes a strip of white muslin over the entire field on the other side. The fields are then passed to the girls at the machines, who rapidly double stitch through the bunting and muslin on each side around every star. After this stitching is done the fields are passed to other operators, who turn to the side entirely covered with muslin, and with scissors following the stitching cut away all of the muslin except the stitched-in stars, which are in this manner placed on both sides of the flag exactly opposite each other.

The fields are then ready to be passed to the other machines where they are stitched in with the stripes, and the flag is ready to be pressed and shipped. Not only are American flags made, but there is now a large demand for the tri-color, triangle and star of Cuba.—D. G. Chronicle.

## THE CORRECT SLEEVE FOR SUMMER.

Though sleeves are small they are not perfectly tight, but retain a wide appearance at the top without any excessive fullness. The extra puff has disappeared in favor of the moderate fullness cut in one with the two-piece sleeve, which is gathered as usual into the arm size. Before it is gathered, however, there are three to seven quarter-inch or smaller tucks run crosswise just below the shoulder, or rows of lace insertion, braid, velvet ribbon, frills of narrow edging, or whatever the gown is trimmed with; the tucks are used on all fabrics.

## REBUILDING GOING ON.

Work has been begun on the improvements to be effected in the west store of John White & Co.'s dry goods establishment, at Woodstock, Ont. The store will be rebuilt and it is possible that stores will be added to the two west stores.

# 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, 3 Wellington St. East

# Star Shirt

Established 1870.

**WHITE  
SHIRTS**

**FANCY  
SHIRTS**

**NÉGLIGÉ  
SHIRTS**

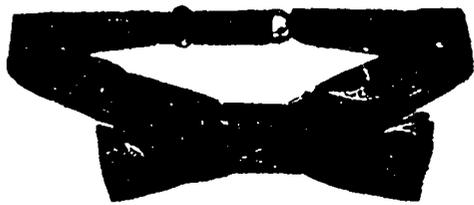
**NIGHT  
SHIRTS**

There is unequalled  
value in every number.

Prompt deliveries  
are guaranteed.

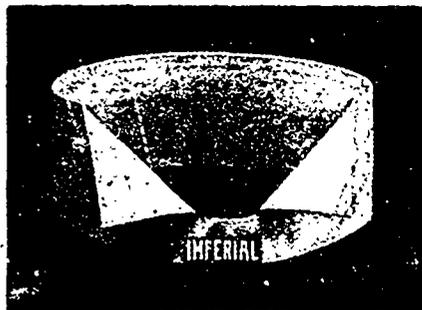
**E. Van Allen & Co.**  
Hamilton, Ontario.

# A. B. BOAK & CO.



All live merchants should see the range of Gent's Fur-  
nishings, Hats and Caps and Fancy Dry Goods, for  
immediate and fall delivery, now being shown by our travellers.

They have the most interesting lines of samples on the road.



 **HALIFAX, N. S.**

# PEWNY'S Kid Gloves

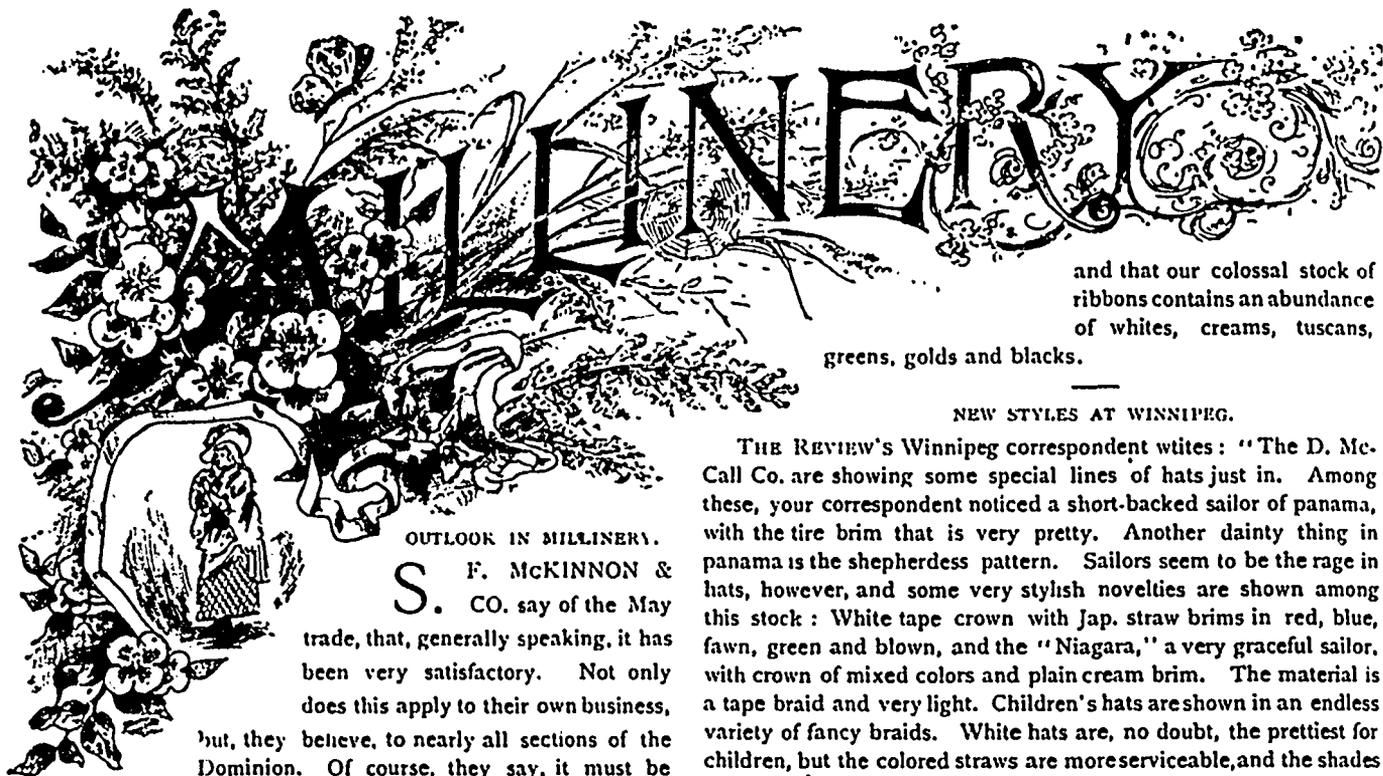


The acme of . . .  
Fit, Fashion and  
Wearing Qualities.

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

Solo Agents for Canada.

Montreal, and Vancouver, B.C.



## OUTLOOK IN MILLINERY.

S. F. MCKINNON &  
CO.

say of the May trade, that, generally speaking, it has been very satisfactory. Not only does this apply to their own business,

but, they believe, to nearly all sections of the Dominion. Of course, they say, it must be admitted that the weather through the month has been cool, and, therefore, at no time in this usually heavy millinery month did trade in the country rise to an exciting pitch, but that a good, steady trade has been done since it opened, and, they believe that when summed up from beginning to end the month just closed will show big results in millinery departments.

This firm go on to say, in speaking of the character of goods in greatest demand for May trade, that, according to general expectation, light, soft, gauze, plisse and chiffon effects, in plain and goffered, were leading features, being combined in perfect harmony with flowers, tips, three quarter ostrich tips, straight wings, taffeta, faille and satin ribbons. Their hat department has been unusually busy, and, for the past two or three weeks, sailors' have been, and are still very popular with the trade, and, when speaking along this particular line, rather regretted this fact, claiming that thousands of these popular sailors pass on to the wearer almost as turned out of the factory, and, therefore, never come in contact with the trimming department, but simply pass on from the factory to the consumer without any additional trimming having been added, but, at the same time, claim that if the trade decide that sailors are the correct thing, then all left for them to do is to provide plenty of the favorite styles, which they have done and are doing still.

"What about the outlook for the balance of the summer?"

"Well, with regard to our millinery specialties, it is good. In the first place, as all are aware, the season opened very early, which is a guarantee of a long season. Spring hats thus bought early get worn out and have to be supplemented by one later on for the summer months. Again, the fact of everything that has a root giving such promise for fall, the whole community are in good spirits, and, therefore, not holding the bag strings so tight as can be done when the outlook is less favorable."

Trimmings employed for the fall of the season are likely to be much of the same character, light chiffon, lisse and gauze effects will undoubtedly be strong, while taffeta, faille and satin ribbons, flowers, tips and straight wings will come in for a big share of the favor. Not only are these our ideas, but you can let the trade know that our stock is thoroughly assorted all along these lines,

and that our colossal stock of ribbons contains an abundance of whites, creams, tuscans, greens, golds and blacks.

## NEW STYLES AT WINNIPEG.

THE REVIEW'S Winnipeg correspondent writes: "The D. McCall Co. are showing some special lines of hats just in. Among these, your correspondent noticed a short-backed sailor of panama, with the tire brim that is very pretty. Another dainty thing in panama is the shepherdess pattern. Sailors seem to be the rage in hats, however, and some very stylish novelties are shown among this stock: White tape crown with Jap. straw brims in red, blue, fawn, green and blown, and the "Niagara," a very graceful sailor, with crown of mixed colors and plain cream brim. The material is a tape braid and very light. Children's hats are shown in an endless variety of fancy braids. White hats are, no doubt, the prettiest for children, but the colored straws are more serviceable, and the shades are so numerous that it is possible to suit all complexions."

## THE RIBBON TRADE.

The ribbon trade is very good, the popular demand being for plain taffetas, failles and double-faced satins, in all widths. Particularly heavy call for taffetas in widths 30, 40 and 60, also black moires up to width No. 80, and even 100. S. F. McKinnon & Co. claim to have the largest ribbon stock in the trade, which is at present thoroughly assorted in all popular makes and shades.

## BLUE IS THE PARIS COLOR JUST NOW.

The following toilettes have just been finished for a fashionable marriage, and are for the bridesmaids. They are in blue taffeta, a pale blue glaze white, veiled with blue silk muslin, on which are posed undulations formed of a group of small volants, in which tulle, bordered with a gathering of very narrow white satin ribbon, is placed one against the other to resemble almost a boa, which winds round serpent-like at the bottom of the skirt. The chemisettes are in blue taffeta, veiled from the top, and only half-way with a series of little volants. Round empiecement and upper part of the sleeves are in blue silk muslin, very finely pleated. The corselet-centure have bow on the cross fastened at the back. The sleeves are in glaze blue taffeta. Very small hats, known as "Lampions," is silver gray-straw, trimmed with garlands of pompon roses, accompany the dresses, each of which has an aigrette of forget-me-nots and draperies of white tulle. The shoes are in blue crushed morroca, and the blue silk stockings are striped with white.—Paris Correspondent Draper's Record.

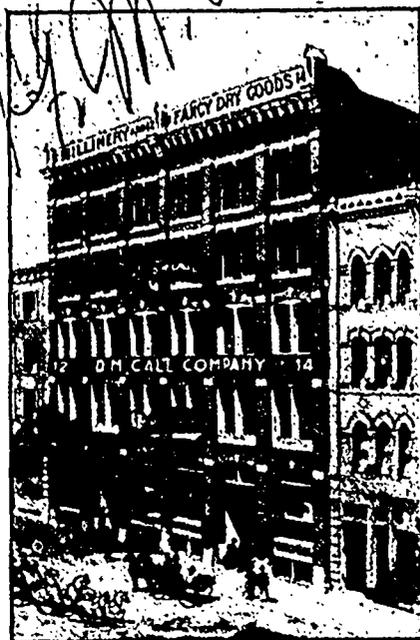
## RIBBON TRIMMING IN ENGLAND.

Ribbon is certainly the trimming par excellence for spring frocks, says The London Millinery Record for May. It is used for ruchings and frillings, and sometimes whole costumes are plaided with it, in which case no other ornamentations are used, save only the indispensable tie of lace or embroidered Brussels net. A lovely theatre bodice of Roman-blue peau de soie is plaided with inch-wide velvet ribbon and satin bebe ribbon, the three materials

# WHOLESALE MILLINERY

To the Trade

## SPECIAL LINES



From this date till end of season we will be

### CLEANING UP

Special inducements to clear lines

**IN EVERY DEPARTMENT.**

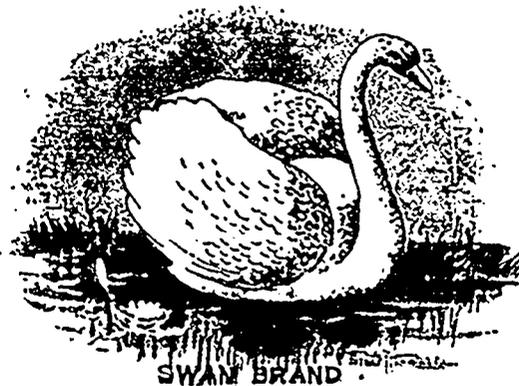
The **D. McCALL COMPANY, Limited**

# DOWN COMFORTERS

## COTTON FILLED QUILTS

## BED PILLOWS

White Cambric Covered Cushions, Cosie and Head-rest Forms. . . . .



Lawn, Camping and Verandah Cushions in Great Variety. . . . .

ASK FOR PRICE LISTS.

Letter Orders filled promptly and accurately.

# THE TORONTO FEATHER & DOWN CO., Limited.

Office, Sample Room and Factory, 74 King St. West, TORONTO.

**MILLINERY.**—Continued.

being of the same tone; while a handsome walking costume which lately made its debut on this side of the channel had the skirt of china-blue cuir satin plaided from the knee down with black velvet ribbon.

**BOYCOTTING FRENCH MILLINERY IN THE UNITED STATES.**

The attempt to boycott goods of French manufacture, which has been started by the Colonial Dames of Washington and Philadelphia, and which a number of chapters of the same organization in western cities have taken up, may prove to be quite a serious affair. The influence of this society, composed as it is of the leading ladies in this country, says The Chicago Dry Goods Reporter, is something formidable in carrying on a crusade of this kind. It is stated, on reliable authority, that a number of importers have taken cognizance of this movement, and have cabled buyers who are now abroad to go slow on purchasers of French goods.

How far-reaching the movement will be in the United States is a question that is giving importers some concern. Chicago merchants profess not to have noticed any decline in the popularity and sale of French ribbons, silks and other goods, and it is just possible that the matter has been considerably exaggerated in the reports that come from other cities.

Whether due to the threatened retaliation or not, it is a fact that the despatches that have come from Paris within the last week or ten days show a decidedly more friendly feeling towards the cause of the United States in the present war. Several prominent Frenchmen, some of them merchants, declare that the attitude of the French people has been grossly misrepresented by the press, and that in reality only a small minority is hostile to the United States.

Several western cities have been heard from on this matter. The ladies of St. Louis are reported to be much exercised over the

attitude of the French, and are anxious to join in the boycott. Omaha, Neb., the Society of the Daughters of the Revolution, it is said, have resolved no more to follow French fashions, and they have received assurances of co-operation from women in other cities. Another report from St. Joseph, Mo., says that seventy ladies, all of prominent families at that place, have decided neither to buy nor wear French-made goods, and they will discourage the merchants whom they patronize from handling French products.

**NEW BRADFORD GOODS.**

The Bradford manufacturers who are best employed, says The Draper's Record correspondent, are those who have devoted their attention to the production of the better class of fancy black goods of the crepon order or to cloth costume cloths for ladies' tailor-made garments. I notice in connection with these close-fitting tailor-made costumes that the lighter and more flimsy cloths are being gradually discarded, and that the most satisfactory fabrics for this purpose are firm, closely-milled cloths, in weights nearly equal to men's suitings, and it certainly seems reasonable that a fabric which is too light to be made to retain its shape well in a man's wear suit should also be unsatisfactory when made into an almost similar garment for a lady.

It may be fairly claimed that these Bradford-made costume cloths have recently more than held their own in competition with cloths produced on the Continent, and this is accounted for by the fact that the home-made fabrics are not filled in any way, as is shown by most of them being shower-proofed, which would be impracticable if the fabrics were filled; goods furnished in this way, too, are not liable to show rain spots.

Following the black and white shepherd checks, which have been so fashionable for summer wear, some very handsome check styles are being made in dark combinations of colors.

## BLACK CREPONS COLORED SILK BROCHES

*Just to hand.*

Our Specialties

## DRESS GOODS SILKS and HENRIETTAS.

### WILLIAM AGNEW & CO.

363 St. James St.

MONTREAL

Fac-Simile of label on our regular goods.



## THE PRESS CLIPPING DEPARTMENT

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

Politicians can obtain from it everything the papers say about themselves on any subject in which they are interested. Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries, etc.

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

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

THE PRESS CLIPPING DEPARTMENT

Board of Trade, MONTREAL

Supplementary Mantle Trip

**S. F. McKinnon & Co.**

# Mantles

Our representatives are well on the way on the supplementary mantle trip, and carry with them a full complement of McKinnon-made mantle models, which includes a great many new and handsome styles—the pick of the best Paris and New York ideas—added since the introductory trip.

At every point where shown they have had a hearty reception, and so flattering have been the comments on the quality, the style and the workmanship, and the generous orders placed, that the success of McKinnon-made garments is assured.

The samples are proving the strongest arguments why it will best pay the retailer to quit the old German importing idea—and adopt the new method—buying the McKinnon-made.

On this trip our representatives are showing every style that can be had in a McKinnon-made garment for Fall, 1898, trade, and holding back of orders for a possibility of something later in style will likely mean disappointment.

Samples are complete now, and orders must be placed now to insure filling at all, for we anticipate that, large as our facilities are, they will be taxed in filling on time orders already received, and orders which will come through our travellers and by letter.

Garments ordered now will be shipped you in August.

McKinnon-made mantles are selling on their merits—made in high-priced and low-priced, but not a trashy inferior grade submitted.

Exit—the German-made !——Avoid the Tariff !

**S. F. McKinnon & Co.**

71-73 YORK STREET

TORONTO

MILLINERY  
MANTLES

## NEW FEATURES IN WHOLESALE TRADE.

S. GREENSHIELDS, SON &amp; CO.

IN Swiss spot muslins this house have a complete stock in white, white ground and colored dots, black ground, with colored dots, and self grounds, with white dots.

In taffeta, lisle and silk gloves, they have a full assortment in black, tan, white and cream, at popular prices. Their range of cotton and cashmere hosiery is complete in all leading lines, and they are showing new-made shades in summer weight cotton and cashmere hosiery.

The firm report a large sale of grenadines. They have a complete assortment now on hand. In black lustres, plain and broches, they have a full range at popular prices.

THE W. R. BROCK CO., LIMITED.

In the dress goods department, fancy blouse silk and printed muslins, organdies, etc., will be a special feature during June. The silks are job lines bought below regular value, are new goods, and suited to every class of trade. Special mention is made of a range of silk tartans and fancy plaids. The same firm announce the arrival of another lot of their celebrated silk and wool tartan dress goods, No. 936.

In linens, several lines of ladies' linen suitings, new and fashionable goods, are shown; also five numbers of bleached damask tablings, made for the United States market, but shut out of there by the new weight duty. For immediate delivery the balance of the stock of the original No. 205, 32-in. flannelette, has been secured, and are offered at a special price for assorted cases. A drive in white honeycomb quilts is being offered at a special price for cases of 50.

"Laura" and "Ava" are the names of two popular brands of kid gloves kept by this house. A large stock of both lines in black and new tan shades has just been received, and back orders can be filled at once. Washing clubs, bows, puffs and novelties for ladies' and men's neckwear is being shown in a great variety of patterns and prices, all the latest New York styles.

Merchants who wish to sort up hosiery and underwear stock are invited to send letter orders, as Brock's stock is large and well assorted in all lines, sizes and prices. The company have just purchased for cash fully 100 cases of men's regatta and outing shirts, ladies' blouses and shirt waists at a great reduction in price. They are new, up-to-date goods in style, pattern and finish, from 15 to 25 per cent. below good value prices, and the trade are asked to send for sample dozens, and be convinced.

JOHN MACDONALD AND CO.

A special line of ladies' umbrellas, novelty handles, steel rods, will retail at \$1. A strong demand for black satins is met by a recent shipment at a full range of prices. Washable foulard silks for summer wear, navy and white, black and white, and two-color printed, are in for present trade. A shipment of plaid cashmere stockings, for ladies and children, is now coming in.

This firm are clearing out the balance of the season's stock of wash fabrics, muslins and dimities, at about half price. Swiss spot muslins, plain white, navy with white spots, black with white spots and white ground with colored spots, are selling freely.

The woollen department reports a good trade in mantlings and curls, plain beavers and boxcloths. There is a feeling for sealette mantlings. Several special lines in black and blue worsteds and serges for fall are going freely. This firm have exclusively for themselves two makes of heavy weight blue and black serges, 26 and 29 oz., this season. The names are Yukon and Alaska. A fine range of 6-4 Scotch tweed suitings sell well, as do also fancy

worsteds for suitings. Several new weaves have been added this year to the Belwarp serges. A fall novelty is shown in checked Italians. A range of Italian cloth, both 3-4 and 6-4 goods, contains several special lines of black and twilled, at special values.

S. F. MCKINNON &amp; CO.

Veilings being one of this firm's specialties, they have a large stock of correct lines at right prices. June trade always brings a big demand for ribbons, but especially for whites, greens, tuscans and blacks, and S. F. McKinnon & Co. have provided for this demand as usual.

TORONTO FEATHER &amp; DOWN CO.

White cambric covered cushions are in everyday demand. The high grades made by the Toronto Feather & Down Co., Limited, are great favorites. The show room of the company is well worthy a visit. No expense has been spared to make it bright and attractive, and the artistic manner in which their handsome goods are displayed is an evidence of progressiveness.

## BREVITIES OF THE TRADE.

H. K. Ridley, Chatham, Ont., having purchased the Ridley & Co. stock of hats, men's furnishings and clothing, has opened on the cash system.

The Beaver Rubber Clothing Co., of Montreal, are now showing a double-breasted velvet collar, box covert coat, guaranteed to be absolutely waterproof, which is a leader in make, fit, style, and price.

James Lazier & Co., proprietor of the Lonsdale Woollen Mills, is dead. Deceased was 79 years of age, and was well known and highly respected. He was the father of Mr. Edward Lazier, well known in Napanee.

## A CORD FACTORY.

The manufacturing of cords and tassels is the latest industry introduced to Ottawa. The Ottawa Cord and Tassel Co. have established a factory in the Bishop's Block, Sussex street, and will manufacture spinning and upholstering cords, silk and mohair barrel buttons, curtain loops, silk pom-poms and tassels, and all kinds of passementerie. The concern will employ about 30 girls, and have all the latest and most improved machinery. Mr. A. Harris is the manager.

## REPRESENTATIVES WANTED.

OLD-ESTABLISHED HOUSE AT BRADFORD (ENG.) REQUIRES Influential Representatives to sell (on commission) English and Colonial Wool Tops, Noils and Waste. Address "Wool Agency," office of DRY GOODS REVIEW, 100 Fleet Street, London, Eng. (6)

BEAVER LINE Royal Mail STEAMSHIPS

Sailing Weekly between Montreal and Liverpool.

CALLING AT BIRKENHEAD, AND MOVILLE, IRELAND, EACH WAY TO EMBARK PASSENGERS AND MAILS.

To LIVERPOOL		STEAMERS.	From MONTREAL	
Sat. May 14	.....	Gallia	.....	Wed. June 1
" " 21	.....	Lake Ontario	.....	" " 8
" " 28	.....	Lake Winnipeg	.....	" " 15
" June 4	.....	Lake Huron	.....	" " 22
" " 11	.....	Lake Superior	.....	" " 29
" " 18	.....	Gallia	.....	July 6
" " 25	.....	Lake Ontario	.....	" " 13
" July 2	.....	Lake Winnipeg	.....	" " 20
" July 9	.....	Lake Huron	.....	" " 27

First Cabin, single, \$50 to \$65, return, \$100 to \$125.50. Second Cabin, single, \$34; prepaid, \$36.25, return, \$66.75. Steerage to Liverpool, London, Glasgow, Londonderry and Belfast, \$22.50, and all other points at lowest rates.

For further particulars apply to—

**D. & O. MACIVER,**  
Tower Buildings, 72 Water St.,  
Liverpool

**D. W. CAMPBELL,**  
General Manager,  
18 Hospital St., Montreal.

G. M. WEBSTER &amp; CO., Quebec.

**A** SKIRT BINDING SHOULD NOT BE BOUGHT FOR THE SAKE OF HAVING IT; IT SHOULD BE BOUGHT ONLY, WHEN BY THE SELLING OF IT, PROFIT AND REPUTATION WILL BE MADE. ❀ ❀ ❀ ❀ ❀ ❀ ❀



Half the skirt bindings are worthless and part of the balance are worth but little. It is better to have one good binding that outwears the skirt than to have many that wear out the skirt.

## Feder's Pompadour Skirt Protector

has the recommendation of all skirt wearers back of it. It makes business and holds business. It has lifted the skirt binding business out of a doubtful atmosphere into the clear and trustful air of success. It's not what it seems to be but what it is that sells it. It possesses the quality, style and durability satisfactory to the merchant and consumer. A binding that women know about and recommend sells twice as readily and more than a binding they know nothing about and cannot recommend. Women everywhere know and recommend Feder's.

# Granite Mills, St. Hyacinthe

P. Q.

Sole Manufacturers and Licensees for Canada.

*Write to the wholesale house nearest located to your territory, thus saving express or freight charge.*

### Toronto

Alexander & Anderson.  
A. Bradshaw & Co.  
W. R. Brock & Co.  
Merchants Dyeing and Finishing Co., Limited.  
Gordon, Mackay & Co.  
John Macdonald & Co.  
Wm. Grasset & Darling.

### Hamilton

Kn. Morgan & Co.

### Ottawa

J. M. Garland.  
J. A. Seybold & Co.

### St. John, N.B.

Manchester, Robertson & Allison.

### Halifax

Smith Bros.  
A. B. Boak & Co.  
Murdocks' Nephews.

### Montreal

Wm. Agnew & Co.  
Brophy, Cains & Co.  
Gault Bros. & Co.  
S. Greenshields, Son & Co.  
Hodgson, Sumner & Co.  
James Johnston & Co.  
Liddell, Lesperance & Co.  
P. P. Martin & Co.  
Thibideau, Frere & Co.  
Hermann H. Wolff & Co.

### Quebec

Wm. McLimont & Son.  
Thibaudeau, Frere & Co.  
P. Garneau, Fils & Cie.  
Joseph Hamel & Co.

### London, Ont.

R. C. Struthers & Co.  
Robinson, Little & Co.

## AUTUMN SHADES.

A FRENCH SYNDICATE'S FORECASTS OF COLORS IN CLOAKINGS AND DRESS FABRICS.

A NEW color card for the fall and winter season is out. It is issued by the "Chambre Syndicale de la Confection et de la Couture," and governs the shades for outer garments, cloakings and dress fabrics. There are probably more new tones than were introduced in the spring card, and there is undoubtedly a greater variety of colors, some of which will be very acceptable, particularly the new browns, reds and castors. The new card is notable for its number of red shades, both yellow-reds and pink-reds, its beautiful assortment of greens, shown in more variety than usual, excellent choice of blues, the range of shades embracing about everything in blue from the delicate sky tint to the darkest navy. Reds and blues are certainly enjoying extended favor, but just why so much prominence is given to the orange-yellows and orange-reds it would probably be difficult to understand, in the light of present knowledge that United States manufacturers are really afraid of the yellows.

## NASTURTIUM SHADES.

First place on the new color card is accorded to orange, ranging in shade from a light tint to the darkest color. These oranges have been quite distinguished during the present season and are again introduced as the "coq" shades, running the gamut from "chant du coq" to "coquelin," and including "coq de roche" and "coq de village." "Coquelin," that deep yellow-red which was such a decided favorite several seasons ago, is destined to come in for a share of attention now that the deep reds are again to the front.

These beautiful orange-reds are the nasturtium shades that are always admired and adopted by the fashionable world very readily when introduced. For the forthcoming season the nasturtium shades will be fitting companions for the beautiful pinks and flame-reds the rich and brilliant scarlets, or bright reds, indicating strongly that the closing half of the present year will be markedly partial to reds.

## GRAYS.

Notwithstanding the present prominence given to all blues, a position of importance is given to rock-grays by the syndicate. These grays are rich in tone, ranging from pale silver gray "fjords," to the darkest rock-gray "Christiania."

There are three pearls, one silver and two steel; three castors, light, medium and dark; an excellent apricot, and a bewitching tint of green, "aquarium," resembling the light-greens of the moss at the bottom of an aquarium.

## BLUES.

Following the rock-grays are the pretty blues—peacock-blues, ranging from an extremely light peacock-blue to the most beautiful, "oeil de paon," or peacock's eye.

There are five shades of bluet blue and three cadets, the latter being light, medium, and extremely dark—"barde," "oriental," and "levantin."

There are several very good dark blues, "salacia," "Neptune" and "triton," the first being a marine, the second a beautiful navy, and the third an extremely dark navy. There are other blues, but none is believed to be so good as those mentioned.

Not the least important, but better undoubtedly for millinery silks and ribbons than anything else, are the three pretty azure blues grouped as "azur," "deck" and "barbeau."

## REDS.

The first real red series on the card shades down from a very pale salmon pink to a rich salmon, bright scarlet, a brilliant red, garnet, and finally deep maroon. Following these are the pinks,

toning from the palest possible coral pink to the deepest rose, known as "cadets de gascogne." The two most beautiful pinks known are included in the series of evening shades; they are "conque," taken from the pretty conch shell, and "azalce," which is more on a lilac-pink.

The series of flame-reds begins with the color of the "flamme," and increase in density, as is implied by the names "brazier," "pocharde," "gnome," "geolier" and "ancettes."

There are but three shades of cerise, "libertine," "Maine" and "filibustier." Also three geranium reds, a delicate pink, "ibis," "peronelle" and "geranium."

## GREENS.

The syndicate undoubtedly believe in according long life to the greens, as there are several collections, some of which are old favorites, and others new for the present, while a number of the greens in the old card are reintroduced. The first series of green tones from a "nile" through a number of very bright greens, and terminates with a bottle-green. There are also the vivid emeralds, lawn-green, resembling the shades of freshly cut young grass; three pea-greens, "blette," "cardon" and "concombre"; three sage-greens, apple-green and "prairie," a delicate bronze-green.

## BROWNS.

Two excellent series of browns give unusual prominence to browns for the autumn season, and, according to the best authorities, browns will be in the front rank with reds, blues and grays. The first series begins with cafe au lait shade, named "stalagmite," goes through four intermediate shades to a dark chocolate, called "pain brule," burnt bread, giving something of the color of the burnt crust of bread.

The second series of browns is known as the golden-brown shades, beginning with the shade of very ripe wheat to a medium golden-brown called "lynx," which is preceded by a lighter shade, "oeil de lynx," lynx eye, and ending in a very dark brown, "monacal," or monk's brown.

## PURPLES AND HELIOTROPES.

Violets have not been forgotten, being the eighth series in the card, shading from pale lilac to rich bishop's purple. The parme shades begin with the lightest and run to the darkest dahlia. Three heliotropes are also included.

## YELLOWS.

The yellow series tone from the faintest shade of straw, through light and dark straw, golden wheat, to the deepest golden shade, called "Alaska." Brighter yellows are found in "bouton d'or," or button gold, and "eldorado."—N. Y. Dry Goods Chronicle.

## COLLAR AND CUFF COMBINE.

What promises to be the most formidable collar and cuff combine ever organized is reported as being under way at Troy, N.Y. The entire collar and cuff interests of that city are to be consolidated, so as to form a gigantic trust. A New York syndicate representative is alleged to have gone to Troy to secure options for unconditional purchase on a cash basis. Several large concerns have named the figures for their plants, business, stock, accounts, machinery and real estate. It is said that the cash options already secured are sufficient to warrant the establishment of a huge organization.—New York D.G. Chronicle.

## CIVILITY IN CANADA.

Mr. M. E. Stern, representing E. J. Bass & Co., sterling silver manufacturers, of New York, was at the Windsor hotel, Montreal, a few days ago. Mr. Stern said that one very important feature he found about Canada is that the buyers are more courteous, and give the travelers a better opportunity to show their goods than the Americans do.

# High-Class Brands



## Corsets



## Corsets

In the worship of cheapness, quality and durability get overlooked. Smartness and effect obscure the judgment, but, in the end there often comes the bitter lament.

◆ ◆

Goods with the quality stamp of a Trade Mark on them are becoming increasingly popular, because they can be relied upon for uniformity and for genuine value.

◆ ◆

If this be true in such articles as Cocoa, Tea, Mustard and other natural products, how much more is it true in manufactured goods, where design, workmanship, etc., come in?

◆ ◆

P & S Corsets are a challenge to the trade. They are made by a firm of over 75 years' experience. Every known appliance for perfect Corset making is made use of.

◆ ◆

All the latest machinery for saving labor and cost of manufacture—all that science and experience suggest is brought to bear, and these Corsets are the result.

◆ ◆

A remarkable feature, is that the **NEW RUSTLESS ZAIROID** replaces Steel in the busks and supports. Iron-mould on Underclothing is therefore impossible.

◆ ◆

There is, in fact, all round excellence in these P & S Corsets. They have made a significant impression on the trade and customers are everywhere asking for them.

## Are they in your fixtures?

There is money in these goods. They will bring you prestige and profit.

Write us for prices and full particulars. . . .

**W. PRETTY & SON, Ipswich, Eng.**

Wholesale Only.

## DOMINION BANK.

PROCEEDINGS OF THE TWENTY SEVENTH ANNUAL MEETING OF THE STOCKHOLDERS, HELD AT THE BANKING HOUSE OF THE INSTITUTION IN TORONTO, ON WEDNESDAY, MAY 25, 1898.

THE annual general meeting of the Dominion Bank was held at the banking house of the institution, Toronto, on Wednesday, May 25, 1898.

Among those present were noticed Sir Frank Smith, Col. Mason, Messrs. S. Alcorn, Wm. Ince, W. Crocker, A. E. Webb, John Fletcher, H. D. Gamble, Wm. Ramsay, J. Lorne Campbell, W. R. Brock, Thos. Long, John Long, J. Risley, Wm. Spry, E. Leadlay, M. Boulton, E. B. Osler, Wm. Hendrie, John Stewart, Walter S. Lee, W. D. Matthews, Chas. Cockshutt, H. M. Pellatt, Wm. Ross, A. W. Austin, Geo. W. Lewis, Thos. Walmsley, J. K. Niven, George Robinson, R. D. Gamble and others.

It was moved by Mr. E. B. Osler, seconded by Mr. E. Leadlay, that Sir Frank Smith do take the chair.

Mr. W. D. Matthews moved, seconded by Mr. W. R. Brock, and

Resolved—That Mr. R. D. Gamble do act as secretary.

Messrs. Walter S. Lee and M. Boulton were appointed scrutineers.

The secretary read the report of the directors to the shareholders, and submitted the annual statement of the affairs of the bank, which is as follows:

To the shareholders:

The directors beg to present the following statement of the result of the business of the bank for the year ending 30th of April, 1898:

Balance of profit and loss account 30th of April, 1897.....	\$ 29,925 75
Profit for the year ending 30th of April, 1898, after deducting charges of management, etc., and making full provisions for all bad and doubtful debts.....	182,462 30
	<u>\$212,388 05</u>

Dividend 3 per cent. paid 1st of August, 1897.....	\$45,000 00
Dividend 3 per cent. paid 1st of November, 1897.....	45,000 00
Dividend 3 per cent. paid 1st of February, 1898.....	45,000 00
Dividend 3 per cent., payable 2nd of May, 1898.....	45,000 00
	<u>\$180,000 00</u>

Balance of profit and loss carried forward.....	\$ 32,388 05
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During the past year two new offices of the bank have been opened, one in Winnipeg, Man., in June, under the management of Mr. F. L. Patton, and one in Montreal, to which Mr. C. A. Bogert was appointed manager. Both of these offices promise to be of substantial advantage to the bank.

FRANK SMITH, President.

Sir Frank Smith moved, seconded by Mr. E. B. Osler, and resolved that the report be adopted.

It was moved by Mr. S. Alcorn, seconded by Mr. T. Walmsley, and resolved, that the thanks of this meeting be given to the president, vice-president and directors for their services during the past year.

It was moved by Mr. Hendrie, seconded by Mr. J. Risley, and resolved that the thanks of this meeting be given to the general manager, managers and agents, inspectors and other officers of the bank for the efficient performance of their respective duties.

It was moved by Mr. Geo. W. Lewis, seconded by Mr. Anson Jones, and resolved, that the poll be now opened for the election of seven directors, and that the same be closed at 2 o'clock in the afternoon, or as soon before that hour as five minutes shall elapse without any vote being polled, and that the scrutineers, on the close of the poll, do hand to the chairman a certificate of the result of the poll.

Mr. Thomas Long moved, seconded by Mr. W. S. Lee, and resolved, that the thanks of this meeting be given to Sir Frank Smith for his able conduct in the chair.

The scrutineers declared the following gentlemen duly elected directors for the ensuing year: Messrs. A. W. Austin, W. R. Brock, Wm. Ince, E. Leadlay, Wilmot D. Matthews, E. B. Osler and Sir Frank Smith.

At a subsequent meeting of the directors, Sir Frank Smith was elected president, and Mr. E. B. Osler vice-president, for the ensuing term.

## GENERAL STATEMENT.

LIABILITIES.	
Capital stock paid up.....	\$ 1,500,000 00
Reserve fund.....	1,500,000 00
Balance of profits carried forward.....	32,388 05
Dividend No. 62, payable and May	45 00
Former dividends unclaimed.....	73 50
Reserved for interest and exchange.....	112,000 01
Rebate on bills discounted.....	34,084 80
	<u>\$ 3,223,637 26</u>
Notes in circulation.....	1,264,016 00
Deposits not bearing interest.....	1,803,735 52
Deposits bearing interest.....	11,223,425 10
Balance due to London agents.....	156,270 21
	<u>\$17,671,093 09</u>

ASSETS.	
Specie.....	\$ 548,098 03
Dominion Government demand notes.....	798,000 00
Deposit with Dominion Government for security of note circulation.....	77,250 00
Notes and cheques of other banks.....	304,643 78
Balances due from other banks in Canada.....	136,077 58
Balances due from other banks in United States.....	745,037 69
Provincial Government securities.....	330,177 71
Municipal and other debentures.....	3,658,062 50
Bills discounted and current (including advances on call).....	10,709,000 56
Overdue debts (estimated loss provided for).....	44,666 66
Real estate.....	39,597 65
Mortgages on real estate sold by the bank.....	7,371 19
Bank premises.....	203,703 64
Other assets not included under foregoing heads.....	9,375 70
	<u>\$17,671,093 09</u>

R. D. GAMBLE,  
General Manager.

Dominion Bank, Toronto, 30th April, 1898.

## HOW WINDSOR WOMEN SMUGGLE GOODS.

A special Customs officer, who has been operating against smuggling, at Windsor, Ont., is making arrangements to enforce drastic measures against persons who are known to be smuggling goods from Detroit, concealed on their persons. He has come to the conclusion that Windsor merchants are suffering, not so much as a result of persons bringing small parcels from Detroit, as from the operations of persons who conceal goods beneath their clothing. Mr. Stunden says this is practised mainly by women.

## A VISITOR FROM TIVERTON.

Mr. Norman McInnes, general merchant, of Tiverton, Ont., was in Toronto, on a buying trip, last week, and THE REVIEW had a pleasant chat with him. Mr. McInnes reports business better than it was last year. General farming is carried on in the district; some fall wheat is grown and butter and cheese made. The Tiverton cheese factory made butter all winter, and the result was a success, the product being all sold for the English market at 19c. per lb. Up to the present the factory is continuing to make butter as it pays so well.

## NEW STORE IN IROQUOIS.

THE DRY GOODS REVIEW paid a visit recently to Iroquois, Ont., and while there met Mr. J. H. Shannon who had been with the firm of C. & M. Mills for over nine years. Mr. Shannon has rented the corner store in the Fisher block in the business centre of the town.

His stock will consist of groceries and gent's furnishings, and will be up-to-date in every particular.

Mr. Shannon became a subscriber to THE DRY GOODS REVIEW and The Canadian Grocer. THE DRY GOODS REVIEW wishes him success in his business undertaking.

# The Merchants Dyeing <sup>AND</sup> Finishing Co. LIMITED

Successors  
to

**CALDECOTT, BURTON & SPENCE**

Manufacturers,  
Importers,  
Jobbers.

Warehouse : 42 Front Street West  
Works : 20 Liberty Street

**TORONTO**

## The June Sorting Trade

promises to be large, and for this business we offer a well assorted stock of

## Seasonable Goods.

Organdie Muslins. Choice patterns.  
Blouse Prints. Imitation Silk styles.  
White Spot Muslins. Every size of spot.  
Victoria Lawns. All prices.  
Colored Spot Muslins. All colors.  
Goffered Trimming Silks. All shades.  
46-in. Chiffons. In every fashionable color.  
Colored Velvets. Every color.  
Black Velvets. Every price from 60c. up.  
Black and Colored Velveteens. Full assortment.  
NEW BLUE DRESS FABRICS in Henrietta and Coating Serges.  
NEW BLUE DRESS FABRIC in Covert Coatings.  
NEW BLUE DRESS FABRICS in Fancy Styles.  
Fancy Black Brocade and Lustre Fabrics from 18½c. to \$1.00.  
24-in. Black Satins. Choice Lyons make.  
Fancy Blouse and Trimming Silks from 35c. to \$1.20  
Japanese Silks. Our own dyeing, 20c. up.  
Plaid and Roman Stripe Silks. All shades.  
Black and Colored Moire Sash Ribbons and Double Satin.  
Black and Colored Double Satin Ribbons. All widths, full assortment.  
FANCY TARTAN AND PLAID RIBBONS. Nos. 16, 30, 80. This line will arrive 15th June, orders should be sent at once.  
Val., Torchon and Silk Laces. All widths and prices.  
Silk and Mohair Soutache Braids. Large variety.  
Fabric Gloves. All sizes and colors, in Pure Silk, Taffeta, Lisle.  
Lace Mitts. Splendid collection, Child's, Misses' and Ladies'.

**TAILOR-MADE SKIRTS.** Correctly sized, 38, 40, 42, 44 inch. Stylishly made.  
Handsomely lined and bound. Just the goods ladies need for Bicycle Riding Skirts.  
In Lustres, Brocades, Serges and Tweeds.

**ORDERS CAREFULLY FILLED.**

The Merchants Dyeing & Finishing Co., Limited - Toronto

## TRADE IN THE WEST.

AN OPINION OF COAST BUSINESS AND THE KLONDYKE TRADE—  
NEW GOODS IN THE WINNIPEG MARKET—BUILDING  
OPERATIONS BY RETAILER.

From THE REVIEW's special correspondent.

WINNIPEG, May 21, 1898.

THERE is little to report this month as there has been too much cold weather to call for any great rush in summer goods business, however, is good and there is a general air of well being among our business men.

Mr. Robt. Bryce, of R. Bryce & Co., representing Thomas May, of Montreal, and other eastern houses has just returned from an extended trip to the Coast cities. He reports things as looking very well, although Klondyke business has very much lessened temporarily, but in July will no doubt show a great improvement, when a very large amount of gold will be brought out. From private information this amount is much larger than generally supposed, and from July until the middle of September Klondyke outfitting will be very brisk indeed. From September until February very little will be done, as this year has proved that it is impossible during those months to get in with any quantity of supplies. However, if the supplies taken in by The Alaska Commercial Co. and The Northwest Trading Co. are sufficient to warrant going in without a year's supplies, considerable business may be done even in the winter months.

As to business generally in the west continued Mr Bryce it is good, but eastern manufacturers are being carried away with the idea that the volume of business is very much larger than is really the case, with the result that almost every business house in the east has been represented out here. Now the truth is that the total increase of business outside Klondyke trade has not been by any means phenomenal. British Columbia and the Territories are receiving a very marked influx of population, but this will not mean any larger increase in the demand for dry goods and clothing for two or three years at least. The bulk of the people arriving bring a good stock with them and will not need anything much for the first two years of their residence. The number of retail merchants in the Province is amply sufficient to cope with all the trade that will be done for some years, and the wholesale trade of the west is as well done as in any part of Canada.

The new sample rooms of this company are now filled up with a large stock of samples and present a very spacious and inviting appearance.

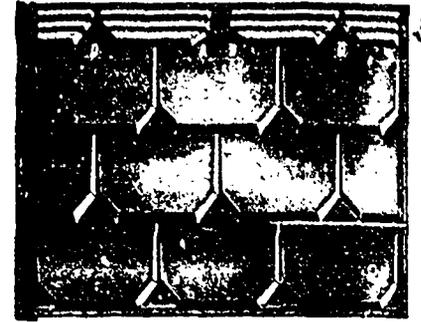
Mr. Campbell, buyer for R. J. Whilla, returned last week from a two months' sojourn in Europe. A few of his many purchases arrived at the same time, and your correspondent had a peep at some of them. This house for the future will carry fans, and a large stock of Vienna feather and Paris gauze and tinsel fans have just been received. Oriental and novelty laces in white and butter color, and teddy lace, in butter and ivory, are among the prettiest of dress trimmings for muslin and wash goods generally. Ladies scarfs are being made a specialty of this month, and the very latest in English, American and Canadian designs are shown. Windsors are one new line, and the butterfly bow in thin plaid silk is another dainty affair, sure to be a favorite. Blouses still arrive in new designs, though it is difficult to imagine there being any design not already used.

Wool gollers in fancy plaids, with tams to match, are among the fall lines, and will be popular here, as they are stylish and warm, without being as heavy as a coat, and are just the thing for our bright, cool October days. Mr. Campbell told your correspondent that the interest displayed throughout England in all things Canadian was surprising.

The stores on the ground floor of the Trust and Loan Co.'s new building, at the corner of Fort street and Portage avenue, are to be

## THEY'RE RELIABLE

That's why they're popular.

Eastlake  
Steel  
Shingles

One Shingle.

Can't Leak, Can't Rust, Can't Burn! And they can be laid more quickly than others, because of their perfect construction—they're the only shingles made with our patent cleat and water gutter.

There's true economy in using Eastlakes, they've never yet failed to give thorough, durable, roof protection.

Write—let us tell you more about them.

## METALLIC ROOFING Co., Limited

1176 King Street West,

TORONTO

occupied by J. Furner's, millinery, and Mackie Bros., general dry goods, respectively. The building is being pushed very rapidly, and Jerry Robinson & Co. are putting another storey on the rear addition on their building.

Very active preparations are now going on for the great industrial fair in July. Many English and Scotch manufacturers have already secured space for exhibits.

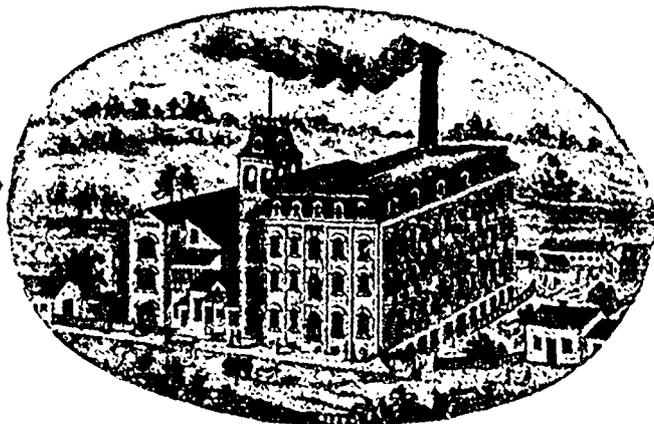
E. C. H.

## ACTIVITY AT REGINA.

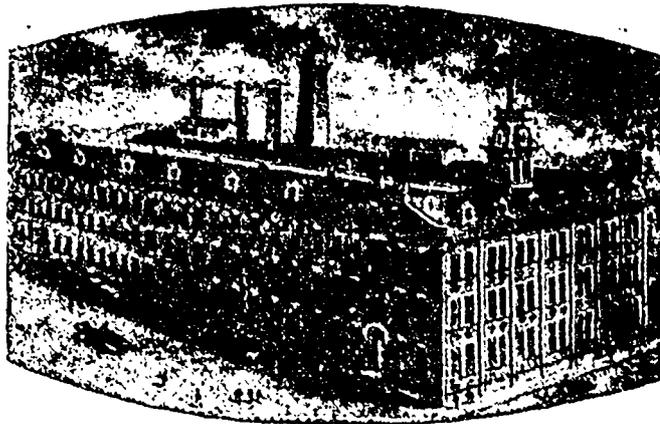
The merchants and traders of Regina are just now showing great activity. In addition to the departmental store in course of erection for the Regina Trading Co., Mr. Hugh Armour has given the statutory notice of his intention to divert the Qu'Appelle river for irrigation purposes on his farm. Mr. R. H. Williams has purchased the lot adjoining his present store, the Glasgow House and is about to build an addition to his premises, and Mr. C. Wilcox, a lumber merchant, has taken Mr. W. H. Duncan into partnership, and the new firm are about to build a store on Scarth street, by adding hardware to the business.

## WILL AFFECT U.S. PRICES OF JAPANESE SILK.

The Secretary of the Treasury, upon investigation, has found that the Government of Japan pays an export bounty on raw silk exported from that country, and therefore he has instructed officers of the United States Customs to collect countervailing duties on such importations, equal to the export duties paid. Three grades of raw silk are specified, upon which the export bounty paid is 50, 30 and 20 yen per 100 catties, respectively. The countervailing duty will be the same as the bounty. The present value of a Japanese yen is 49 8-10c., and a cattie is equal to 1 1/2 pounds.



MILL NO. 1



MILL NO. 2

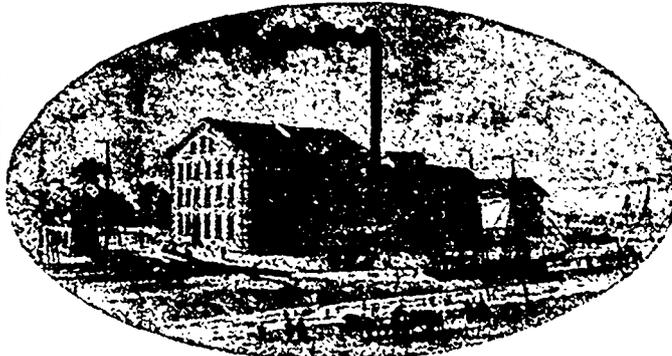
# The Penman Manufacturing Co.

Head Office: PARIS, ONT.

Limited

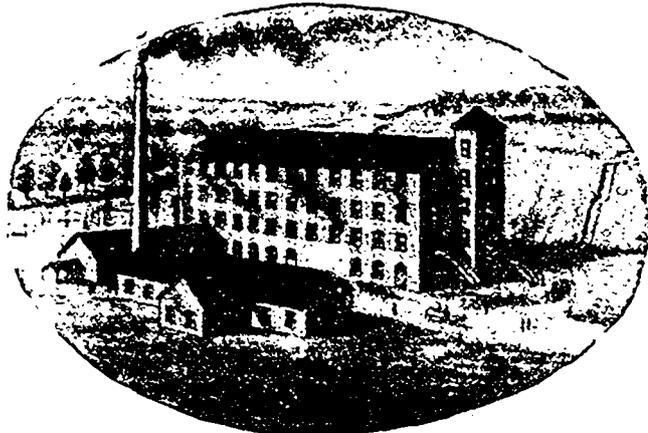


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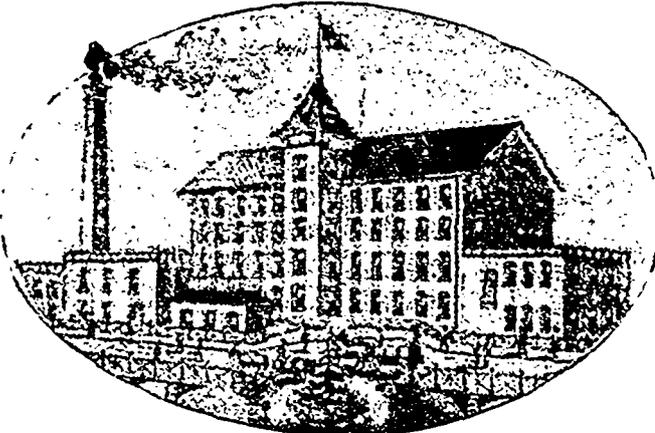


MILL NO. 4

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



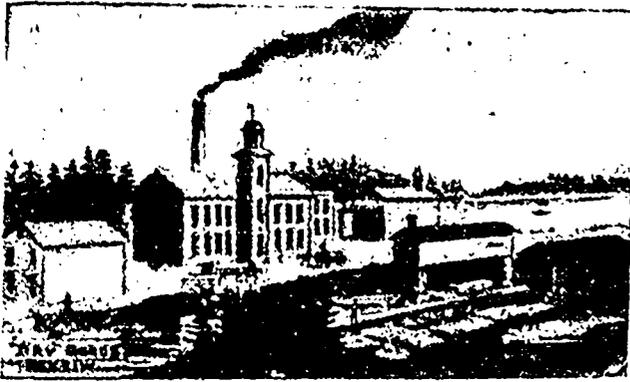
MILL NO. 5



MILL NO. 6

SELLING AGENT

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



**HARRIS & CO.,** ROCKWOOD,  
Ontario

MANUFACTURERS OF

**6/4 Friezes and Homespuns**

**R. R. Davis**

3 Wellington St. East

Selling Agent

...TORONTO

### SUMMER NOVELTIES.

THERE are some pretty things in the market of the novelty character. Ladies are always ready for a new idea and gloves, for instance, are no exception to this rule. The W. R. Brock Co., Limited, are showing stock of a new glove that is taking well. The novelty is a pure silk glove to retail at 50c., with three dome fasteners, in white, cream, new greens, resedas, tans, greys and new spring colorings. They also show navy and greens and beaver and slates in pure silk jersey gloves.

The comfort bicycle garter is another timely article. The makers claim for it that it neither slips nor binds. It is made in all grades, finished in all kinds of fabrics such as cloth, velvet, silk, leather, etc. It is provided on its inner surface with a rubber lining, having soft rubber teeth or projections which enter into and engage the meshes of the stocking or other article to be held. The tension in the garter is no greater than is required to hold the garter in place, and consequently the pressure exerted is not sufficient to produce any discomfort or inconvenience, therefore the garter does not interfere with the circulation of the blood, while at the same time it cannot slip or budge. They are made for both sexes.

The featherbone waist front is an article that will be highly appreciated by the feminine world so long as shirt waists are in such high favor. It is simply a haircloth and featherbone arrangement that adjusts itself to the form and prevents the waist from clinging to the figure. The present popularity of the Russian blouse makes an arrangement of this kind suitable for many figures.

The Toronto Feather & Down Co., Limited, are showing a down comforter, with a wide border of pretty figured satin, that is fairly captivating the trade. And so it might, as it is a beauty. The pretty blending of color reveals the master hand.

A hat pin stand for ladies contains a series of handsome pins, with jewel effects, comprising emeralds, rubies, amethysts, brilliants, agates, etc. The pins will retail at 10c. each.

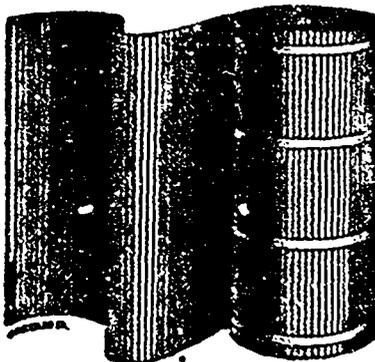
An extensive stock of shell French back combs was observed at John Macdonald & Co.'s, the demand just now being for back and wing combs rather than side combs. In belts, the gilt jeweled girdles are reported as having the first call, with a good demand for elastic and leather, with harness buckles. In belt fasteners, jewel, enamel, oxydized, black, and other effects are seen. Blouse sets in rolled plate, enamels, pearls, etc., are in style.

Black mending cotton on cards is being put in attractive glass and metal cabinets. The same idea is shown in fast red marking cotton. The boxes do not add to the price.

A new idea is shown in sansilk, the new embroidery material, in the "Dewey" effect, red, white and blue, called, of course, after the victorious admiral at Manila.

The bicycle season is producing all the requisites for it. One Toronto house is showing a large range of cycle supplies, bloomers, hosiery, shirt waists, etc., for ladies; sweaters, hosiery with and without feet, belts, outing shirts, etc., for men and boys.

## The Folded Paper Carpet Lining



ALL PAPER AND  
A YARD WIDE

IT HAS  
NO EQUAL

Sanitary, Vermin Proof, Warm, Durable,  
Deadens Sound, Saves the Wear of the  
Carpet, and makes it feel Richer and  
Chicker. . . . .

No house is completely furnished without this lining beneath the carpet.

**STAIR PADS**

In Three Sizes— $\frac{1}{2}$ ,  $\frac{3}{4}$ , 1.

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.

**S. A. LAZIER & SONS, BELLEVILLE, ONT.**





## Delicate yet Firm

soft  
and rich, fadeless, exquisite in design—  
Priestley's plain and figured Black Grenadines  
are ideal.

In Silk and Wool, all Silk and Silk Mohair  
—used over a silk foundation in shot effects  
the result is incomparable.

### Priestley's Black Grenadines

are distinctly

Sold by Leading Dry Goods  
Houses Everywhere.

original in the special designs of open work  
shown. Exquisite—durable.

## Why Buy Foreign Goods

*When you can purchase Canadian make, save  
money, and have equally as good an article?*

We Manufacture

Scotch Tweed Suitings, Homespun Suitings, Fine  
Trouserings, Meltons, Kerseys, Beavers, Vene-  
tians, Irish Frieze, Overcoat Linings, Golf Cloak-  
ings, Ladies' Homespun Dress Goods, Travelling  
Rugs, made from domestic wool, warm and com-  
fortable, in tartan colors, plain colors and rever-  
sible; fine Australian Rugs, plain and reversible.

All our goods are manufactured from pure wool only, and  
are, therefore, clean and bright looking. Our designs are  
of the newest and noblest patterns, color guaranteed, and  
workmanship of the very best. We are selling to the retail  
trade. Correspondence solicited.

**Boyd, Caldwell & Co.**

Clyde Woolen Mills . . . LANARK, ONT.

## Featherbone Corsets . . .

**FIT EVERYWHERE, PINCH NOWHERE.**

Featherbone Corsets as  
they are made to-day,  
sell at sight. Make it easy  
for your corset department  
and carry these goods—  
the finest line on the road.

**Canada Featherbone Co.**

**LONDON, ONT.**

### DRY GOODS BUSINESS WANTED.

**STOCK MUST BE CLEAN AND WELL BOUGHT—AN OPENING FOR AT LEAST A \$50,000 PER ANNUM BUSINESS.** Advertiser is prepared to pay cash. Address, with full particulars, naming very lowest price, N. O. W., care MacLean Publishing Co., Toronto. (6)

**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



### Canadian Patent FOR SALE

A Good Investment for some Enterprising Firm in Canada, our time and facilities being taxed to supply the United States demand. Send for circular and all information. Sample pairs mailed on receipt of 25 cents: All

Pat'd Sept. 17, 1895, No. 616,420.  
May 12, 1900, No. 659,970.

colors and finish: Cloth, Velvet, Silk, Leather, etc.

Comfort Garter Co., 416 Broadway, New York

## Remember the Maine

Point of a Mackintosh Coat is to be thoroughly WATER-PROOF and to stand all CLIMES. The only MACKINTOSH in this MARKET that has these qualities is the CELEBRATED Beaver Brand Mackintosh. We absolutely guarantee the Beaver Brand Mackintosh to be thoroughly WATERPROOF and NEVER to get HARD. If your jobber does not keep them, please write for sample coat direct to us.

We are now showing a line of Covert Coatings, in Double Breasted Box, that will enable you to sell at sight—the fit and make guaranteed.

### THE BEAVER RUBBER CLOTHING CO.

Sole Manufacturers of the Celebrated "Beaver Brand" Mackintosh.

1490 Notre Dame St.,  
MONTREAL.

## Crompton's Corsets

Are the Best.



YATISI  
MAGNETIC  
CONTOUR  
VICTORIA  
CLEO  
QUEEN MOO

Hygeian Waists

AND  
Standard Dress Bones

### A RETAILER'S OPINION.

MR. MORSE, OF LEAMINGTON, ASKED FOR HIS VIEWS REGARDING LOCAL ADS. AND THEIR RESULTS.

MR. S. G. MORSE, the successful dry goods merchant, of Leamington, was asked by a journalistic friend for his opinion about advertising, and replied:

"In answer to the question, 'Does it pay to advertise?' I do not know any better way to prove to you that it does than by giving you my own personal experience. Of course, behind the advertising, to make it effective, you have got to attend closely to business, and see that customers are well served and made to feel at home in your place of business. But, to return to my starting point, re my beginning in the dry goods business. I purchased an established business from parties who, at that time, did a very small amount of advertising. I immediately made arrangements for a column space in the local paper, and commenced telling my customers each week of some particular line of goods in my store, but seldom mentioned prices. Fully two months had gone by before results began to be seen. Then frequent enquiries would be made by customers for some particular line mentioned in my advertisement. The enquiries kept increasing on until the end of the year, and at stock-taking time I found my business had increased over thirty per cent. above that of my predecessor. I then commenced mentioning prices. Not cut prices by any means, but just telling what kind of goods I had for sale and at what prices; also, I had semi-annual sales in the months of February and August. I do not know that these sales were profit-makers, but they were the means to an end, viz., clearing out at each end of the season what goods I had left that would have been unsalable a month later.

"At the end of the next year I found that my sales were \$700 over twice as much business as had been done by my predecessor. This has proven to me that advertising pays, and pays big at that. Of course, I believe in a moderate use of printers' ink. The first year of my business I spent between 3 and 4 per cent. of business done in advertising. The following year I did not spend as much, and as my business increases I find I do not need to spend as large a percentage of my sales as I did at first. Of course, my advertisement in the papers I never dispense with, but have it in every issue. I never advertise cut prices except during my semi annual sale. Price cutting, if kept up, soon loses its power, and if it is actually done soon eats into the profits. But price cutting in your advertisement and not in the store makes a customer soon lose confidence in you. My rule always has been to advertise goods exactly as they are. Then your customer gets just exactly what she expects, and if the salespeople have been courteous and obliging she will be sure to return. Another rule of mine is never to allow salespeople to misrepresent any article, and I give one price to all. Selling to different people at different prices causes trouble and loss of customers."

THE REVIEW's opinion of this is that it indicates clear headed business sense as well as honesty.

#### STARTING FOR HIMSELF.

Mr. Fred R. Williams, who has been with Mr. David Kay, agent of the Parks Cotton Co., for the past two years, has started on his own account as a manufacturer's agent. He has a good connection with the wholesale dry goods trade, and is open to accept agencies for dry goods or kindred wares. His office is at Room 8, 17 St. John street, Montreal.

#### MOVED TO LARGER PREMISES.

The Wilkes-Westwood Co., Limited, Toronto, have been obliged, owing to increase of trade, to remove from Yongestreet to 62 1/2 Bay street. They deal exclusively in smallwares and fishing tackle, and have a large warehouse full of these goods.

# 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.

SOME OF YOUR CUSTOMERS WILL WANT A . . . .

# Klondyke Outfit

OF VERY WARM AND STRONG

## UNDERWEAR

*Warranted  
Turnbull's*

We are making a Special Line of Men's Woolen Underwear in Shirts, Drawers and Sweaters, in weight from 1 1/4 lbs. to 2 lbs. each garment. Full Fashioned, and of Fine, Soft Wool.

WRITE FOR PRICES AND SAMPLES.

GOULDING & CO.

27 Wellington St. East  
TORONTO

JOS. W. WEY

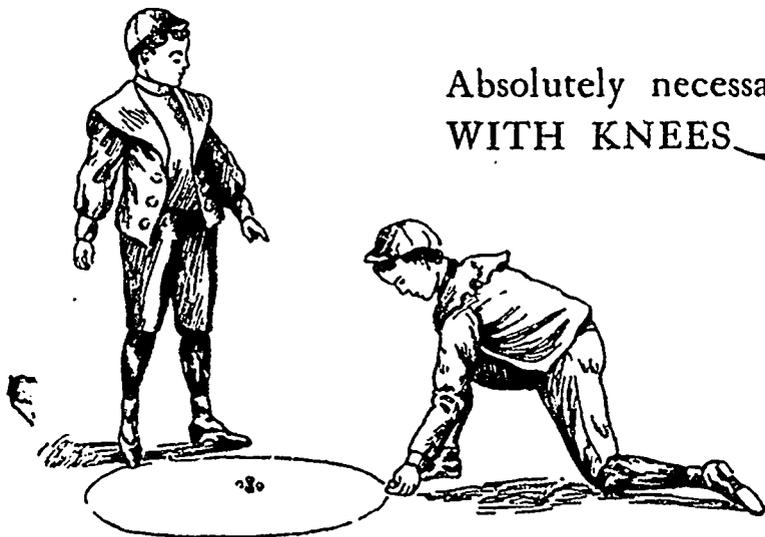
6 Bastion Square  
VICTORIA, B.C.

THE C. TURNBULL CO. OF CALT LIMITED

PATENT

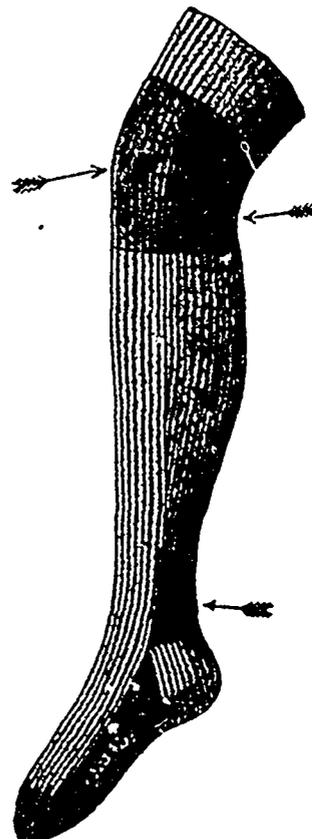
# Lock Stitch Hose

Absolutely necessary for boys  
WITH KNEES



10 Fold Knees  
& Fold Ankles

CARRIED BY  
LEADING  
WHOLESALEERS.



WILLIAMS & BELL, Montreal

Sole Agents  
for Canada.

# DOMINION COTTON MILLS COMPANY

1898  
*SPRING*  
1898

Whites, Greys, Ducks, Cantons,  
Drills, Bags, Grey Sheetings,  
Bleached Sheetings, Pillows,  
Towels, Piques, Yarns, Prints,  
Etc. . . . .

Wholesale trade only supplied.

## DOMINION GLOVE WORKS

GLEN WILLIAMS, ONT.

Manufacturers of . . .

### GLOVES, MITTENS and GAUNTLETS

Fine Kid, Suede and Para Buck GLOVES and MITTS.  
Dog-Skin Driving and Coaching GLOVES.

Agents...

GEO. D. ROSS & CO., MONTREAL, QUE.

### Sometime in June

*we expect to enter our new home*

No. 3 Wellington St. West  
TORONTO.

F. C. DANIEL & CO.

*Wholesale Fancy Dry Goods and  
Mfrs. Children's Headwear.*

## Oxford Woolen Mills

OXFORD, NOVA SCOTIA.

In Successful Operation since 1867.

### PURE WOOL TWEEDS

AND HOMESPUNS.

Standard never has been lowered, and NEVER WILL BE.  
Canadians are appreciating this more every season.  
We believe our Fall Goods will suit you.

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

### PRESENT POPULARITY OF THE BUSTLE.

For two years past the bustle question has been occupying the minds of women the world over. At first, objections were raised from a hygienic standpoint, but quickly silenced; for, while pads of hair or other heating material are undoubtedly injurious, it has been proven beyond a doubt that a properly ventilated, light and elastic bustle is decidedly beneficial. The drag on the back is relieved as the weight of the skirt is distributed. All excuse for over-tight lacing, so often resorted to, to produce an appearance of breadth of hip, is done away with. Everyone must admit that the bustle, if it fits the figure and is the proper size, is an essentially graceful adjunct to woman's dress. Most women have a hollow just below the waist, and many have either an ungraceful flat place on the hips, or no hips at all. These little faults of figure are overcome and corrected by the bustle. Perhaps its use has been hastened by the introduction of the new short corset; at any rate the bustle has been the fashion for nearly a year and is becoming more popular. Women realize its advantages and will have it.

### TAKES UP INSURANCE.

Mr. William Montgomery, well known to the trade in eastern Ontario, has laid aside his samples of dry goods and woollens and taken up life insurance. He received his appointment and contract, a formidable looking document, a few days ago, from the general manager of the Royal Victoria Life Insurance Company—1 d office, Montreal. Undoubtedly, Mr. Montgomery's many friends will be pleased to hear of his appointment to the general agency for Ottawa city and the counties of Lanark, Carleton, Russell, Prescott, Renfrew and Nipissing. Mr. Montgomery is well fitted for his new duties, and his many friends in Brockville, where he resided, while wishing him every success, regret that they lose him and his family as residents. Mr. Montgomery has represented firms like D. McInnes & Co., McMaster & Co. and Gordon, MacKay & Co. for many years, and bears an enviable reputation for integrity, energy and capacity.

### PAINFUL ACCIDENT TO A MERCHANT.

Mr. A. H. Lofft, dry goods merchant, St. Mary's, Ont., met with a serious accident, which confined him to his room for some time, and which might have been attended with the gravest results. Mr. Lofft was up with a sick child and on retiring mistook a hallway at the head of the back stairs for his bedroom and was precipitated headlong down to the first turn in the stairway. The back of his neck was so seriously injured that he was scarcely able to move his head without assistance and suffered very much pain. Much sympathy, says The St. Mary's Journal, is felt for Mr. Lofft and family, who have had their full share of sickness the past three months, while the services of Mr. Lofft as a valued member of the Public School Board and Methodist Church Board will be greatly missed while he is unable to attend to public matters.

### DEMAND FOR HIGHER CLASS GOODS.

The Maritime Wrapper Co., who are the pioneer wrapper house in Canada, report, that with the return of good times, the demand for better and more expensive goods is increasing. This firm have never catered for cheap trade, as that term is popularly understood, but have always endeavored to sustain a better class trade by offering suitable lines at very close prices. And it is satisfactory to note they are meeting with continued success.

### PRICES OF CASHMERE HOSIERY AFFECTED.

The price of English cashmere hosiery has gone up about a dozen all round. Many orders were placed before the rise but some were not, buyers being sceptical about the increase which had been threatened for some time.



# TAILORS

be up-to-date  
and put the

## Moore Patent Pockets

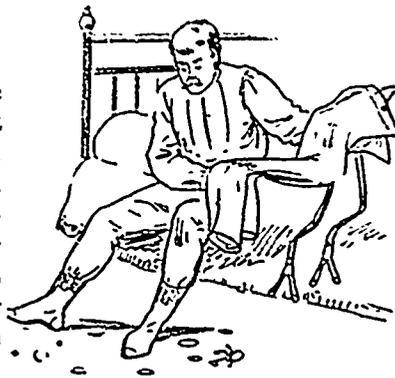
in all your suits.

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.



# Thibaudéau Bros. & CO.

Importers of

ENGLISH .  
FRENCH . .  
GERMAN &  
AMERICAN

# DRY GOODS

THIBAUDEAU FRERES & CIE.

Quebec.

THIBAUDEAU BROTHERS & CO.

London, Eng.

THIBAUDEAU BROS. & CO.

332 St. Paul St.

MONTREAL

# Yankee Grit

It is often said that the Canadian merchant is more conservative than his cousin across the border, and does not take kindly to all of his "Hurrah" business methods.

Our methods may be right or wrong, but there is a certain "get there" flavor about them.

Success is not a sectional but a universal issue—no merchant will ever find fault with the man who gave him a useful hint.

Our latest fad, and it is innocent enough, is

Souvenir Sales on certain days of the week or month.

Are they successful? Well, we should say so.

Here's a Wall Matchsafe which has been used largely for the purpose. You can have it plain bronze, finished like cut, or with your name and business cast on the front piece.

250	Lots	for	\$	33	}
500	"	"	"	60	
1000	"	"	"	105	

TERMS—  
2% 10 days or  
30 days Net.  
F.C.B. Toronto.



*Rel. Jane 12/100*

We have a full line of similar goods at our branch office, 72 Bay Street, Toronto, where all enquiries will find prompt attention.

## THE REGENT MFG. CO.,

182 and 184 Wabash Ave., CHICAGO

## THE WARDLAW YARN MILLS

DUNDAS, ONT.

**Worsted and Woollen Fingering and Knitting Yarns.**

This is an up-to-date Mill in every respect. Saved \$300 last Winter by using ACETYLENE GAS. The mill has been running night and day. Several Acetylene Gas Machines were tried, but proved useless, they clogged the burners and made too much mess. All these difficulties were overcome, and a machine was finally built on the premises that fulfilled every requirement, absolutely automatic, safe, economical, and a child could manage it. If any of my Yarn Customers are interested in this light it will be a pleasure to answer any questions.

MORAL—Never hide your light under a bushel. When you have a good thing, push it along. Then push along Wardlaw's Yarns.

**Thos. D. Wardlaw, Dundas, Ont.**

## The "Nature" Corset

Patented by a celebrated Physician.

Is the outcome of anatomical research by a Physician, and is made to impart a graceful figure to the wearer without injuring the vital organs of the body. Ask for Leaflet on the "Nature" Corset of the makers of the so celebrated P C Corsets, which have no equal on the market.

**Parisian Corset Mfg. Co.**

73 and 75 Colomb St.

QUEBEC

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

**FIRE  
 AND  
 MARINE**

Head Office	Capital Subscribed -	\$2,000,000.00
Toronto,	Capital Paid Up -	1,000,000.00
Ont.	Assets, over -	2,320,000.00
	Annual Income -	2,300,000.00

HON. GEO. A. COX, President.

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

C. C. FOSTER, Secretary.

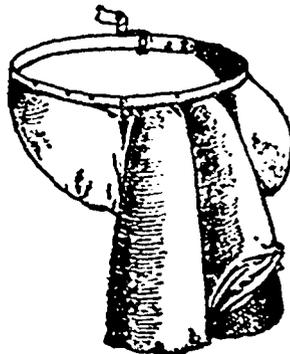
## Bustles

Full range of New Shapes.

**THE IMPERIAL  
 HIP PAD.**

The latest novelty

Sample Orders Solicited.



**Brush & Co. - Toronto.**

## MODERNIZING A COTTON MILL.

PROPOSITION OF THE DOMINION COTTON CO. TO KINGSTON.

THE Dominion Cotton Mills Co.'s request for a bonus of \$50,000, to assist in defraying the cost of new equipment for their Kingston mill, and the council's refusal, are subjects of considerable interest in the Limestone City at present. The company claim that the mill is being operated at a loss, and, unless a quantity of new plant is purchased, it will be necessary to close it. If, however, the money is forthcoming, the capacity will be increased to 500 looms, and employment will be found for 150 more hands.

Three Kingston journalists, accompanied by Mr. Alex. Makepiece, western manager of the Dominion Cotton Mills Co. visited the Montmorency and Hochelaga mills, at the invitation of general manager Whitehead, to ascertain what constitutes a thoroughly up-to-date cotton mill. They came back strongly impressed with the urgent necessity of some action on the part of the city council to assist in improving the local mill. One of the party asked Mr. Whitehead about the proposition made by his company. He said:

"The plan I prepared for submission to your council is still before that body for consideration. The mill was built in 1880, and acquired by the Dominion Company in 1891. The state of the machinery, and the fact that the mill is now run at a loss, has caused the directors to consider the proposal of closing it up. But, after due deliberation, the company have expressed their willingness to modernize the mill, provided the city gives assistance in the matter. We are aware that the council has declined us a bonus of \$50,000. We await their decision as to what they can give. Our plan is to remodel the machinery, increase the capacity to 500 looms at least, and provide new power plant. The expense will be \$150,000 or more. The change will necessitate the employment of 350 hands, instead of 200, as at present. The increase will double the pay roll. It is \$45,000 now; we guarantee it will be \$90,000 per year. If assistance is not granted, the mill will not be remodeled. If given, let me read what the company agree to do.

"The company will also enter into an engagement to refund a proportionate part of the bonus and to submit a cancellation of the exemption for the remainder of the exempted term, if at any time, during the ten years, the company fail to comply with any of the conditions.

"The company will agree to comply with all the terms regarding the remodeling of the mill before it asks any payment on account of the bonus if it be granted."

"The mill," continued Mr. Whitehead, "has lost money ever since we secured it. I am told it never yielded a dividend. The mill at Montmorency pays 8 per cent., and has for seven years; the whole plant of the company yields 6 per cent., and has done so for six years. What is lost in Kingston is made up elsewhere, but the profit is reduced that much. We want all the mills to pay, or we will close them out. If the bonus is granted we will proceed with construction within a reasonable period."

"You are asking Brantford for a bonus? Are you trading one against the other?"

"No, we are not by any means," said Mr. Whitehead. "Each place stands alone. If we get a bonus at Kingston it means that we will do as we state—modernize the mill. We would not think of putting Brantford machinery in the Kingston mill. It is 26 years old, and the next move it takes will be to the scrap heap. The same is likely to be the case with the Kingston machinery. We want to have the latest machinery in use; it is the best; for with it we can compete with other mills, while the weekly production with the new devices is largely increased."

The present management believe that the export cotton trade can be greatly developed, and, if the Kingston mill is enlarged, they intend to export the surplus output. The success of Mr. Whitehead's mill at Montmorency is an evidence of the possibilities of this trade.

# SYSTEMATIC SAVING

Can be accomplished by taking out an

**Unconditional Accumulative  
Endowment Policy**

IN THE

## Confederation Life Association

HEAD OFFICE - - - TORONTO

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

Rates and full information sent on application to the Head Office, Toronto, or to any of the Association's Agents.

**W. C. MACDONALD,**  
Actuary.

**J. K. MACDONALD,**  
Managing Director

# NOTHING DECEPTIVE

— ABOUT —

## Patent Roll

# Cotton Batting

## North Star, Crescent, Pearl Brands

The "North Star" and "Crescent" for 1898 will show very decided improvements in whiteness and quality. No other cotton bat will retail as satisfactorily nor call for as many repeat orders.

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

**DO YOU SELL**

# WALL PAPER?

**IF SO, YOU WANT THIS.**

If you sell Wall Paper, send us your name and address (mentioning "THE DRY GOODS REVIEW") on a post card, and we will forward FREE and postpaid, an ARTICLE that every Wall Paper Dealer will find useful.

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## M. STAUNTON & CO.

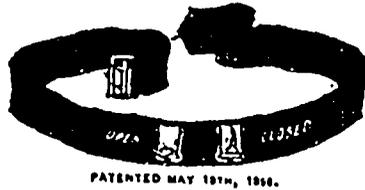
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TORONTO, ONT.

# 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**

**LOOP**

**GIMPS**

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**TUBULAR**

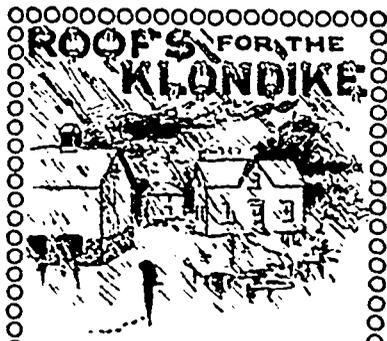
**SETS**

Barrel Buttons, Cords, Tassels, Fringes

Manufactured by

**MOULTON & CO.**

12 St. Peter St., - - MONTREAL



Roofs must be chosen with care and judgment in any country, and especially so in Canada.

All our products are constructed for use in Canada, and ample provision is allowed for contraction and expansion, and we guarantee them to be water, wind, and storm proof.

Up-to-date information and fully illustrated catalogues of Steel Roofings, Sidings and Cellings sent free for the asking.

The Peculiar Metal Roofing Co.  
OHAWA, ONT.

**TWO "ANGLO-SAXON" ANECDOTES.**

A TORONTO gentleman, who keeps an eye on international relations, happened to be in a Buffalo, N.Y., store on May 23. He was conversing with an official, when the proprietor bustled up and said to his clerk: "Let us get out our British flags and hang them up for decoration purposes." The Toronto man struck in: "Yes, do; to-morrow is Queen Victoria's birthday." "Quite so," said the Buffalo merchant, "it's patriotic to use them." ("Patriotic" is good.)

This reminds THE REVIEW of another story related by a wealthy ex-M.P., who was in a Detroit hotel the other day. The room to his was occupied by a party of United States citizens, who were discussing, loudly and cordially, the remarkable speech of Mr. Chamberlain at Birmingham. The Canadian listened awhile without joining in, and then turned to the colored gentleman who acted as waiter, and said: "What do you think about this Anglo-Saxon alliance?" The colored gentleman folded his arms in a dignified way, and responded: "It's the correct thing, sah; we are all Anglo-Saxons, sah, after all."

**BREVITIES OF THE DRY GOODS TRADE.**

Emily E. Greenall has commenced a dry goods business at Yorkton, Assiniboia.

The woollen mill of W. N. Andrews & Co., at Thornbury, Ont., was burned May 25.

Flynn & Smith, general store, of Port Hood, N.S., have dissolved, John M. Smith continuing the business.

W. R. Smallpiece, of The W. R. Brock Co., Limited, has just returned from a trip to the neighboring republic.

Contracts for the Montreal firemen's uniforms have been secured by J. G. Mackenzie & Co. and S. Greenshields, Son & Co.

Messrs. Wyatt & Purvis, of Otterville, Ont., have dissolved partnership, and Mr. Chas. B. Purvis continues the business.

A big contract for mohair plush for the seats of electric cars has just been awarded by the Toronto Railway Co. The goods will be English, made by Lister & Co.

This month, the firm of F. C. Daniel & Co., wholesale fancy goods, Scott street, Toronto, intend to move to new and commodious quarters at No. 3 Wellington street, west.

George Mortimer, of Port Medway, has bought out the stock of dry goods of W. H. Wetmore, Liverpool, N.S., and is carrying on the business in the same store, with good prospects.

At a meeting of the board of directors of the W. R. Brock Co., Limited, held May 25, a half-yearly dividend was declared. The amount was not stated, but the company report business excellent.

Messrs. Baker & Brown, manufacturers' agents, Montreal, have moved from 260 St. James to larger offices in the Fraser building, 43 St. Sacrement street. Their new quarters are conveniently situated, and are handsome and well lighted.

**IF YOU HAVE A BY-LAW ENFORCE IT.**

What is the use of having a by-law and letting it be a dead letter. The merchant should see that the by-law is put into force regarding men and boys being properly clothed when bathing, and would sell a great many more bathing suits and trunks. The W. R. Brock Co., Limited, can supply them at prices to retail from 5c. to \$1 per garment.

**SHORT LENGTH.**

THE REVIEW has several times had its attention called to the fact that some manufacturers put up goods in short length and short weight. All goods bearing name of Morse & Kaley are guaranteed full weight and full length. Their silcoton runs 100 yards to a spool, and their Victoria crochet thread runs 200 yards to a spool.

# The Celluloid Company

30, 32, 34, 36  
Washington Place

NEW YORK

ORIGINAL and ONLY  
Manufacturers of

"CELLULOID" Interlined Waterproof  
Collars and Cuffs . . .

All goods made by us are stamped as follows :

Absolutely No

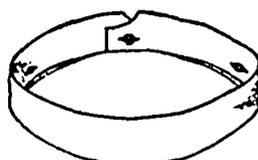


TRADE

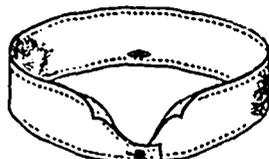
CELLULOID

MARK.

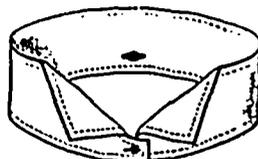
Others Genuine



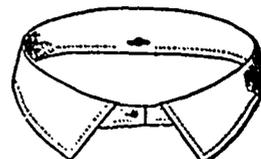
**ROMAN**  
Sizes 15 to 17 1/2 in.  
Front 1 1/8 in.  
Back 1 in.



**VULCAN**  
Sizes 13 to 18 1/2 in.  
Front 1 3/4 in.  
Back 1 1/2 in.



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

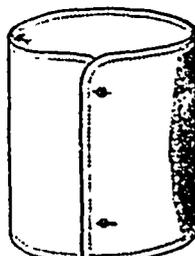


**ROYAL**  
Sizes 12 1/2 to 20 in.  
Front 1 1/8 in.

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

**CAUTION**

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



**EXCELSIOR.**  
Sizes 8 to 11 1/2 in.  
WIDTH 3 1/2 in.



**FIFTH AVE.**  
Sizes 9 1/2 to 11 1/2 in.  
WIDTH 3 1/2 in.

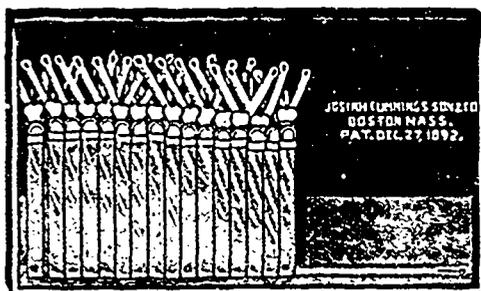
The Celluloid Company

## Sample Trunks and Sample Cases

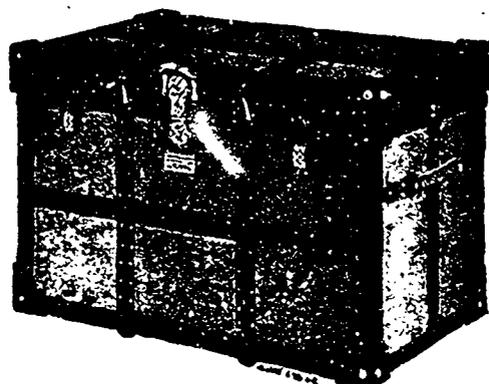
BEST MAKE IN AMERICA

- Steel Trunks. Only Manufactured in U.S.
- Raw Hide Trunks
- Raw Hide Bound Fibre Trunks
- Hub Fibre Trunks
- Raw Hide Bound Canvas Trunks
- Hub Fibre Bound Canvas Trunks
- Steel Bound Canvas Trunks

In all grades  
For all kinds of business.



Cummings' Pat. Suspender Trays.  
Patented Dec. 22, 1872. Patented in Canada.



Patented Light Steel Dry Goods and Notion Trunk

Sole Manufacturers of the

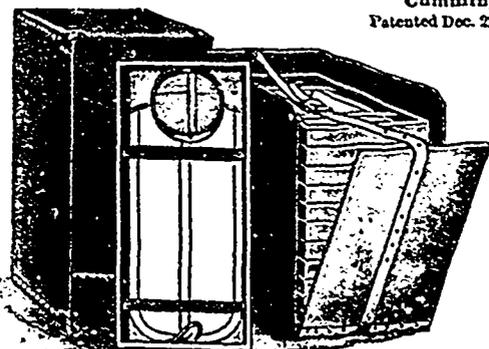
"All Rawhide" and  
"Hub Fibre" Trunks  
and Sample Cases

Also a full line of  
Common Canvas Extension Cases for the Trade.

**JOSIAH CUMMINGS, SON & CO.**

63, 65, 67, 69 Kingston Street

BOSTON.



Bosom Shirt Box and Trays.

Wholesale

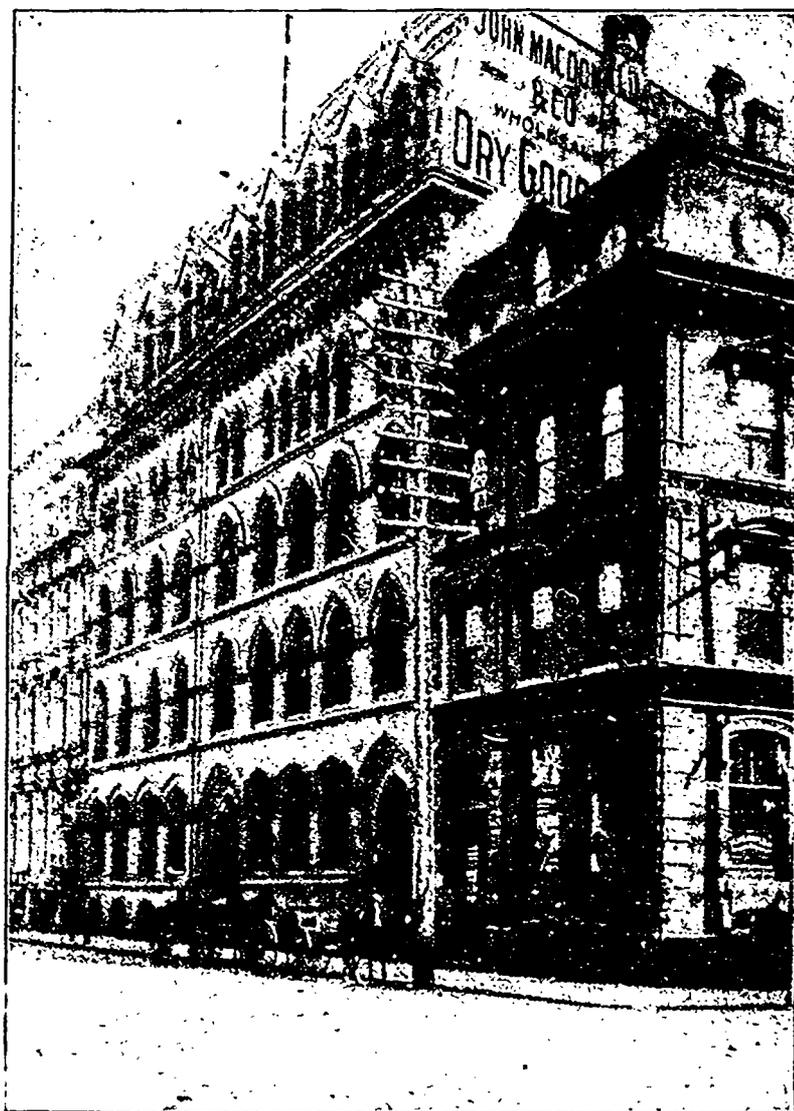
Established 1849

# TO THE ASSORTING TRADE

Filling Letter Orders a Specialty.

We are Specialists in..

General Dry Goods  
Men's Furnishings  
Haberdashery  
Woollens and Carpets



## JOHN MACDONALD & CO.

Wellington and  
Front Streets East,

Toronto