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VOL. X.

MONTREAL AND TORONTO, FEBRUARY, 1900

No. 2.

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

WHO SUPPLY THE FOLLOWING GOODS:

SHIRTS,  
 LACES,  
 VEILINGS,  
 MADE-UP-LACE.  
 BLOUSES.

APRONS,  
 ROBES,  
 CRAVATS,  
 COLLARS,  
 BELTS, ETC

**TIDSWELLS**

Factory:  
Old St., London.

3 and 2 WOOD STREET,

Also at Glasgow,  
Sydney and Melbourne.

LONDON, ENG.

**THE BRUCE  
...MFG. CO.**

Wholesale Manufacturers of

**Ladies' and Children's  
Headwear**

IN PIQUE, CRASH, DUCK, DRILL, ETC.

Light and cool for Summer wear. They look well, they wear well, and they sell well. All Wholesale Millinery houses carry them. Ask to be shown these goods when attending the openings.

Sold through the wholesale houses only. Order from any of them.

FACTORY:

192-194 King Street West

TORONTO

HAVE YOU INCLUDED \_\_\_\_\_  
IN YOUR SPRING ORDERS

**PRIESTLEY'S**

IF NOT, ORDER AT ONCE.

..... DRESS GOODS?

They are the Goods that Sell. Newest and Most Stylish Designs.

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

SOLE SELLING AGENTS.

MONTREAL and VANCOUVER.

# LISTER & CO., "Limited"

MANNINGHAM  
MILLS

BRADFORD, ENG.

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

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

## COMPOSITION ON A PAIR OF PANTS.

*To Answer to  
JUN 24 1907*



Pants are made for men, and not for women. Women are made for men, and not for pants. When a man pants for a woman, and a woman pants for a man, they are a pair of pants. Such pants don't last. Pants are like molasses, they are thinner in hot weather and thicker in cold. Men are often mistaken in pants, such mistakes are breeches of promise. There has been much discussion whether pants is singular or plural. Seems to us when men wear pants it is plural, and when they don't wear any pants it is singular. Men go on a tear in their pants, and it's all right, when the pants go on a tear, it's all wrong. If you want to make pants last, make the coat first. Every dog has his pants - after a run - but there is only one Rooster that has pants and that is the "I crow over all" Rooster. He has more pants than the loers have whiskers. He has pants for every kind of wear and every kind of weather, and makes a specialty of pants. Don't overlook his pants - they fit - they wear - they sell.

**ROBERT C. WILKINS**  
MONTREAL.

Manufacturer of

Pants, Overalls, Shirts, Summer Clothing and Ladies' Tailor-Made Skirts.

## THE Wyld, Grasett, Darling Co. LIMITED

Invite the attention of the trade to their magnificent range of

Canadian and Scotch

## DRESS GINGHAMS

Including all the newest effects in  
STRIPES and CHECKS.

We are devoting more attention than ever to our

## SMALLWARES and NOTION DEPARTMENT

Ask our representatives to show you the new lines of

Beaded Belts  
Back Combs  
Hair Pins

Beauty Pins  
Side Combs  
Hair Braids

*Wyld Grasett Darling Co.*

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

**MONTREAL AND VANCOUVER.**

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**SPRING STOCKS**

**ARE COMPLETE IN**

**ALL DEPARTMENTS.**

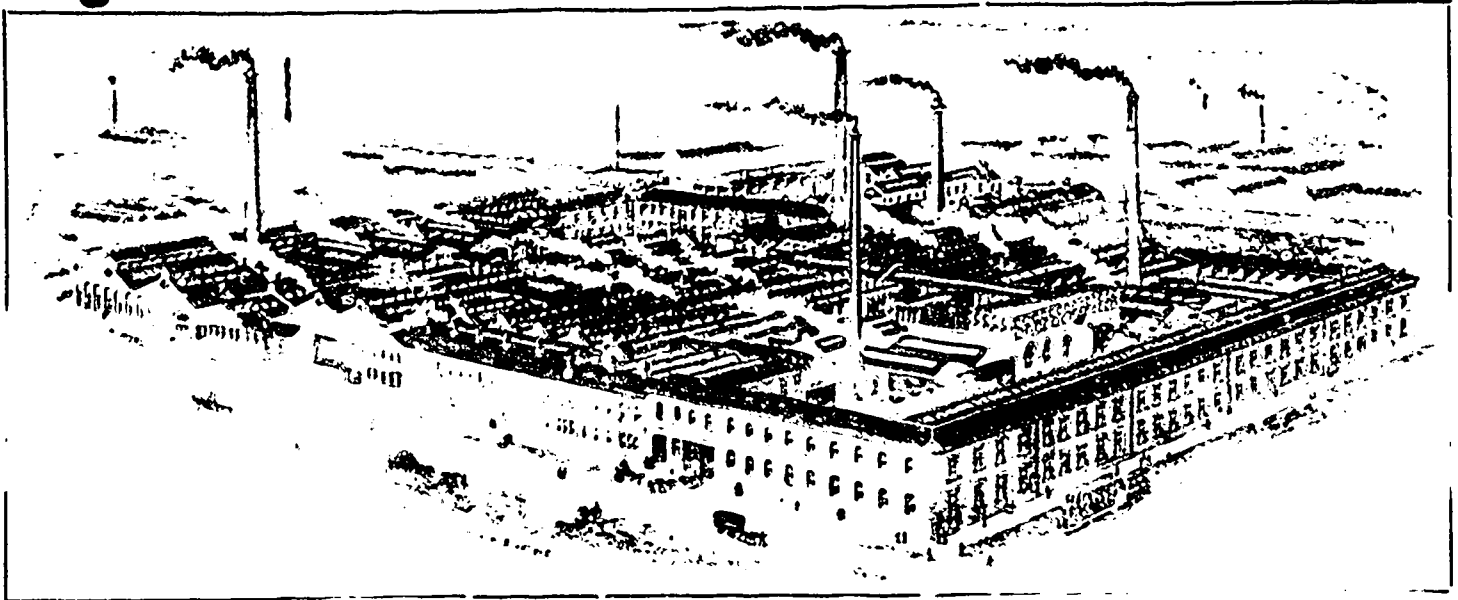
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**BARGAINS IN MEN'S FURNISHINGS**

**AND SNAPS IN STAPLES.**

**SURE TRADE-WINNERS!**

# W. GRANDAGE & CO., LIMITED



## LOW ROYD & BROWN ROYD DYEWORKS

BRADFORD, ENGLAND.

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

THE ABOVE FIRM MAKE A SPECIALTY OF

### Mercerised Cotton Sateens, Brocades, etc.

AND OF MERCERISED YARNS.

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



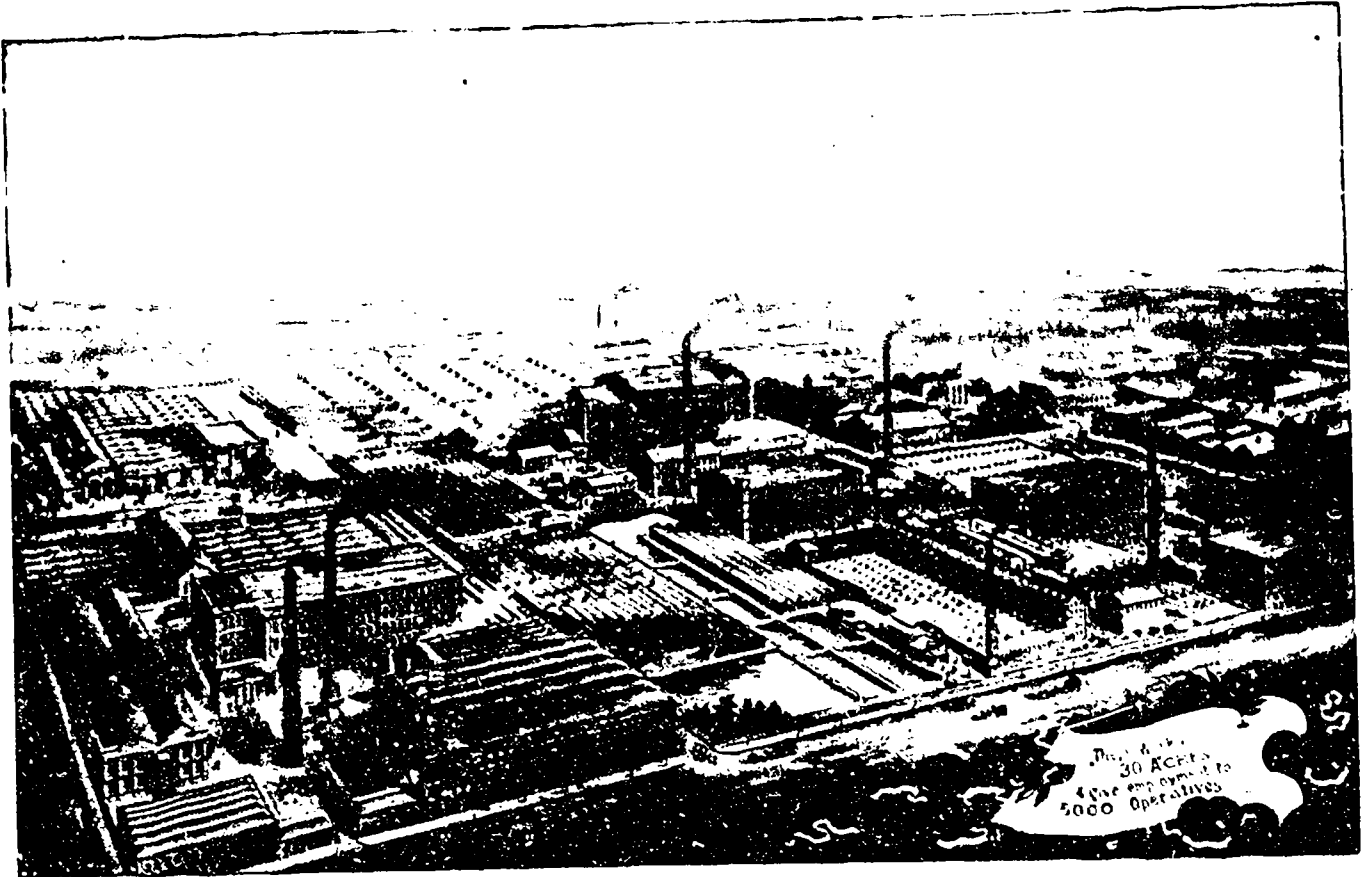
Ask for New Shade Card for 1900. All shades on this card are

**GUARANTEED NOT TO CROCK.**

# HORROCKSES, CREWDSON & CO.

LIMITED

## COTTON SPINNERS AND MANUFACTURERS.



**WORKS, PRESTON AND FARNWORTH, LANCASHIRE.**

**WAREHOUSES, PICCADILLY, MANCHESTER.**

**5 LOVE LANE, LONDON, E.C.**

**7 MITCHELL LANE, GLASGOW.**

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

**Specially Finished for the Sewing Machine**

And Suitable for all Parts of the World.

**HIGHEST AWARDS AT ALL EXHIBITIONS.**

PRIZE MEDALS, LONDON	1851, 1862	GOLD MEDAL, CALCUTTA	1884
GOLD MEDALS, PARIS	1867, 1878	GOLD MEDAL, LIVERPOOL	1886
DIPLOMA OF HONOUR, VIENNA	1873	GOLD MEDAL, EDINBURGH	1886
GOLD MEDAL, CAPE TOWN	1877	FIRST AWARD, ADELAIDE	1887
DIPLOMA OF HONOUR, LONDON	1884	FIRST AWARD, MELBOURNE	1888

# FOSTER & CLAY'S

## Productions



Should be prominent in your  
**Wool Department.**

Ask your wholesaler for FOSTER & CLAY'S

**SCOTCH FINGERINGS  
SHETLANDS, ANDALUSIANS  
PETTICOAT, VEST and  
SHAWL WOOLS.**

**CABLE CORD and  
SOFT KNITTING WORSTEDS**

Wools made specially for all classes of  
**HOSIERY AND GLOVE MANUFACTURERS.**

Works: Sowerby Bridge, England.

Canadian Wholesale Trade Supplied by

**John Barrett,** 12 St. Nicholas Street, **Montreal**

# WREYFORD & CO.

ROMAIN BUILDING (85 King St. West) TORONTO.

**Wholesale Men's Furnishings and Underwear.**

Domestic Agents for

**Dr Jaeger's Sanitary Woollen Underwear,  
Camelhair Blankets, Colic Belts, etc.**

# Young & Rochester

LONDON, ENG.

**SHIRT, COLLAR and  
NECKWEAR MANUFACTURERS.**

Fine Woollen and Silk Pyjamas.

Their latest successes—The "Commander" Shirt,

**KHARKI NECKWEAR, Regimental Colors.**

SAMPLES AT TORONTO OFFICE.

# TRESS & CO.

London,  
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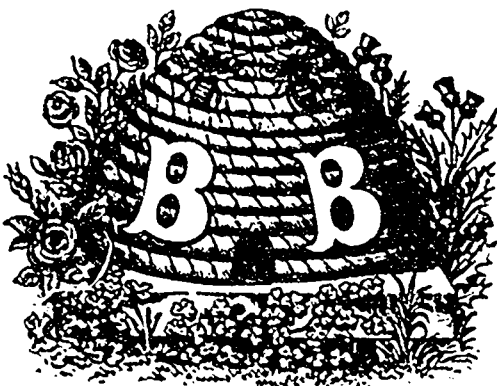
**High-Class Hats and Caps**

**SPRING SHAPES IN FELT AND SILK.**

New Flat Straws for Ladies and Men as supplied to New York.

Established 1785.

TRADE MARK



REGISTERED

# BEE HIVE Knitting Wools

-- MADE BY --

**J. & J. BALDWIN, HALIFAX, ENG.**

The Oldest Established  
and Largest Makers of

**ALL KINDS OF KNITTING WOOLS**

**KNOWN ALL OVER THE CIVILIZED WORLD**

Scotch Fingering  
Wheelling  
Petticoat Fingering  
Soft Merino

Berlin Fingering  
Balmoral Fingering  
Merino Fingering  
Soft Knitting Wool

Vest and Silk Vest Wool  
Lady Betty  
Shetland  
Andalusian  
And also Red Letter BB Scotch Fingering.

Pyrenees  
Fleecy  
Dresden

**Especially Adapted for Cycle Hose and Sweaters**

We claim that they will knit further and wear longer than any other make.

**Wholesale Only**

Send for Samples.

Agent

**Duncan Bell**

MONTREAL and TORONTO



It pays the dealer who lets his customers know that he sells the fast-black hosiery

STAMPED

*Louis Hermsdorf*  
Dyer

It interests the wearer to know that he or she can get fast-black hosiery stamped *Louis Hermsdorf* at your store.

*Louis Hermsdorf*  
Dyer

During the Spring and Summer seasons Hermsdorf-dyed hosiery can be worn with the same immunity from the color changing, crocking, fading under any conditions of wear, as in the Fall and Winter. Why not tell these facts to your customers?

*Louis Hermsdorf*  
Dyer

CHEMNITZ, GERMANY.

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

New York Selling Office of Hermsdorf Black Mercerized Yarns,  
JOS. J. De LONG, 396 and 398 Broadway, N.Y.





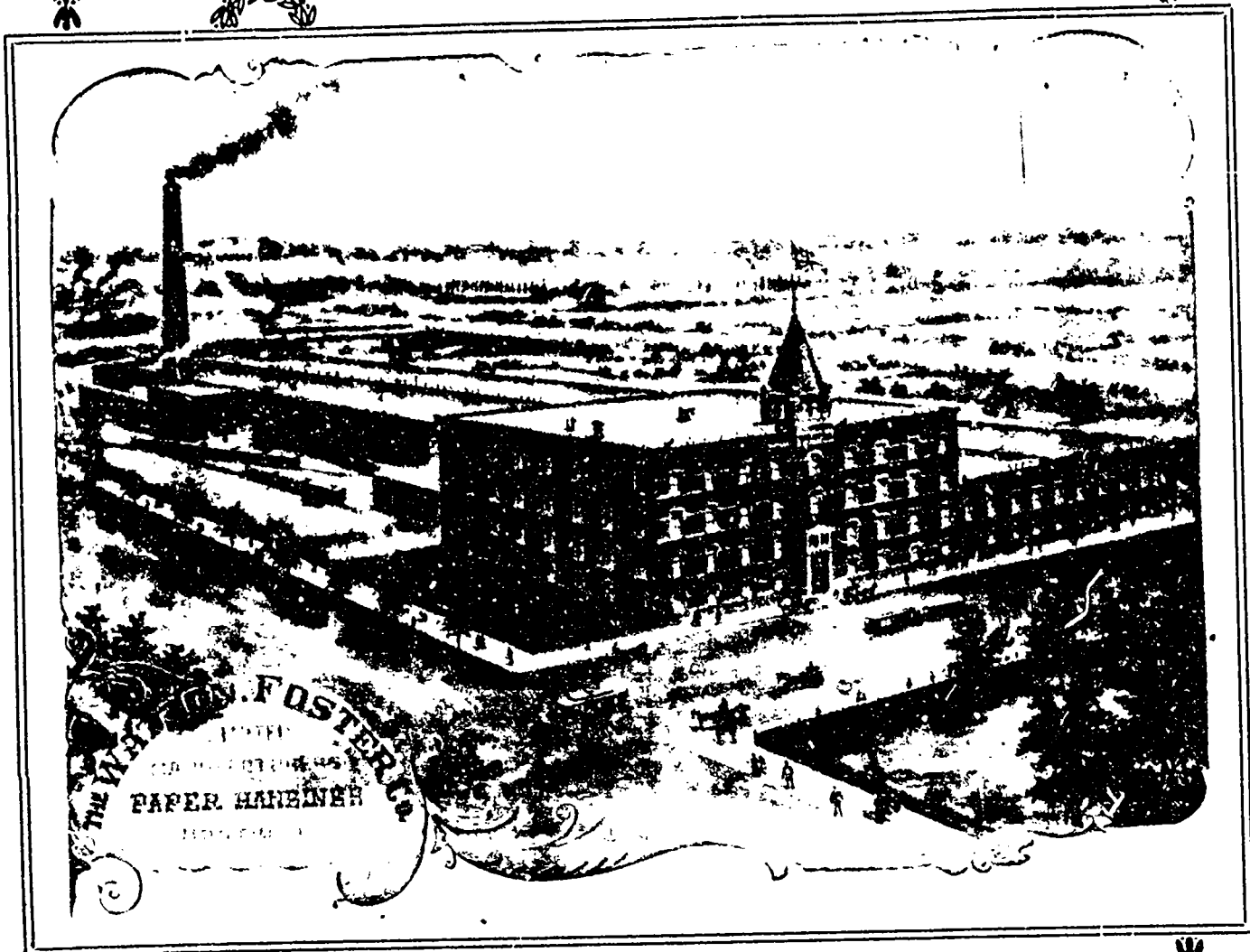
The . . .

# Watson, Foster Co.

LIMITED

Manufacturers of every grade of  
Wall Papers

MONTREAL



## IT MUST BE DONE

"1900"

should be the "record-breaker" financial year of every Wall Paper Dealer in Canada. It will be an easy task to accomplish if you select your papers from our extensive collection of Popular Patterns.

There is a "knack" in the elegance of our designs and the harmonious effect of our modern, fashionable colorings that cannot be equalled and is the envy of the trade.

Our travelers are again on the road for the last trip of the season. Dealers who have not yet bought, or wish to increase their previous orders, will please drop us a line, and we will cheerfully send a traveler or a special set of samples containing all the best sellers of the season.

The Penman Manufacturing Co.  
Limited

Manufacturers of

**KNITTED  
GOODS**

of all descriptions

INCLUDING

Ladies' and Gentlemen's Underwear in  
Cotton and Wool, Hosiery, etc. . . . .

Head Offices .

PARIS, ONT.



Mills at

Thorold,  
Coaticook and  
Port Dover.

SELLING AGENTS

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

# WET WEATHER AHEAD!

ORDER

NOW

AND BE IN TIME FOR IT.

# Cravenette

THE BEST RAINPROOF CLOTH FOR RAIN COATS.



## WHAT YOUR STOCKS NEED

It is not that the goods on your shelves have depreciated in real worth so far as material is concerned. The fabric is as good to-day as when first from the factory. But you have struck the wrong color and all the bargain prices you like to tack on will not sell it. An article that cannot be worn with taste is dear to a shopper at any price.

Whatever the goods that are off color—whether by error in buying, or be they faded or shelf-worn, if they are sent to these works they will be dyed to the fashionable shade of the season.

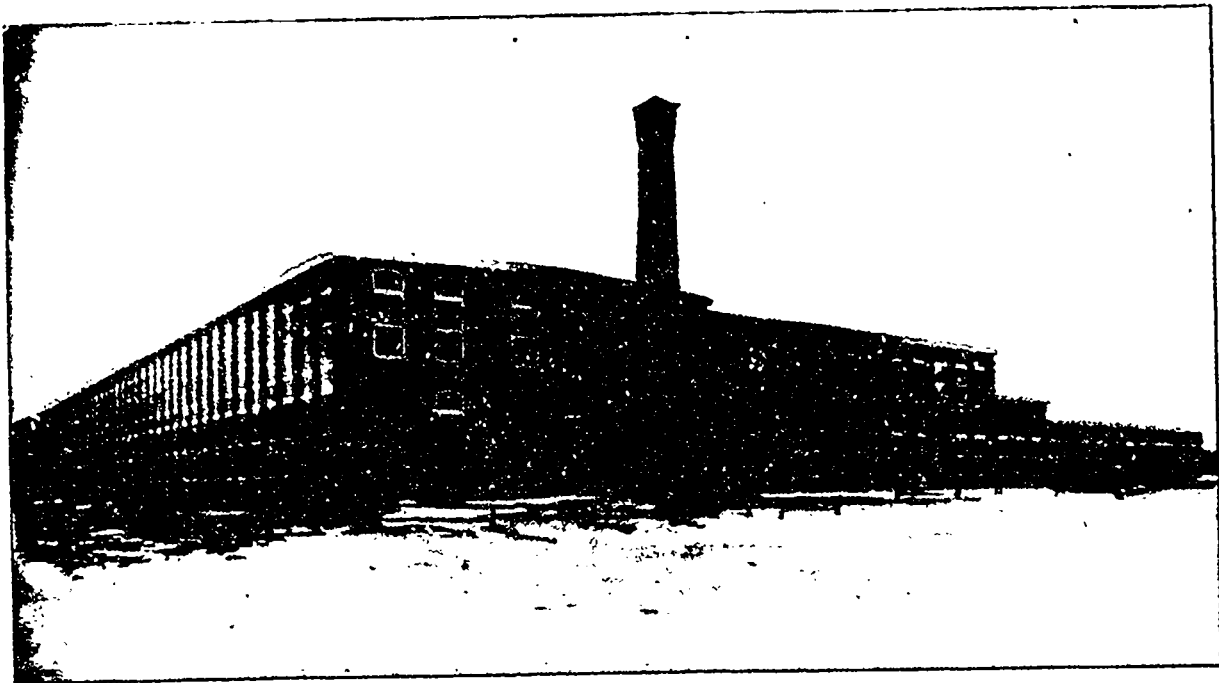
All the new methods and appliances find their first practical development here. We ever keep abreast of the times—rather, we aim to keep in advance.

Dyeing, cleaning and curling of leathers and plumes has careful attention here. We hardly know when we have disappointed a customer with this particular work—it is all so well done.

Let us hear from you. We can please you and save money for you.

**R. PARKER & CO.,** Dyers and Finishers **Toronto.**

Head Office and Works 787-791 Yonge Street



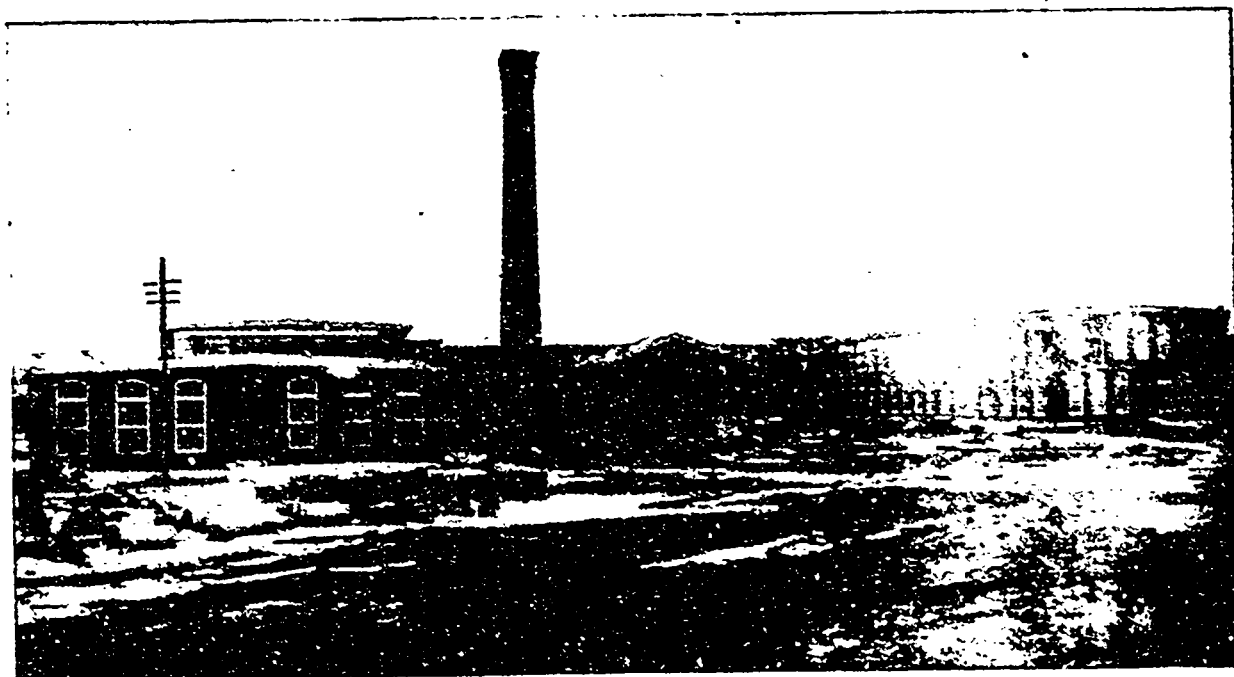
# Colonial Bleaching and Printing Co.

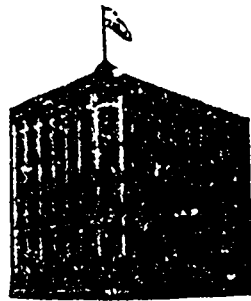
MONTREAL.

CALICO PRINTERS, BLEACHERS, DYERS,  
AND FINISHERS OF COTTON FABRICS.

WORKS AT ST. HENRI ☞

Offices: Victoria Chambers, 232 McGill Street.



Corner Bay andWellington Sts.*Ask for...*

# “VICTORIAN” DRESS GOODS!

The leading lines for 1900, shown in this celebrated brand and controlled by us for Canada, are:

*Cashmeres*  
*Serges*  
*Velours*  
*Coatings*  
*Poplins*  
*Sedans*  
*Venetians*

*Estamines*  
*Cheviots*  
*Box Cloths*  
*Soliel*  
*Vigoureux*  
*Mohairs*  
*Fru-Frus*

*Granites*  
*Sebastapools*  
*Mets*  
*Mylanettes*  
*Coverts*  
*Drap de Paris*  
*Etc., Etc.*

Every piece “banded” with the above Trade Mark is a guarantee of value, color, finish and durability

*The*  
*W.R.*  
**Brook** (company)  
*(Limited)*

# THE CANADIAN DRY GOODS REVIEW

Vol. X.

MONTREAL AND TORONTO, FEBRUARY, 1900.

No. 2.

## PROGRESSIVE STOREKEEPING.

A MONTHLY ARTICLE ON THE PROPER MANAGEMENT, SYSTEM, ETC., OF AN UR-TO-DATE RETAIL BUSINESS.

Specially written for THE DRY GOODS REVIEW

By CHAS. F. JONES, NEW YORK.

### 1. Hiding the Goods.

A great many sales are lost and a great deal of dead stock is carried by stores which are in the habit of having places behind or under the counters in which to place goods. These goods are probably never overhauled, except at stock taking times, and these drawers and hiding places are an excellent catch-basin for all sorts of goods, which are usually called "stickers," and which ought to be out on the counters where they can be pushed more than ordinarily.

Do not have any places in your store where goods can be stuck away out of sight. If you have plenty of room, it is better to have all the goods above the counters, on the shelving. Have no shelves below, so that there will be no opportunity to put things away out of sight. A great many stores, however, cannot do this, as they are crowded for room, and it is, therefore, necessary that a part of the goods should be kept below the counter board.

If this is necessary, see that every piece of goods not in easy access is looked over and examined and brought out to the light at least once a week. If the goods are kept out where they can be seen all the time, they are very much more apt to sell than if hidden away. The salesmen are usually very careless about goods which are not easy to reach, and they very seldom take the pains to look into any of these old drawers, or under the shelves to find the goods to sell.

If customers come in and call for some particular thing which they know to be in such-and-such a place, they usually go and get it, but if it is in some place where there is any doubt about finding it, they either say they haven't got it, or they don't take the pains to look for it where they should, and try to substitute something else, which possibly the customer does not want.

If you have goods that cannot be carried on the shelves, arrange bins on the counter, or on a centre-table in the middle of the aisle, and place them there in full view of the customers. Do not let anything be hidden from sight.

### 2. Display all Lines.

Window dressing is a subject which should be given just as careful attention as any other branch of the dry goods business. It is the best advertising medium that a dry goods merchant can have, providing that his store is so situated that numbers of

people pass by every day. This is usually the case with dry goods stores, as they generally occupy business houses on the main thoroughfares of the town.

The dry goods stores now-a-days usually carry quite a number of different lines of goods, and each year seems to tend more and more towards a consolidation of numerous stocks under one head.

If the dry goods store has a large number of windows and is situated on a corner, or some place where it has all the advantages for displaying a number of kinds of goods at the same time, it is much better for the store than where there are only a few windows.

Some stores make a mistake in not giving many of their stocks a just representation in the show windows. This is possibly on account of the limited space which they have, but I think it would be well to give each stock its turn. It will be of just as much advantage to the house in general to occasionally have an underwear window, and again a corset window, and again a hosiery window, as it would be for the house to keep dress goods in the window all the time. Dress goods may be the principal stock, and may have a larger share of the window displays than any other stock; still, it will be to the advantage of the individual stocks to give them each a fair show, one after the other, and, at the same time, this will not be a disadvantage to the house or a disadvantage to the dress goods.

Just as nice looking and attractive windows can be made out of small articles, or out of any stock in a dry goods house, as can be made out of dress goods, and, in many cases, the small articles will have the greatest trade-drawing power, because the price on the goods will be smaller in figures, and, consequently, look cheaper in many cases than dress goods prices, which are sometimes quite large. I, therefore, think it is well for a house to allow each stock to be represented in turn, giving no one unfair preference over the other.

### 3. Clearing Old Stock.

One of the greatest sources of loss that a dry goods store can suffer from is the accumulation of old stock which through age has become unsaleable, or at least has lost a portion of its value. There are some goods, of course, which are staple almost all the year around and will be staple next season as much as they

**PROGRESSIVE STOREKEEPING—Continued.**

are now, but the majority of goods will lose something of their value by being here next year, and even the most staple goods lose something from age—if not one way, then in some other.

New goods generally command a better price and are certainly easier to sell than goods which have been in stock for any length of time. Would it not be well to mark your stock in some way, so you would know just when it was received and be sure that your clearance sales would enable you to get rid of the old goods first? This could be easily done by placing some kind of a secret figure or letter upon each bolt or piece of goods as it is received. Say, for instance, goods received in January, 1900, might be marked "A," and February, 1900, "B," and so on each month until the entire alphabet is exhausted. Certainly, long before the last letters in the alphabet are reached every piece of goods in the house ought to have turned itself into money.

It is well, if possible, never to allow a piece of goods to remain in the house through two inventories. If the goods are purchased in 1900 and you take an inventory in July and find them in the house, be sure you make a price on them, or use such extraordinary efforts as will sell them out before the next inventory comes. This rule of keeping goods as short a time as possible will work to your advantage greatly in keeping your stock clean.

One inventory ought to be enough for any kind of goods, particularly of goods which are apt to depreciate in value on account of change in style or change of seasons.

A store that watches these points carefully can very often avoid serious losses. Mark your goods so that you may know when they came in; that will help to prevent them from staying too long. As soon as you find that they are getting old, it is time to run them off at some price.

**4. Know the Goods.**

Know your goods. As far as possible, you should be thoroughly acquainted with the wear and durability of the goods you handle; if you are not, test them yourself. The only practical test is by using them. If there are any goods about which you have doubts, try them yourself. See how they wear. Also make inquiries of customers who have purchased them.

Find out all you can about the goods you are selling so that you may know how to recommend them to others or how to get rid of them in case they are not giving satisfaction.

**5. Regulating Samples.**

Many merchants find it profitable to display light goods by sample instead of in the piece. Where this can be handled well it saves a great deal of soiled light goods. Be sure that your samples are large enough to give an exact idea of how the goods look and do not let the customer think that you are simply showing the sample in order to get rid of showing the piece. After the customer has approximately decided upon certain goods in the samples, then use the piece goods to clinch the sale. Never let the customer suppose that you are simply trying to sell by sample in order to avoid showing the goods themselves. They will very often imagine that the goods are not equal to the sample or that there is some reason for keeping the goods in the background.

**6. Treating Clerks Well.**

Be kind to your employes. Kindness wins on every occasion. It is only natural that any clerk will be more likely to take pride in his work and use every effort to please his employer when he finds that he appreciates his services and is considerate of his interests.

**7. Lavish Displays.**

Display as many goods as possible. The more goods you display the more you will sell. Not only make your display on the counter, but overhead, on the shelving in some proper way, either directly on the shelving or on suspended rods. The more attractive you make your displays, the more you will interest people to buy your goods. Always keep your displays in good trim. See that they are dusted many times a day; and any goods which are taken down to be sold have their places taken by new goods.

Put plenty of price tickets upon your displays, so that persons passing along the aisle can readily see what the goods are sold for. A display of goods itself without price may be good on some occasions when you are simply decorating the store, but the price on the goods generally clinches the argument in its favor.

**8. Leave Rivals Alone.**

Do not run down competitors. They may deserve it ever so much, but you will find it to your advantage to say as little as possible about your competitor.

People usually misjudge what you say about them. They will either think you are running them down because you are jealous of their business, because they are getting the best of you and that you are afraid to say anything good about them for fear they will get some of your trade.

**9. The Value Of Behaviour.**

Be sociable in your store. Be very respectful to everybody, rich and poor alike. As far as possible take an interest in those who are buying. If at any time you become acquainted with them, show yourself eager and anxious at all times to be of service to your customers. Let them feel that your store is the accommodating store, the home store, where everything is made as pleasant as possible for buyers.

**10. Don't Mark Goods.**

In marking your goods, mark them on tickets and not on the goods themselves. It is very difficult to mark the goods themselves so that the price can be easily erased without hurting the goods.

Purchasers do not usually care for the price to remain on their goods after they have paid for them. Besides, you may wish to change or reduce the price yourself and this still further defaces the goods if it is marked on them.

Use tickets which can be unfastened without hurting the goods. Tickets which are gummed and stuck on to the goods are not desirable. They do not hold any better than pin tickets, and usually, when torn off, leave a portion clinging to the goods, which does not either look well or make the goods any more attractive to the customer.

**WRAPPING PAPER HIGHER IN PRICE.**

An advance is announced in the price of wrapping paper of Canadian manufacture. The new prices, which went into effect on January 11, are as follows:

No. 2 rag and "cleaver" brown—Carlots, \$2.10 per 100 lb.; ton lots and less than carlots, \$2.25, less than ton lots, \$2.40

No. 1 brown—Carlots, \$2.50 per 100 lb.; ton lots and less than carlots, \$2.75; less than ton lots, \$3.

"Half Moon," "Hogus" or No. 2 manila—Carlots, \$3, ton lots and less than carlots, \$3.25, less than ton lots, \$3.50.

No. 1 standard manila—Carlots, \$3.50, ton lots and less than carlots \$3.75, less than ton lots, \$4.

Fibre paper—Carlots, \$3.75, ton lots and less than carlots, \$4; less than ton lots, \$4.25.

Bag manila—Carlots, \$3.75.

Hosiery manila—Carlots \$5.50.

One of the many advantages to be gained by buying from Brophy, Cains & Co., Montreal, is, that with them you will find the best of everything.

While it is a fact that they are rightly called "The High-Class Dry Goods House of Canada," it is also well to know that a

strong feature in each of their departments is carrying complete ranges of all lines handled. Ask for Flannelettes—they show you from the cheapest to the best Canadian goods made, followed by the latest styles and most desirable lines of English and foreign manufacture brought into Canada. This assurance also applies to their stock of Grey Cottons, White Cottons, Prints, Linings, etc., etc.

The trade generally admit, that for beauty, fashion and actual value this house is unsurpassed in Dress Goods, Silks, Satins, Costume Cloths and Robes, a satisfactory point to the retailer is the certainty of a handsome percentage of profit.

Possibly the largest orders ever placed by many of our retail dry goods houses for white goods were booked by Brophy, Cains & Co. in the month of January. Special mention of these goods was made in the Spring Number of "The Dry Goods Review."

January has been their "Banner Month" for NEW ACCOUNTS, many of them being our largest retail houses, who previously had the impression that by direct importation only could they get the goods required.

To keep in touch with the times we live in you should visit Montreal at least once a year. Throw the responsibility of your business upon your staff for a week—they will appreciate it and do their level best for you—and visit Brophy, Cains & Co., in their warehouse, 23 St. Helen Street, Montreal, in the month of February, when their stock is complete in all departments.



# Good Advertising

## For Wide Awake Retailers

By F. James Gibson.

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

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

HERE is a little story with a big moral for advertisers: Two peddlers met in a country village. One had a heavy pack strapped across his shoulders, the other a small satchel. The one with the pack took off his cap, mopped his brow, and said to the other:

"Why do you come so far into the country with such a small satchel? See me! I bring everything! How do you make anything with such a little package, tell me?"

"Easy enough," said the other, carelessly. "You sell people what they need, while I make them need what I sell."

This is the age of specialization, as well as the age of combinations. In writing advertisements about goods, it is always well to write about one particular thing or line of goods at a time. Of course, in a large advertisement several different kinds of goods can be written up. But these several lines ought to be each treated separately.

The right way and the wrong way of advertising is exemplified in these two advertisements (Arnold, Constable & Co. and Best & Co.), which I clipped from a recent issue of The New York Herald. They illustrate the point brought out in the conversation between the two peddlers:

**Best & Co.**

**Little Feet  
That "Toe-In"**

This awkward habit can be completely cured by wearing our "Toe-In" shoes. No discomfort - not unsightly - look like any other shoe.

Price, \$2.00 to \$3.00  
according to size

Also shoes to prevent or cure  
"Bow-legs," "Flat-foot," and to  
strengthen weak ankles.

Cost but a trifle more than  
ordinary shoes

So superior is our assortment  
of styles and sizes - so certain are  
we that we can always fit the foot  
and suit the customer, that we  
encourage people to make our  
Shoe Department a test for all  
the store.

If you have never enjoyed the  
advantages of clothing children  
here, suppose you begin with  
Shoes.

60-62 West 23rd St.

*Arnold  
Constable & Co.*

**Ladies' Furnishings.  
Shirt Waists.**

SPRING - 1900.

Chambray, Dimity and  
Linen Waists

Fancy Trimmed White  
Lawn Waists.

**French Flannel Waists**

Paris Lingerie.

**Silk Petticoats.**

Dressing Sacques.

**Corsets.**

**Broadway & 19th St.**

for children—in fact, everything for children—but nothing but shoes is mentioned in this advertisement, and rightly so. Their announcement stands in the same relation to Arnold, Constable & Co.'s advertisement, that a well-aimed rifle ball does to a carelessly discharged charge of buckshot. The Arnold-Constable advertisement aimed at half a dozen wants of women, and probably hit nothing, because not enough was said about anything in particular. Every mother who has a "toe-in" child (and most mothers have them), and who reads this advertisement, will look up Best & Co. when the little one needs its next pair of shoes. On the way to the shoe department she will see many other articles for children's wear. Probably she will buy some of them also. And last, but not least, the house has secured another, and probably a steady, customer. If Best & Co. merely advertised that they were dealers in everything for children, not one-half the effect would have been obtained.

When you advertise, emphasize one thing at a time. If you have occasion to push more than one line at a time, divide the advertisement up into sections; one section to one line of goods, and so on.

This is important.

The full benefit of advertising is often lost by careless display of the goods advertised. I remember one instance of this. A firm advertised some crepes for evening wear. The advertisement was very temptingly worded, and I dropped into the store to see the result. One piece of the crepe, a very dainty silvery blue, was thrown over the counter alongside another piece of a rich cream shade. So far all right, for the artistic effect was correct. But, alas! close to these two pieces was a piece of brilliant red crepe, beautiful in itself but quite destructive of the excellent artistic effect produced by the other pieces. Women, of course, are more artistic than men, and notice such things when the average man would not. But, as women are the chief spenders of money in the stores, it will always pay a merchant to look after even such apparently small things as the proper matching of colors in a store display of advertised goods. The firm I refer to was losing money through the carelessness of its dress goods chief, and I wager money that they blamed the advertisement for not selling more of the crepes.

The little incident just referred to reminds me that in most stores that advertise great carelessness prevails in respect to cooperation between the advertisements and the salespeople. The bigger the store the more likely this carelessness is to exist. It certainly is very annoying to walk into a store in

The Best announcement is a shoe advertisement, and shoes for children that toe in, at that. Best & Co. sell lots of things

response to an advertisement and be told that no such goods are in stock or that the price is much higher than the advertisement said it was. By dint of persistent inquiry you find out at last the intelligent salesperson did not know anything about what was in the advertisement, and, finally, after interviewing two or three people you get the kink straightened out. Every salesperson in every store ought to know almost exactly what is advertised in his or her department; but how many really do know? Not half of them. The other half give the advertising a "black eye" and help in turning the hair of the advertising man grey before its time. If your store is a small one, see that every person connected with your establishment reads every advertisement you put out, and change the copy every issue of the paper. If the store is a large one, insist that each person in the several departments shall familiarize himself or herself with the advertisements relating to that department. See also that the floorwalkers, the elevator man, the cashiers, and even deliverymen read every advertisement put out by the firm. You will find that it will pay to go to a great deal of trouble over this point.

\* \* \*

Be in earnest about your advertising; be in earnest about everything you do. There are some advertisers who seem to look upon their advertisements as a joke, as something to be played with, as a toy. They are quite in earnest about the other features of their business, but when it comes to getting out their advertising announcements they seem to think that "any old thing" will do. This deplorable state of affairs no doubt arises from the fact that such people really don't believe in advertising; if they did believe in it they would be as earnest as they know how to be. A merchant who contracts for a certain space in a newspaper and runs the same advertisement in it issue after issue, is not in earnest. Not so long

ago a Canadian weekly paper contained an advertisement of Christmas goods in June. This advertisement had been running since the preceding December. If the man who paid for this advertising (?) had had the slightest faith in advertising he would not have permitted this sort of thing. The fact was apparent that he was not in earnest, and so he threw away most of what the advertising cost him. Advertising is to-day the great motive-power of business. It is like the steam that propels the engine. It is like the blood that circulates through one's veins, giving life and vitality to all parts of the body. It is publicity. It is the bridge by which a merchant's customers get to his store. It is the prop by which many a tottering commercial edifice has been saved from destruction.

\* \* \*

Why has Toronto grown so fast, and some country towns gone the other way? Why have Toronto's big stores grown so big, while some country stores, which used to flourish, now flourish no more? It is the big Toronto newspapers that are responsible. These newspapers advertised Toronto and Toronto advertisers. The "big store" of the present day is a creation of the big newspaper. Doubtless, the proprietors of some of them think that they created these big stores themselves. But the fact remains, that, without the daily newspaper, that is to say, without advertising, the great commercial emporium of the present day would almost be an impossibility. Yet there are good business men, otherwise levelheaded, who pooh-pooh advertising and say that it doesn't pay, that the game isn't worth the candle, and so on. Such men don't believe in advertising, because they don't understand it. The way of the nonadvertiser is hard these days, if he is a business man. It will be getting harder all the time.

# DRESS GOODS

Special attention is called to our splendid display of Dress Fabrics for coming season.

## Stock Complete

Inspection invited this month. All Departments fully-stocked to meet wants of early buyers.

# Knox, Morgan & Co.

Wholesale Dry Goods.

HAMILTON.

## WINDOW AND STORE DECORATING.

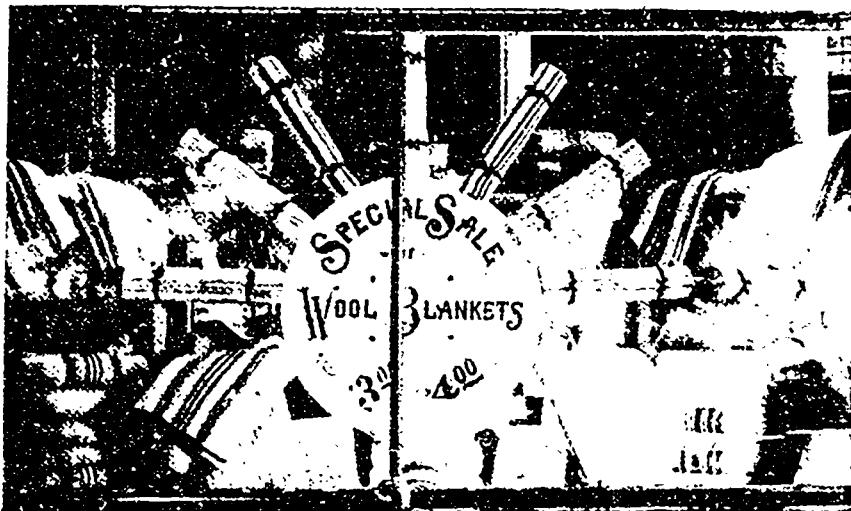
Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

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

### PROPER TRIMS FOR FEBRUARY.

AS January and February are pretty much clearing up months, the windows should be used as the chief factor in special sales. Everything should be well ticketed. A good idea in displays of special sales is to have the former price (in black) on every ticket, and a red line drawn through it and the sale price printed underneath it in red. The customer can then see just what a bargain he or she can secure. The heavy goods should be well pushed, such as woollen underwear, blankets, comforters, etc.

The illustration herewith shows an elegant sales window of blankets, and the idea is very easily carried out. This idea could also be used in a display of white counterpanes, rugs, etc. The main feature of this window is the ticket in the centre. It cannot fail to impress the onlooker with the idea that there is a special sale of these goods on, and there



A DISPLAY OF BLANKETS.

is nothing to confuse the eye as regards the prices, because of there being just two prices, viz, \$3.00 and \$4.00.

The other illustration on page 20 is one of my Christmas windows. The background was covered in cerise colored material, the top, behind the lattice effect, being covered in with pale blue. When the numerous lights were turned on the effect was very pretty. The doll in the centre was mechanical. She danced a very modest skirt dance all day long. The mechanism was underneath and was operated by means of an electric fan motor. It proved an excellent attraction. This idea of a background is very simple and effective and can be carried out on a smaller scale. It may also prove an idea to some of our readers for a background for a boot and shoe display, or for one of clothing or dress goods, etc.

### EARLY DISPLAYS OF WHITEWEAR.

During February and March the sales of whitewear should be pushed by the window-trimmer. Ladies commence about this time to look around for pretty cambric wear. The new goods are all coming in, and before they receive handling, and while they are crisp and new, they should be nicely shown (well ticketed) in the windows.

A few years ago this class of goods was not thought of until the warm weather had set in, but, now-a-days, immediately after the Christmas holidays, the whitewear department predominates. In all the larger cities in the United States and Canada there is, during these months, keen competition among the merchants in the whitewear goods. A good idea is to take all the windows of the store and turn them into whitewear displays. Say, one window of embroideries, another of white shirts, another of cambrics and cottons, sheetings, linens, ladies' and children's nightwear, underwear, etc. You impress on the people that they have whitewear to buy and that you have it to sell. Boom it in the newspapers, using lots of cuts, descriptions and prices. Have large tickets printed and hung in conspicuous places throughout the store and in the windows, reminding the people that there is a whitewear sale on now.

### THE NUMBER OF WINDOWS.

If you have only two or three windows it is not policy to crowd everything in the whitewear line into them. Make each line exclusive.

Where there is only one window it is far better to trim it first with, say, embroideries, which are generally in natty wrappers, which make a pretty and catching display when nicely arranged. After this window has been in a few days change the display into one of ladies' wear. Then, after this has had sufficient showing, change it to children's wear; then, to cottons, sheetings and pillow casing, and so on.

The results from exclusive displays are far ahead of those from a conglomeration of everything crammed into one display.

For backgrounds for these displays light shades are pretty, viz, pink, pale blue, or Nile green. Black shows up nicely and makes the white garments appear crisp and clean. Mirrors, set at angles, make the display appear larger. The paper stands, described in a former number of THE DRY GOODS REVIEW, come in nicely in whitewear displays. They are just the height of a skirt and show it off to advantage.

### PRACTICAL HINTS.

Designs with arches can be covered over with chemises, nightgowns, etc., and on these show up well.

A large card in the centre, appropriately worded, will help the display considerably.

In the centre of the display the prettiest goods should be shown.

# PERFECTION of MATERIAL and WORKMANSHIP

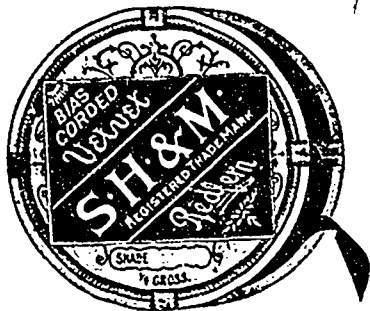
Long Wear, Most Elegant Finish

describe correctly the

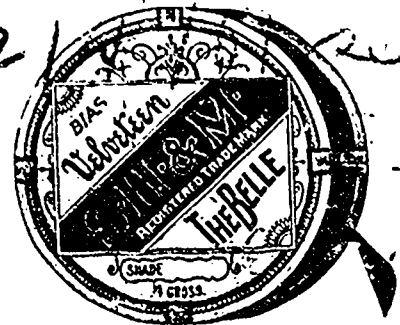
## S·H·&M· SKIRT BINDINGS

How much easier and more profitable to handle Bias Velveteen Bindings made from materials woven expressly for the purpose, **evenly cut** and **smoothly joined**, than to bother with cutting off pieces for Bindings from Velveteen made for millinery or trimming purposes.

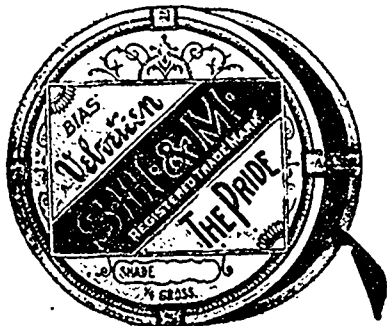
We carry the following lines in stock at our Toronto warehouse:



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



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



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



S.H.&M. WATERPROOF CORD EDGE.

# The STEWART, HOWE & MAY CO.

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

Manchester, Eng.

24 FRONT ST. WEST, Toronto, Ont.



**FIELDING & JOHNSON'S**  
**Knitting and Fingering Yarns**

Noted for Softness, Fullness and Wearing Properties.

**KNITTING**

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

In Spindles, or Banded  
 and Boxed

**FINGERING**

In Six Well-Known  
 Qualities.

**STOCK IN MONTREAL.**

Careful attention to Letter Orders.

Sole Agents for Canada

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

# McINTYRE, SON & CO.

13 Victoria Square,

Importers of Dry Goods and  
Manufacturers' Agents.



**MONTREAL**

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

## DEPARTMENTS:

Dress Goods.

Silks and Velvets.

White Goods, Linings and Muslins.

Linens.

Smallwares.

Kid Gloves.

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Careful attention given to Letter Orders.

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TORONTO:  
25 Colborne St.

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

OTTAWA:  
Carleton Chambers.

WINNIPEG:  
McIntyre Block.

**WINDOW DECORATING—Continued.**

Make the centre-piece the prettiest garment in stock.

Forms used in mantle displays can be utilized for showing corset covers and chemises on. Put a neat price ticket on every garment.

One thing to be watched in a display of white goods is the window-pane. Have it thoroughly cleaned, as a dirty glass will make the goods appear soiled.

**BUSINESS WINDOW TRIMS.**

Many merchants have the notion that mechanical ideas in window trims should be discouraged, as well as "picture" windows and elaborate trims of all sorts, under the plea that they are not "business windows." "Give me a plain, business window," says the merchant, and the trimmer does not argue the question very fiercely for it saves him a lot of thought and a lot of hard work.

the business window. To make an attractive window requires all the brain power, and craft, and taste, and handiwork of the expert trimmer. The inexpert trimmer is the man who decorated that window which is not attractive and which the passing throng do not see at all.

In order to make a window stand out from its fellows, something more than a plain arrangement of goods is needed. It must be unusual and distinctive to the extent of arresting the attention of busy people as they hurry along the busy street.

Shrewd and observant trimmers have found that the secret of successful windows is to have a background of mechanical device, or elaborate trim, that will command attention, and then to place the goods in such an ingenious manner that in looking at the display people note the excellence of the goods, and the desire is generally to purchase them. You must have an attraction that induces the pedestrian to stop and inspect, otherwise the window will be a flat failure. This is why



A WINDOW OF PRESENTS AND FANCY GOODS,  
Containing Ideas in Decoration.

What is a "business" window? What is usually meant by the term is a window that will sell goods—the final aim of all window trimming. How can a window sell goods? By placing them before the public in such a manner that the observer has a desire for them, and enters the store to make the purchase. Once in, the customer may see other things she wants, and no matter how much she purchases under these conditions the credit of the sale belongs to the window.

Now, mark one point in this statement. I said "observer." All goods placed in a show window are not observed. Since the street is lined with windows, all filled with merchandise, few people stop to notice them unless there is something in the window that especially catches the eye. A "business window" that has no attractive quality is not really a business window. The attractive window is

beautiful, artistic, mechanical displays are to be encouraged, as they are the real "business windows."

**EVERY TRIMMER HIS OWN CARD WRITER.**

Almost every merchant requires his window-trimmer to write his own cards. The exceptions are the largest departmental stores where a card writer is kept busy from morning until night, and even in these cases the trimmer can with advantage make his own window tickets, and so get what he needs and when he needs it. The plain, neat, simple lettering demanded for mercantile purposes, is easily learned by any man handy enough to be a window-trimmer. Most trimmers know that one of the first questions asked by the employer (when a trimmer applies for a position) is: "Can you write show cards?" If you can, he will proceed to talk business

# BE SURE YOU HAVE THE BEST.

## KNOX'S LINEN THREADS

have been in use for over 100 years by all the Best Tailors in the World. Quality has been always right.

## DEWHURST'S COTTON THREADS

All Cords and Finishes.  
Guaranteed Full Length.

## MILLWARD'S SEWING NEEDLES

are the best known for quality.

## Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS"  
Cotton, Thread, Wool, Silk, Leather and Porpoise Hide.  
SEE NAME ON EVERY BOX.

Sole Agents for Canada

# GEO. D. ROSS & CO.

24 Wellington St. West, TORONTO.

648 Craig St., MONTREAL.



Fancy Parasol  
Sunshade  
and  
Umbrella  
Manufacturers.

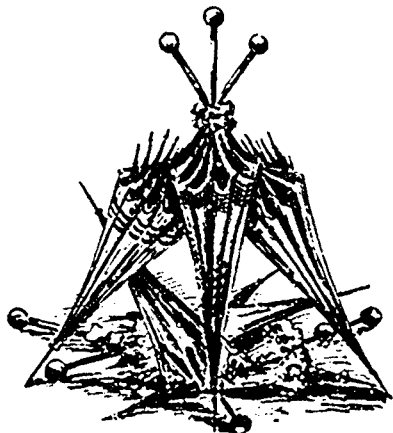
No. 412, Fleur de Lys.

"The latest" Novelties in Fancy Parasols can be seen in our showroom.



THE...  
**Irving  
Umbrella  
Company**  
Limited

20 Front Street West,  
TORONTO.



# BATTING...

Guaranteed free of Threads and other weak and lifeless stock

*NORTH STAR,  
CRESCENT  
AND PEARL*

# ..COTTON BATTING..

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

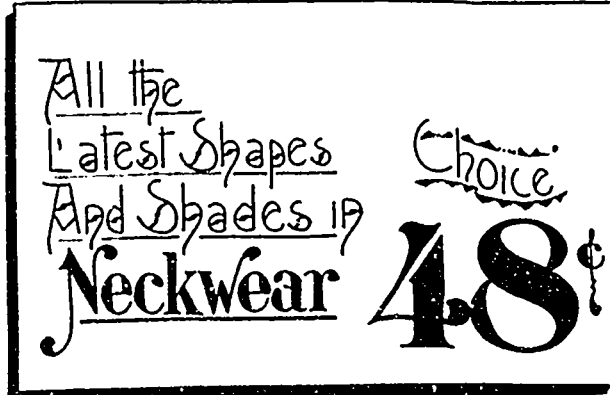
North Star, Crescent  
and Pearl Batting.



**WINDOW DECORATING—Continued.**

with you, but if you say you can't, it requires a remarkably good record as a window-trimmer to overcome the disadvantage of not being able to make a show card.

Therefore, if you can't letter, commence and learn how. It just requires patience and perseverance, and when these are exercised failure is unknown. To begin with, purchase about a dozen sheets of white cardboard, which will not cost



more than 4c. or 5c. a sheet; also two or three small camel's hair brushes. Then get two packages of Diamond dyes, say, one of scarlet and another of blue. Any color you may desire can be had in Diamond dyes. By taking about a quarter of the package of the dye, putting it in a cup, adding enough mucilage to make a thick paste, and then, after mixing it thoroughly, filling the cup about half full of water, a splendid lettering composition can be made. You can get from a very pale pink to a deep red by adding more water for the pale shades and more dye for the darker shades.

I find this formula a splendid one and use all shades purple, green, yellow and all the bright, attractive colors. By keeping the brushes in water they will remain nice and soft. I generally find the one brush sufficient. I keep a cup or tumbler filled with water by me, and when I desire a different color I just dip the brush three or four times in the water and it is then ready for another color. A package of Diamond dyes will last me a year. When the color dries up in the cups I just add a little warm water, stir it up, and it is as good as ever again.

In doing the lettering, the best way is to draft the letters out in pencil and then fill in with the brush. By constant practice a fellow will soon be surprised how easily it is to make a nice ticket. It is very discouraging, sometimes, to the beginner, but by taking time and keeping things neat and clean as you go along, it will soon prove interesting, and in a short time it will prove an easy matter to make a neat business-bringing card with rapidity and ease.

The main thing in the lettering is "not to crowd." Give every letter lots of space. Say as little as possible, but to the point. Most ticket writers have a tendency to say too much on a card. This is a big mistake. A card is useless unless it can be read at a glance.

The illustration will give you a good idea of what a neat business-window ticket should be like. Try it. H. H.

**MUSLIN UNDERWEAR WINDOW.**

Start by constructing a large hoop or circle. Arrange this in the centre of the window about a foot from the background. Cover this circle like a drum-head, with a deep pink (or any color you desire) tissue paper. Then, with white tissue paper, make one sheet large enough to cover the circle. Cut out fancy figures or the words "Muslin Underwear Sale" and put it on the circle over the pink paper. Puff that part of the background which shows with bunting of the same color as the tinted tissue paper. Then arrange muslin garments on the outer edge of the circle, also on the background.

Then construct an arch a little wider than the circle and as high as the background. Arrange this in the centre of the window about eighteen inches from the glass. Cover this arch with puffed bunting and puff the base with bunting.

Then, on the side arms, on the arch, on display stands, arranged on the base, and on the base, display muslin garments. Each garment should have a descriptive or price card on it. One or two electric lights behind the circle will give a pretty effect. —St. Louis Drygoodsman.

**A DRESS GOODS DISPLAY.**

Cover the background of the window with draped dress goods. If the main color of the goods you have selected to display is dark, use light bright plaids for the background. Then, about every two feet, along the top of the background, fasten six inch pieces of curtain poles so they will stick straight out, or you might use iron brackets as they are easier to



A PRETTY INTERIOR—THE STORE OF T. S. FORD & CO., MITCHELL, ONT.  
Trimmed by Geo. F. Prenter.

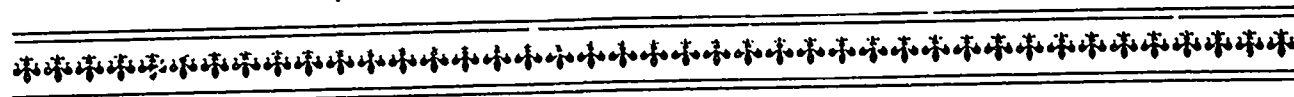
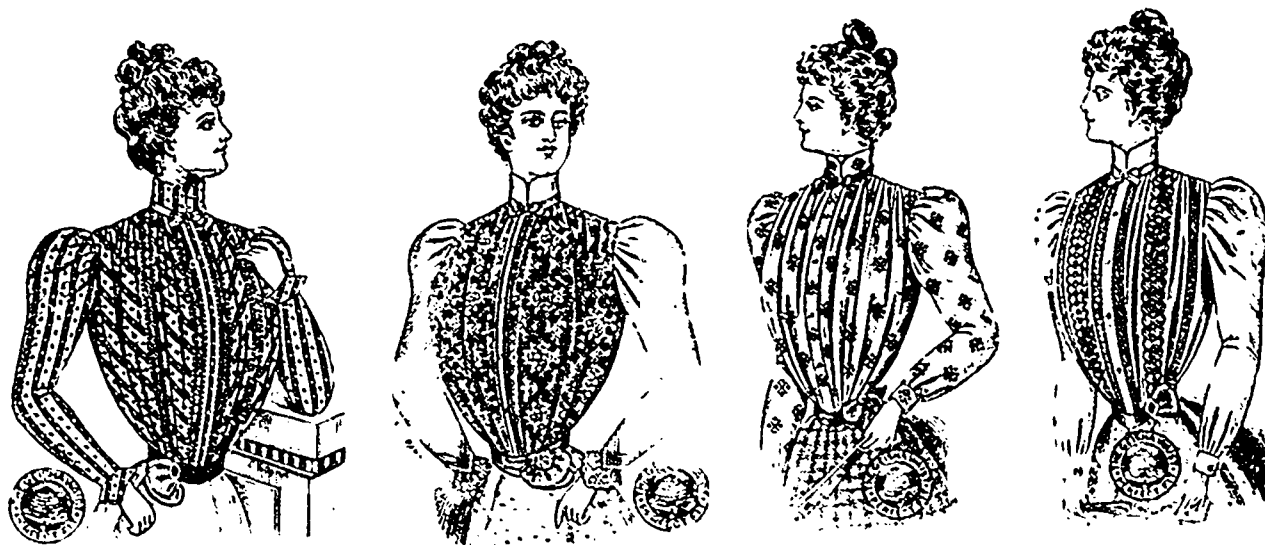
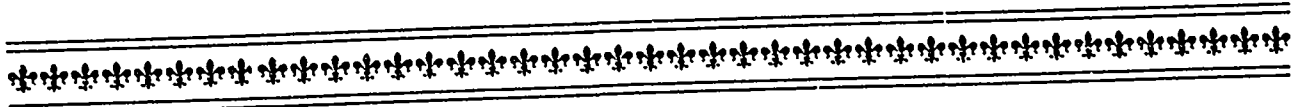
fasten. On these, arrange a piece of bright red dress goods, gathering it at each bracket so that it will hang in folds.

Arrange the base into a series of steps, three or more, according as the depth of the window will permit. On these steps arrange forms and drape dress patterns on the forms. With each pattern next to the glass display the linings, that is, waist and skirt lining, binding, stays, etc. Then, on each pattern, put a descriptive price card reading, "Regular price 75c. a yard. Price now, for the pattern of 8 yards, only \$4.98,

# GEISHA



# WAISTS



Perfect fitting.  
 Superior workmanship.  
 Variety of newest materials.  
 \$4.75 to \$174.00 per dozen.  
 Over 800 styles to choose from.

Duplicate orders received  
 from the best retail judges  
 have now established our  
 styles for 1900 beyond a  
 doubt. . . . .

## Frankenthal Bros.

77, 79 and 81  
Wooster Street,

NEW YORK.

**WINDOW DRESSING —Continued.**

with linings included." The yard price should be lettered in black and the pattern price in red. In the centre of the window, near the glass, arrange one large show card reading, "To reduce stock, special January offerings in dress patterns."

The displaying of dark goods, especially black, is a problem which puzzles the head of the man who wants to show some of the new and particularly handsome patterns that come into the stock.

The building of a black background is out of the question and the monotony of unrelieved light grounds make them very unsatisfactory. The breaking of such monotony and at the same time not detracting attention from the prime object of the work is difficult.—Chicago Dry Goods Reporter.

**A DISPLAY OF EMBROIDERY.**

The idea of an embroidery window must convey the impression of bargains out of the ordinary. Ladies are liberal buyers of these goods at this season if they are impressed with the showing and the saving in the special prices.

With the window all cleared and cleaned, start by arranging an upright about the size of stove pipe, and height of the background, in the centre of the window. From about two or two and a half feet either side of the centre of the top of background arrange sticks or rods, bringing them to a point at the top of pillar. Then arrange sticks or rods across both back corners of the window at the top of the background, either by fastening them to the background and sides or by suspending them on strong black threads fastened to the ceiling. Then suspend on strong black threads or fine wire attached to the ceiling, on either side of the centre pillar, hoops about two feet in diameter. Cover all this work and the background with yellow bunting. Now select a nice pattern from each of the special-priced lots. Display one piece on each of these sticks and hoops, arranged in a series of back and forth loops, to show up the pattern nicely. Entwine one nice, wide piece around the pillar. On each of these pieces arrange a generous show card (about 11x14) reading, "This handsome pattern or choice of 24 others at only 5c. a yard," or, "This pattern and 18 other pretty patterns only 10c. a yard." These cards should be lettered in glossy black and red. With this overhead work arranged, cover the base with yellow bunting, puffing it loosely. Then arrange a few T display stands on the base, displaying embroidery arranged in series of back and forth loops. Fill in the base with embroideries left in their original papers and arranged on easels. In the centre of the window, near the glass, place a large show card reading, "Sample embroidery specials from the white goods sale."

Make showing inside to harmonize with the window display, and have all embroideries out where they will do their own talking and interest customers.—Chicago Dry Goods Reporter.

**EMBROIDERY WINDOW.**

An attractive embroidery display can be arranged by first covering the background with pink bunting, puffing or pleating it. In the centre and top of the background fasten a piece of curtain pole or an arm bracket. At either side, about 18 inches from the outer edge of the background, arrange similar pieces of curtain pole or arm brackets.

Then take a piece of wide embroidery and drape it in a series of back and forth loops, starting at either outside bracket and going to the opposite, over the centre one.

In the centre of the window arrange an arch proportionate to the width of the window and about six inches lower than

the background. The material used in this arch should be about 12 inches wide. Then arrange pegs in the window side, one at the top in the centre of the arch, one at either side about where it bends, the others at proportionate distances down the sides; cover the arch with puffed pink bunting.

Arrange embroidery on these pegs, starting at the lower peg, either side looping to the next until the lower peg on the opposite side is reached, then back and forth, shortening the loops each time. Then arrange full pieces of embroidery on the outer edge of the arch, slanting them upward.

Cover the base of the window with pink bunting, puffing it loosely. Arrange a pedestal in the centre of the arch, and place a large dressed doll on it. Fasten a series of narrow embroideries to the window frame at either side of the glass, and bring them to the centre in the doll's hands.

Fill in the base of the window by arranging embroideries in the piece on easels, or dropping them on "T" stands.

Presuming that you are showing only your finer patterns, in which case you rely more on the exquisiteness of the designs than on price to create desire, letter one neat show card reading, "Exquisiteness such as only little Switzerland can produce, at such little prices that you will wonder how we can do it." Place this card in the centre near front of the window.

**A CANADIAN PATRIOTIC WINDOW.**

Wims & Co., Campbellford, Ont., recently had a window, the designer of which was evidently a clever decorator with a head for business. The window had in the centre a young Canadian boy playing on a flute and upon a card at his feet were the words, "We'll hang Paul Kruger on a Sour Apple Tree." To the right, were a number of rifles with fixed bayonets and nearby hung a card with the words, "England expects every man to do his duty." Mr. Wims is to be congratulated on his window. This country feels deeply over the war, and the bravery of our troops under difficult circumstances makes every true Britisher resolve to stand by the Empire. A display reflecting this feeling is good business.

**BEDSPREAD WINDOW.**

This is a line that in most stores must be kept in papers or tight drawers, so that they won't become soiled and unsalable. The result is that the line is neglected to the extent of being seldom shown unless asked for by customers. With muslins and linens bidding for business, bedspreads will come in for considerable attention from housekeepers, if shown at this time.

Cover the background with light tinted material; if strong color scheme is desired, use purple or red. At the top of the background, midway between the centre and the sides, fasten round brackets about the size of the candy pail covers. Then, across either corner fasten a stick or rod. Over these two sticks or rods and shelf brackets arrange bedspreads, dropping them so that the pattern shows plainly.

Then take a number of spreads and fasten one corner of each at a point in the centre of the background. Frill one spread in a puff at the point where these are fastened. Then take the opposite corners, fold them back, and fasten the spreads in a semicircle at the base of the window, shaping a pyramid.

On pedestals, or forms, placed on either side of the window, near the front, drape bedspreads and stack a few on top. Have a price card, lettered in red, on each spread. Letter one large show card: "Bedspreads spread for a bargain feast."—St. Louis Drygoodsman.

# FANCY DRY GOODS

DRESS GOODS OUR SPECIALTY.

We are just in receipt of the latest productions of French and Bradford manufacturers, and are showing the newest designs in plain and Fancy Dress Goods in most exquisite colorings and material. See our collection. It will *pay you* whether you buy or not.

**THE LACE WAREHOUSE OF CANADA.**

**KYLE, CHEESBROUGH & CO.,**

16 St. Helen St., MONTREAL.



No. 21  
Jacket and Millinery Form  
on Adjustable Stand.

**A. S. Richardson**

Manufacturer  
of . . .

*the returned 2/15/00*  
**FINE WAX FIGURES**

*Millinery Busto  
Mantle and  
Clothing Forms*

*of every description.*

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◆◆◆◆◆  
**A. S. Richardson,** 425<sup>1</sup>/<sub>2</sub> Yonge St.,  
Toronto.



### The State of Trade.

The Canadian hat dealers generally, both in towns and cities, put in pretty heavy orders for Spring. As the Spring business is usually on a larger scale than the Fall, and 1900 promises to be as good a year as last, good orders were justified. Since the first week in January importations of Spring purchases have been coming in, and some dealers are already receiving a part of their supplies.

The Winter in Canada has been a mild one and many men have been wearing their felt hats the whole time, so that the demand in Spring is likely to be brisker than usual. There have been some good orders placed for American hats. The Canadian factories are reported to be busy up to their full capacity.

### An English Hat Combine.

It is rumored in England that a large combine is about to be formed by the manufacturers of felt, wool, and silk hats, with a capital of £2,000,000 or thereabouts. There are doubts as to whether it will be carried through successfully. Some time ago an agreement among the felt hatters was proposed, and meetings held in order to bring about some understanding which would put a stop to the unusually keen competition and cut throat policy of the smaller firms, but this attempt was futile. The whole of the trade could not come to terms, and first one firm, and then another would drop out, until the idea had to be almost completely relinquished. With regard to the contemplated combine, a meeting has already been held, and a second meeting is to take place, at which it is expected that all the manufacturers will throw in their lot in a valuation of their manufactories.

### The English Hat Trade.

The more famous London hat firms report a good outlook and brisk trade for Spring. The correspondent of The New York Hatter, writing from London last month, says he has called upon the leading men: Messrs. Christy & Co. are busy at the factory working on goods for Spring deliveries. Many of the travelers are home, and among them, I am sorry to hear, is Mr. Emerson Wood, who was telegraphed for and had to abandon his trip in the United States on account of the dangerous illness of his wife. Whether or not he will be able to return in time to finish his Spring round, remains doubtful. The few towns he had visited before his return were liberal in their orders, and but for the unfortunate necessity of his recall, the trip bid fair to be a record one. The lines of samples shown by Messrs. Christy & Co. this season are exceptionally good, and have been appreciated in a practical manner wherever shown. In the straws, panamas and fine pedals in Alpine shapes have been largely ordered in addition to the plain boaters, which have gone mostly in Jap rustics.

At Messrs. Lincoln, Bennett & Co.'s, Mr. Davis tells me the New York representative has made a very good start. A few orders have been sent over from some of the best houses,

and there is every prospect that the agency will be a success. The new silk hat for the Spring has a little less bell than formerly, and is about 6½ inches deep, with well rolled brim. Soft felts are going very well in natural greys and dark slate, with contrasting bands, and there is also an occasional call for light drabs with black bands. Orders for straws are still good.

At Mr. W. H. Heath's, I was shown some of the new samples for Spring, and was particularly struck with the general appearance of the felts. For his best grade, Mr. H. uses a beaver fur, and the result is a hat with a rich, soft gloss, a fine velvety finish, and great elasticity in the body. The ladies' department is still doing well in spite of the drawbacks of bad weather, etc., which speaks well for the good taste and judgment of the head; plain fur toques and turbans are "the thing" this month.

I found Messrs. Tress & Co. busy taking stock; the season's trade has been very satisfactory, and Spring orders on felts and silks are beginning to pile up. The new styles differ very little from this season, a slight modification all around being the only change. In the ladies' department some very good effects in trimmed boaters are being shown.

From Messrs. Battersby & Co. I learn that their American representative, Mr. C. W. Munro, has started on his trip, and is meeting with success. Having had some experience in the American trade, Messrs. B. & Co. are able to turn out sizes and ovals suitable for that market. At their factory, which is one of the finest and best equipped in the trade, they intend keeping a stock of the principal shapes in a forward state to insure quick delivery of repeats. They are having some success in England with a shape called the "Kimberley." It is a conical round crown about 5¾ inches deep and a flat raw-edge brim 2½ inches wide, with a natural calfskin band with two buckles instead of a bow. It is a first rate knockabout hat, and should suit the American market. Among their English connections they find a tendency for smaller shapes in felt, but not so small as asked for in the United States. They run here about 5 inch crown and 2 inch brim as the best seller.

### Where Cheap Hats Don't Pay.

It has been figured out that workingmen pay more in a year for hats than do the ordinary business men. In the larger towns and cities the workingmen will be seen almost entirely to be wearing hats, not over 25 per cent. wearing caps. The laboring man always buys a low-priced hat, ranging, say, from 75 cents to \$1.50, a hat that does not give good or satisfactory service. Consequently, says The Chicago Dry Goods Reporter, every two or three months he must get a new hat. The business man, on the other hand, pays \$2.50 or \$3 and gets much better service for his money. The hat is not only of better appearance, but has not that "seedy" look which the cheaper hat has almost from the start. It would seem that not so many hats but better hats is the more economical, a very good doctrine to preach to those who insist upon a cheap hat.



# M. MARKUS

30 Hospital Street,  
MONTREAL.



Did you yet study this Trade Mark ?

THE LION'S STRENGTH,  
THE EAGLE'S CLAWS,  
THE BRITISH FLAG.

Who Can Beat Them ?

This refers equally to our quality of goods and prices. The wholesale and manufacturing trade must know that we carry a complete stock of

## Trimmings and Smallwares

Such as: Buttons of all descriptions, for overcoat, coat and vest, pants, overalls, jumpers, mantles, dress, blouses and shirts, cap and gaiters, Buckles for pants, vest and bicycle pants; Pant Clasps; Hooks and Eyes; Rubber Tissue; Chalk, Wax Crayon, and Drafting Lead; Chain and Woven Hangers, Mohair, Plain and Fancy Braids; Name-Interwoven Labels for clothing, shirts, hat and shoes; Silks, Serges, Satins, Collar Velvets and Velveteens.

SAMPLES ON APPLICATION.

For Import our Samples are ready for the Fall Trade, 1900, in German Mufflers, Hosiery and Gloves, Linings, Mantlings, Dress Goods, Felt, etc.



## SILK FRINGE

The Fashionable Dress Trimming.

Many Beautiful Designs.  
All Widths.  
Black, White, Colors.

ALSO . . .

## NOVELTIES

-IN-

Fringed Ornaments  
for Skirt and  
Waist.

Tubular, Soutache and Fancy Braids.  
Barrel Buttons, Cords, Dress Gimps.

-MANUFACTURED BY-

**MOULTON & CO.,**

12 ST. PETER ST.,  
MONTREAL.

# The B. & C. Corsets

BONED WITH  
FEATHERBONE



LONG-B. & C.  
FEATHERBONE  
490



MEDIUM-B. & C.  
FEATHERBONE  
172



SHORT-B. & C.  
FEATHERBONE  
171



B. & C.  
FEATHERBONE  
Nursing



Corsets boned with Featherbone will not break nor show rust as corsets do which are boned with steel. Popular lines at popular price. Sample orders solicited.

Manufactured  
only by

**BRUSH & CO., 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
" " .....	Walker House
Winnipeg .....	Leland
" " .....	Winnipeg Hotel
Ottawa, Can .....	The Windsor Hotel

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

**BEAVER LINE ROYAL MAIL STEAMERS.**

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

From Liverpool.	STEAMERS.	From St. John.
Sat. Jan 27	LAKE HURON	Wed. Feb. 7
" " 27	ATAWA	" " 14
" Feb. 3	LAKE SUPERIOR	" " 21
" " 10	MONTROSE	" " 28
" " 17	A STEAMER	" Mar. 7

And weekly thereafter throughout the Winter Season.

**Rates of Passage.**

First Cabin—Lake Ontario and Lake Superior, single, \$15 to \$50; return, \$25 to \$90; prepaid, \$15 to \$50. Montrose, Monterey and Monteville, single, \$40; return, \$80; prepaid, \$40. Second Cabin—To or from Liverpool or London \$32; round trip, \$60.80. Steerage—Outward from St. John or Halifax, \$22 (Liverpool, London or Londonserry); prepaid to Halifax or St. John, \$21. For further particulars as to passage or freight, apply to any Agent of the Company, or to

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

**PEWNY'S KID GLOVES**

This Brand in a Glove Insures



GOOD FIT GOOD STYLE  
GOOD WEAR

All orders will receive prompt and careful attention.

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

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

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RECEIVING DAILY!!! Cottons, Woollens, Linens, Silks, Furnishings, Carpets, Linoleums, etc., etc.

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Letter orders solicited and carefully attended to.

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**GOODS HAVE NO SUPERIOR.**

The leading jobbers of British Columbia, Manitoba, Ontario, Quebec and Maritime Provinces carry stock Ask for

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Dry Goods Commission Merchants

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Our...  
New Line

OF...

**IMPORT**

Fall  
Samples

1900



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	<p><b>J. FRANK RIEPERT</b>  <b>JAPANESE FANCY</b>  <b>GOODS, ETC.</b></p> <p>23 Hospital Street, MONTREAL.</p>	
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Lines such as we have prepared for the coming season include selections from the choicest novel ties capable of being produced in *Art Pottery, Porcelains, Bamboo Goods, Baskets, Lacquer Ware, Bric-a-brac, Notions, etc.*, all comprising a wider and more comprehensive variety than we have ever shown.

Our representatives are now starting on their respective routes, and will wait upon you shortly to submit our lines for your inspection. See them, as they are sure to interest you.



## EXPANSION IN THE CANADIAN COTTON INDUSTRY.

**W**ITHIN the past year or two expansion and improvement have been the steady theme in connection with cotton manufacturing in Canada. Some of the companies have built new mills, and additions and extensions to old ones, while others have confined their energies to the substitution of new and improved machinery and appliances of all kinds with which to carry on their work. Some idea of the advance made in recent months may be gathered from the perusal of a few statistics.

In January 1897, The Montreal Cotton Co. had in operation 2,200 looms, whereas to day they have installation for 4,000. These will be in actual working order inside of three months. The company have made large improvements with regard to a plant for mercerizing, and now these goods compare favorably with English goods. Two mills have been erected, one, the Empire mill, for the spinning of Egyptian cotton; the other, called the Louise, for weaving purposes.

The Canadian Colored Cotton Co. have bent their energies principally to the process of remodeling. Their aim has been to make a specialty of the finer lines, such as gingham, zephyrs, and fine oxfords. To this end they have put in 500 Jacquard looms in their St. Croix mill at Milltown, making the total number of looms in that mill upwards of 1,200. The annex which has lately been built in connection with it represents an outlay of \$40,000, and two smaller additions to the main mill have also been built for holding machinery. The new building is a structure 160 x 100 ft., three storeys high, well lighted with about 7,000 lights of glass. In Spring a spur of the C.P.R. will be built beside the mill, so that shipments may be made right from the doors to all parts of Canada. Modern, up to date improvements have taken place too in Cornwall. The mills there have undergone an extension to hold the newest kind of bleachers for certain classes of goods. At Merriton there has been a change, and the mill there is now a blanket mill. (The large sale of these cotton blankets, due to the difference in price is making considerable difference to the woollen goods.) Everywhere with this company new looms, spindles and cards have been substituted for old ones; and it is their wish to concentrate as much as possible particular lines in the several mills. The idea is above all to push the finer lines of goods. The fact that the employes in various mills have received this year an increase of 10 per cent. in their wages speaks for itself.

The Dominion Cotton Mills Co. have in like manner laid the chief stress not on building anew, but in throwing out and putting in. Though exact statistics are not to hand, they have largely increased their working power at Magog by the addition of 1,000 looms. At Kingston the company received a bonus on condition that they should spend \$150,000 there. At Hochelaga an extension has been built, new looms have been put in, a machine-shop has been erected, and new machinery for working purposes acquired. An electric plant has been inserted for power instead of using coal as formerly. The Montmorency Cotton Co.'s mill, belonging to The Dominion Cotton Mills, has been enlarged for yarns, and exemption from municipal taxation has been granted. The Dominion Cotton Mills Co. are applying to the Dominion Parliament at its next session for the passing of an Act to ratify and confirm the

letters patent of the said company, to increase their capital stock, to authorize the issue of preferential stock; and other purposes. It is understood that an increase of \$1,000,000 will be made in preferred stock.

The Merchants Cotton Co. have made the most expansion probably of any of the mills within the past couple of years. In 1898 30,000 spindles were put in, which gave employment to 500 extra hands. Besides this, 10,000 new spindles replaced old ones at a cost of \$10,000. The whole cost of improvements and additions in that year was in the neighborhood of \$650,000. During 1899 a further advance was made. On October 16 the shareholders of the company met, and authorized the directors to increase the capital stock from \$1,000,000 to \$2,000,000. An extension was made to hold spinning machinery for giving knitting mills cotton yarn; and new looms were placed in the basement. Across the road from the main mills a new mill is now in course of construction of about one-third their capacity. It will employ 400 extra hands, and its cost will come near half a million of dollars. This mill is to be devoted to the washing of yarns, ducks and coarse drills for manufacturing purposes. They will pay attention to specialities. The aim is to push especially the coarser lines. The inauguration of the Colonial Print Works at St. Henri, adds one more to the quota of increases in Canada. The new buildings, particulars of which are given elsewhere, cover five acres of ground. This company expect to be in readiness about March 1, 1900.

### NEW BLOUSE FACTORY.

Signs of prosperity and enterprise are continually making themselves manifest. One of them is to be seen in the large building operations that have been going on all over the land. At Drummondville, Que., a new factory has been established for the manufacture of blouses, and kindred lines. The Maple Clothing Company, which has been in existence about six months, consists of W. Mitchell, president; Edward Willet, secretary-treasurer and E. Pelletier, general manager. They began operations in a modest way some time ago, in Drummondville, and have been selling goods for about a month. The goods were found so satisfactory that it became advisable to increase the accommodation, and, with this end in view, larger premises were secured. The new buildings are four storeys high, 100 x 40 feet. The company are also placing, in addition to the machinery which they already have, about 100 machines. They will occupy their new works in about a month, and there will then be 150 hands employed. The facilities granted them by the town of Drummondville enable them to manufacture goods at a rate which can meet competition. Their trade mark, as the name of the company indicates, is the maple. They claim to manufacture blouses of a kind which are unique in value and in style; under and over skirts, silk petticoats, and whitewear which can defy competition. They are particularly proud of their lines of overalls, jumpers, smocks; and what they would specially draw attention to, is the fact that their goods in the various departments are cut under tailors—experienced tailors!

Among those initiated into the Union Commercial Travelers' Association at its last meeting was Mr. John McRae, the popular representative of The D. McCall Co. in the West.

Mr. James Mundie, a prominent member of the Northwest Travelers' Association, has left to take charge of the factory of The W. J. Peck Clothing Co., in Montreal. Mr. Mundie has been in the West since 1872.



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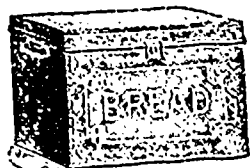
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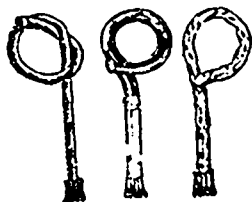
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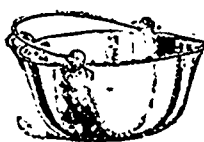
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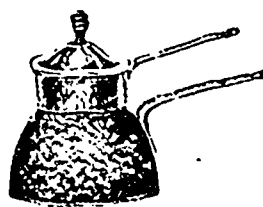
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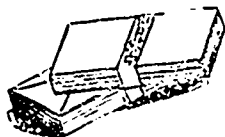
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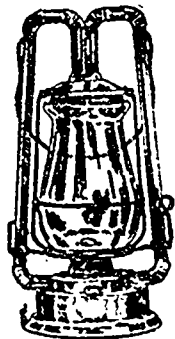
### PRICES OF CUTS IN THIS AD.

Less than 10,	20c. each	From 25 to 49,	18c. each
From 10 to 24,	19c. each	From 50 to 99,	17c. each
	100 and over, 16c. each		

If ordered sent by mail add 1/4c. per cut.  
Half-Tones, Zinc Etching, Electrotyping and Stereotyping.  
Correspondence solicited.



J 89



E 85



E 81



D 13



H 187



J 93

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## THIS CUT

REPRESENTS  
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THE

## Latest Designs from Paris

ADOPTED  
BY THE  
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We have just completed seven of these Late Designs.

Will be pleased to show these during the openings.



OUR STYLE No. 845.

## NEW THINGS SELL



If you are not able to see us at the openings your CARD will bring our salesman to your city.



### MAKE MEMO OF THESE :

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To Retail, \$10.00
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- " Pique Collar Waists,
- " Large Variety Wash Skirts,
- " Separate Cloth Skirts,
- " Print Wrappers,
- " Boys' and Girls' Wash Suits.

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13 Front Street West, TORONTO.



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### CANADIAN BUYERS IN GREAT BRITAIN.

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

### MONTREAL AND TORONTO, FEBRUARY, 1900.

#### BRADFORD'S TRADE WITH THE UNITED STATES.

Canadian buyers who go to Bradford will be interested in knowing the condition of trade with the United States in 1899, as compared with the previous year. Bradford's sales to the United States showed an enormous decline when the Wilson low-tariff measure made way for the present Dingley law. The first year of the Dingley tariff produced a falling off of \$18,000,000 in the exports from Bradford. This was partly due, perhaps, to overbuying previously. But, in 1899, the trade began to recover, and there was an increase of exports to the value of over \$2,000,000 compared with 1898. The increased purchases consist of cotton goods, silk goods, silk yarns, alpaca, mohair, camel's hair, etc. It is curious to note that cotton goods have now become the principal Bradford line of export to the United States. Although Canada is no such market for Bradford goods as its Southern neighbor, yet, we believe that, proportionately, it can make a better showing than the United States.

#### LORD MASHAM'S WORK.

LORD MASHAM, the head of the great English silk company known as Lister's, has just completed his eighty-fifth year, having been born January 1, 1815. He entered business in early manhood, says The Textile Mercury, and, throughout the whole of the long period that has since inter-

vened, he has been distinguished for energy, courage, skill and tenacity of purpose which have commanded universal admiration. These qualities, combined with intelligence, breadth of view, strict integrity and a tireless physical system, are such as, to a great extent, command success.

Lord Masham has made a great success in the manufacture of plush by utilizing the waste silk, which was formerly thrown aside as of no use, and he has, besides, maintained the success of English silk throughout a period when the severest foreign competition has been met with. In public affairs, he has shown a decided talent for discussing the trade question on its merits, giving due weight to theoretical principles, but not wandering away from conditions and facts that ought to govern the tariff policy of a country like England. What has always seemed, to business men, the weakness of free trade is that its soundness is proved by a process of deductive reasoning which creates its own premises and thus easily reaches the desired conclusions. Lord Masham has done much to free England from the slavish adulation of mere theory and its consequent application to conditions that do not fit the case by men who could neither construct nor conduct a large business if they tried. Opinions once thought sacred dogmas are being modified. Lord Masham will, we hope, live many years yet to see in force some of the commercial principles he has so ably expounded.

#### THE CANADIAN COTTON INDUSTRY.

THE Canadian cotton mills, judging from the facts presented elsewhere in this issue, appear to be doing well. The mills of one company have almost doubled the number of looms, and a plant for mercerizing fabrics has been put in. The extensive concern which operates mills making colored goods has gone largely into cotton blankets, which were formerly bought in the United States, and 500 jacquard looms have been put into another of the mills. Yet another company has gone largely into new machinery for more than one mill, while the print mill has also been added to. Another company has added 30,000 spindles to its equipment, while a new company has been formed to make prints, thus providing domestic competition in this line of goods.

Altogether the cotton industry is flourishing. This is partly due, no doubt, to active trade at home, seeing that the export business is still a small feature of the total business done. Then the tariff was undoubtedly framed to save the cotton mills from any sudden reduction under the preferential rates to British manufactures. The protection is now 18½ per cent. on white and grey cottons, and 26¼ per cent. on colored cottons—that is, as regard England. The tariff towards foreign countries is 25 per cent. on white and grey and 35 per cent. on colored. The cotton industry has, therefore, no reason to complain of the treatment accorded to it by Parliament, and if all manufacturing interests had been similarly dealt with, small wonder if they showed as much expansion as cotton during the golden years of plenty which we have been recently experiencing.

## THE CAUSES OF FAILURES IN 1899.

WE have received from Mr. T. C. Irving, the Canadian manager for Bradstreet's, an instructive statement of the number and causes of failures in Canada and Newfoundland during the past four years. This covers an interesting period. From 1896 to 1899 the commerce of Canada has been steadily improving, until now—1900—it has reached what may fairly be called high water mark.

Briefly summarized, Bradstreet's review of the situation amounts to this: the number of failures have been:

1896.	1897.	1898.	1899.
2,204	1,925	1,470	1,306

In the same time the liabilities have dropped from \$16,000,000 to \$11,000,000.

The causes of failure in 1899 are in the following "order of merit": 1. Lack of capital; 2. Incompetence; 3. Specific conditions; 4. Fraud; 5. Inexperience; 6. Neglect; 7. Competition; 8. Unwise credits; 9. Extravagance, failures of others and speculation.

There is food for reflection here. It seems that 74 per cent. of the failures are caused by lack of capital. It is a great mistake for our young men to go into business for themselves without the necessary supply of money. The chances are dead against them. If they fail they call it "overcompetition." In point of fact, they never had a fair chance from the first. Conditions were against them. A young man who has saved \$300 or \$400, is well thought of by the people who sell to his employer, possesses energy, health and the polite manner which brings trade, often thinks of settling up for himself. He should not be in too much of a hurry to embark on his own hook. Let him go on saving. If he does not like this advice, let him consider the above figures—three-quarters of the failures in Canada during 1899 caused by insufficient capital.

## PEDLARS INTERFERING WITH TRADE.

Nothing is more reasonable than the demand that pedlars shall not be allowed to interfere with legitimate trade. Merchants are large taxpayers. They form an important factor in the upbuilding of a village, town, or city. They are the natural and necessary means by which goods are distributed to the consumer.

In old times, the pedlar was the means by which much of the distribution was done. He was, therefore, in those days a benefactor in his way, and deserved toleration even when some hard bargains were driven, because it was a convenience to have the goods brought to one's door when stores were remote and roads impassible. Now, however, all is changed, and it is hard to understand why merchants so patiently bear the competition. In Carleton County, for instance, it is said the pedlar nuisance is particularly bad this season. Recently, a pedlar offered for sale all over that county some silk handkerchiefs of a certain pattern. These he sold for 25c., while in the ordinary stores they could not be bought for anything less than \$1. The presumption is that the low-priced ones were stolen. On the other hand, another of these salesmen

offered for sale alleged gold-rimmed glasses for a sum that would buy in the city half a dozen of the same kind.

This should be looked into. The county authorities ought to protect regular trading.

## "IS THAT THE LOWEST PRICE?"

IN the placing of advance orders, there is one question which is asked perhaps oftener than any other, and asked frequently without any particular idea as to what it really means, "Is that the lowest price?" The inquiry accompanies the transaction proposed in a casual kind of way, without any intention of impugning the uprightness of the seller; but, nevertheless, it does so, and it all depends on who the seller may be and who the purchaser may be, as to what answer will be made in such cases. Some of the stricter men will answer by a polite reminder that such a question is entirely improper, while others, who are not so particular, will most emphatically and unwaveringly state that the price quoted is once and for all the lowest obtainable. An American contemporary, some time ago, dealing with this question, stated that it was to their knowledge that, upon the implied insinuation of such interrogation, business relations had been broken off by the house refusing to further do business with people who suspected their veracity.

It is quite true that this question is asked every day, and will probably continue to be asked, without any animus being incited on either side; but all the same, it is a useless one evidently: for it must be plain that the seller puts himself in a ridiculous position, if—after quoting a certain price, which may naturally be supposed to be the fair and square price, and the one at which he can make a fair and square profit—he will, upon simply being asked if he has a lower one, change it, and thereby declare that he was making an unfair profit. In some countries, it is true, this system of beating down is a recognized institution; and no one who buys from an Arab or a Turk expects anything else. But, surely it is neither necessary nor wise for us to emulate their example.

There is one thing that has always to be taken into consideration. The man who purchases only a small quantity of goods cannot expect, in the nature of things, that he can buy as low as the one who purchases largely; and it is not politic for him to come in and raise all kinds of disturbance, because he has heard that another, who has bought ten times as much as he has, is being quoted lower prices. Some houses make it a point to have "one price for all," and it is always their own business to sell at whatever they please, to whomever they please. There is not, however, any rule to bind them down to such an arrangement. During the last 18 months the purchasing trade has not had the upper hand to the same extent they had some time ago; and sellers are beginning to think that it is time to call a halt. With the present condition of the markets, many abuses of this kind, which have crept in, might well be eradicated. Much deceit and many underhand methods could thus be abolished; and the result would be satisfactory to all concerned.

## TREATMENT OF CLERKS.

ARE your clerks steadily becoming more valuable to you? Do they take a greater interest in your business than they did a year or two ago? If they do, encourage it, both by word and by deed. If not, what is the reason? There is an old saying, "It takes two to make a quarrel," that, with slight alterations, would be worth a merchant's attention. We mean to make it read thus: "It takes two, the clerk and the employer, to bring out the best in a clerk." A clerk may earnestly want to improve, but a rebuff or two may have led him to believe that his employer wants to "keep him in his place," and he may try to master out the business secretly. He may be working out plans at window-dressing, sketching suitable advertisements, considering methods of showing goods indoors, yet, as he never has been asked to, he has never offered to dress the window, write an ad., or rearrange goods in the store. It is bad policy on a merchant's part to allow a clerk to think he wants to keep him from learning too much. A clerk cannot learn too much. If his learning makes him more valuable, you get the benefit first, and, if you share the increase with him, you may always get the benefit of his increasing knowledge and ability. Ask him to try his hand at everything in connection with the business. If he shows aptitude, train him in every line he feels like following up. While keeping your position as head, and making it a rule that all changes shall be submitted to you before they are made, and keeping a watchful eye on everything done, allow your clerks as much opportunity as you can to improve your system of business. If a suggestion does not suit your ideas, say so candidly, giving reasons for your position, but do so in such a way that the clerk will feel free to offer another suggestion to-morrow. Treat your clerks as men or boys whom you trust and depend on, and the effect will show in a manly, confident treatment of customers and in a respectful deference to your own opinions.

## SOMETHING ABOUT KHAKI.

During the present war, much is heard of khaki, the material of which the Queen's soldiers' fighting uniforms are made. Khaki serge, with its dull brownish-yellow color (indeed, the word "khaki" means a drab shade), is not a new thing. The cotton khaki has been used for years by the Imperial troops in India and other hot countries. It is merely a white drill, such as is worn in tropical climates, dyed a khaki color, and the ingredients used in dyeing are kept a profound secret. In the early stages of this material, and, in fact, until comparatively recently, great difficulty was experienced in machining the clothing, owing to the chemicals used in the dye "firing" the needles and rendering them unfit for use, but this has, to a great extent, been overcome by recent improvements.

Finding that, in warm, damp climates like South Africa, a woollen, rather than a cotton, material was necessary, the army authorities have ordered a khaki woollen serge, which will, it is believed, be more comfortable and satisfactory. It

is said that recent contracts are for more than 500,000 yards of the lightest weights in woollen serge.

Cotton khaki has been used in Canada by a few men for lounging and outing Summer suits. An English manufacturer is making up some boys' suits of it. There may be a popular demand for it in Canada when our troops return.

## WILL IT LAST?

We are sometimes asked if the present trade activity in Canada will last. Doubters think we have reached the top of the present trade-wave, and that, from now on, things will begin to recede a little. Our advice to merchants is: For business purposes, count on a continuance of prosperity; in matters of private expenditure and luxuries, cut away expenses as if 1900 were to be a bad year.

## PRICES OF CANADIAN COTTONS.

A CORRESPONDENT of THE DRY GOODS REVIEW writes that the present prices asked for Canadian cottons are not, generally speaking, much higher than they were several years ago. In some instances, he says, the prices are really lower than they were in 1896, and that was not a year of high prices such as 1900 undoubtedly is.

For example, white carpet warps are actually 1c. cheaper now than then, and colored carpet warps are no higher in price. Certain lines of denims are to-day about the same prices quoted in the month of August, 1896. In shirtings, also, several numbers are on the old basis as to price, while other lines are not more than ½c. higher. Tickings, too, are only about ¼c. higher.

"It should be borne in mind by the trade," continues the correspondent, "that while many advances in prices have been announced during the past twelve months by all the mills, prices are not abnormally high. It is doubtful, considering the state of the markets abroad, whether cottons have had their proportion in the general increase. The impression produced by the frequent circulars issued by the mills is that an enormous advance all around has taken place. In point of fact, it seems only fair to state that this is not so."

What our correspondent says is interesting. He is probably correct that numerous reports have made the advances seem greater than they are. They are, however, pretty high, and unless some abnormal change takes place in the raw cotton market there should not be any further considerable advances.

## KHAKI YARNS NOW READY.

In view of the expected call for khaki it is interesting to note that the famous Halifax, England, yarn manufacturers, J. & J. Baldwin, are making a specialty of khaki shades in their various qualities. They particularly recommend the 3-ply "Beehive" and wheeling in khaki shades for knitting various articles for the soldiers of the Empire. There is a stronger likelihood of this idea "catching on" the longer Canadian soldiers are with the army. A neat little sample card of shades has been issued by J. & J. Baldwin, whose Canadian agent is Duncan Bell, Montreal. The trade can get fuller information from him.

## BRITISH COLUMBIA TRADE NEWS.

COMMERCIAL EVENTS AT THE PACIFIC COAST

**D**URING 1899 the imports at Victoria amounted to \$3,320,586 and the exports to \$1,832,292.

Beginning on February 15, there will be a day steamer between Victoria and Vancouver, doing the trip in four hours and a half.

The Rossland Board of Trade is moving to secure the cooperation of the Provincial boards in effecting the following ends: An appropriation of \$25,000 a year for the British Columbia agency in London, a protest against any increase in mining taxes at this time, the establishment of a high school for Kootenay and Rossland, the necessity for more school accommodation, a grant in aid of a School of Mines, and asking for an appropriation of \$15,000 for roads and trails in the Trail Creek mining division.

Many commercial travelers have been visiting the chief cities during January, and Spring business is brisk.

There were 130 buildings erected in Greenwood last year at a cost of \$320,000.

The outfitting firms are beginning to feel the effects of the Spring movement of people towards the northern goldfields. Several good-sized parties have already gone north.

Fire gutted the store of Jones & Kimball, Rossland, ruining a stock worth \$10,000; partly insured.

Vancouver and New Westminster merchants are moving against trading stamps. After March 1, they will not be used in the latter city. The bank managers have all expressed disapproval of the system, and the board of trade will be asked to request the Provincial Government to pass special legislation against lotteries, trading stamps, premiums and nickel in the slot machines.

F. E. Burns has opened up his store at Kamloops. The store has been completely renovated, and presents a bright and attractive appearance. He has a full and tasty line of men's furnishings.

The new Bills of Sale measure, now before the Provincial Legislature, contemplates the shortening (in the cities more particularly) of the time in which securities must be registered, while providing for registrations at Golden, as well as at Revelstoke, in the Kootenay district. The important section of the new Bill reads:

"2. Section 9 of chapter 32 of the Revised Statutes of 1897, being the Bills of Sale Act, as enacted by section 2 of chapter 7 of the Statutes of 1899, is hereby amended by striking out the first four lines thereof, and by substituting therefor the following: Every bill of sale of property situate in the counties of Victoria, Nanaimo, Westminster, Yale, Kootenay and in the territory forming the county of Vancouver, before the passing of chapter 17 of the Statutes of 1899 shall, within a period of eight days after the making thereof, be registered by filing such bill of sale, together with the affidavit, provided by section 6 of this Act, in the office of the registrar of the County Court, as hereinafter provided; and every bill of sale of property situate in the county of Cariboo and in that portion of the county of Vancouver added to said county by said chapter 17 of the Statutes of 1899, shall, within a period of 14 days after the making thereof, be registered by filing such bill of sale, together with the affidavit provided by section 6 of this Act, in the office of the County Court, as hereinafter provided."

## STOREKEEPING IN REGINA.

**I**T is not surprising that the merchants of the Canadian Northwest should find a gratifying development of their business during the present era of increasing population and good prices, yet the growth of some retail houses in several towns is really remarkable.

In speaking to THE DRY GOODS REVIEW regarding the business of E. McCarthy & Co., general merchants, Regina, N.W.T., Mr. E. U. Steen, who has just returned from an extensive buying trip in the East, gave an insight into trade conditions in that section which is instructive as well as interesting.

E. McCarthy & Co. have been in business in Regina about 12 years, but, though their trade grew steadily, it was not until the last two years that they decided to largely increase their business. Then they added to their stock of groceries and boots and shoes, stocks of crockery, clothing and dry goods, and secured two additional stores, which were connected to their original place of business by large archways. This year they intend adding hardware to their stock, and connecting another store, which practically makes four stores in one, which is a large concern for a town of the population of Regina.

"What has lead you to branch out in this way?" asked THE REVIEW.

"There is a steady, permanent growth of trade in Regina. The population is steadily growing, and the majority of our old customers are well-to-do, and liberal payers, as a rule. Our own trade has grown in the past year fully 75 per cent., and we feel we can count on the permanence of this increased trade, as it is not out of proportion to the growth of the district and of our facilities for carrying on such a trade."

"Do you consider Regina likely to grow very much in population?"

"The town is essentially a commercial centre. It has practically no future as a manufacturing town, as there is neither coal nor iron in its vicinity, and as there are not good water privileges in or near the town. But, as a distributing centre, it is bound to be of importance. The boring of wells, many of which are now flowing, has improved the surrounding land for agricultural purposes, the development of the mining districts of British Columbia has created a home demand at better prices than formerly for flour, butter, meats, and other farm produce. As the principal town in Assiniboia, and as the seat of Government for the whole of the Northwest, it is but natural that Regina should obtain the trade of a great section of country."

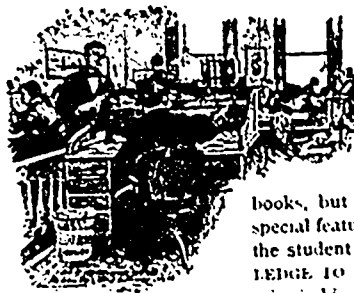
"What nationality are the residents of the section?"

"Canadians. Although this section includes people from many countries they have become so adapted to our style of living, and loyal to our institutions, that it would be unfair not to admit them as our countrymen. There are several Indian reserves some miles from the town, and a number of Germans in the place, but no Galicians or Doukhobors."

"Do the Germans and Indians prove good customers?"

"Excellent, though of altogether different characteristics. The Indian comes into our store, generally soon after the Government bounty has been paid, examines, say, a pile of blankets, pulls a pair out that suit him, asks the price, and, if it suits him, flings it down on the floor, and passes out without even waiting to have the blankets wrapped up. The German is, on the other hand, very slow in making a decision. He wants to reason and compare, but when he is satisfied he pays as promptly as the impetuous Indian. We are making a big effort to get as much of this trade as possible."

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**SKIRTS, BLOUSES, JACKETS, MACKINTOSHES, CAPES, etc., etc.**

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**Canadian Brussels**



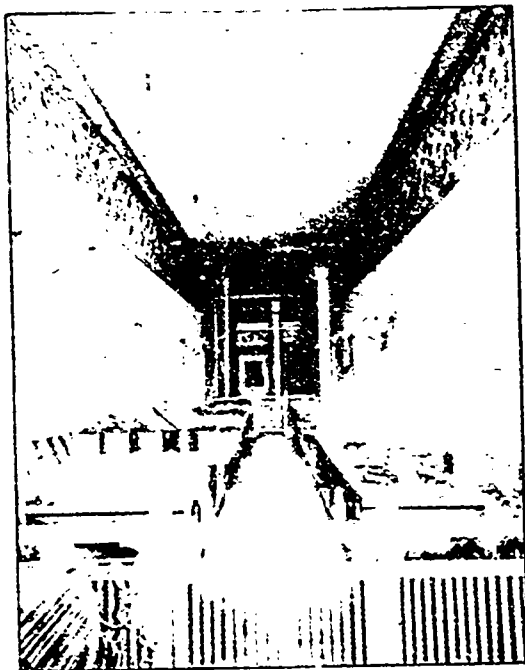
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Only fast dyes used, and strictest attention given to every detail of the work.

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Luxfer Prisms successfully lighting a store 100 feet long.



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# Carpets, Curtains and Upholstery.

## THE CANADIAN CARPET AND CURTAIN TRADE

THE prospects for a good Spring trade among the retailers are believed to be cheerful and inquiries are already being made in the cities by householders who need new furnishings. The wholesale importers have been receiving their early shipments during January and sending them on to early buyers. During the next month or so merchants from Western Canada will be expected in the chief importing centres of the east to make what are generally called Spring purchases. From western reports the number of buyers will be large this season. There are some nice brussels carpets this year for \$1.25 retailing, as well as cheaper lines. The range of curtains is extensive, and there are any number of pretty new designs.

## THE CANADIAN FLOOR OIL CLOTH

The latest price list for Canadian floor oilcloths, since the increase in prices is, as follows:

FLOOR OILCLOTH		Weights		Per Cent.
No. 1 quality	6 widths of 4 1/4 5 1/4 6 1/4 8 1/4 10 1/4 12 1/4	7 1/2	8 1/2	9 1/2
No. 2		7 1/4	8 1/4	9 1/4
No. 3		7 1/4	8 1/4	9 1/4
Canvas		7 1/4	8 1/4	9 1/4
Mats or rugs No. 2 quality				32

CANVAS SEAT OILCLOTH		Weights		Per Cent.
		7 1/2	8 1/2	9 1/2
Canvas back		8 1/2	11	13
Painted back		12	15	18

Lengths of pieces 30 yards.  
Terms: C. A. B. less 3 per cent. in 10 days.

## CANADIAN SEA GRASS FOR BEDDING

The United States commercial agent at Rimouski has been making a consular report on Canadian sea grass, which has been coming into vogue for upholstery purposes. He says:

"Sea grass is a long, thin grass that grows on the protected flats of the lower St. Lawrence river, along the south shore of the counties of Gaspé and Bonaventure, in the Province of Quebec, and on the east shore of the Province of New Brunswick. The grass grows from two to four feet long at Isle Verte and Rimouski. At these places the bottom is hard, and teams drive anywhere on the flats. The flats at Gaspé, Bonaventure, and New Brunswick are generally soft, and the grass grows from five to twelve feet long. Brant, geese and ducks, as they migrate, stop to feed on this grass. Geese commence to arrive here in March and leave about May 10 for the breeding grounds farther north, returning in September. The grass is known here as 'herbe a bernige' (brant grass) and 'herbe a outarde' (wild goose grass). These flats are very extensive in places. At Isle Verte over 1,000 tons of grass are cut, and 400 tons can be cut at Rimouski. Islands protect these flats from heavy seas. The grass is mown with scythes. It takes a very large area to dry much of it, and it shrinks rapidly in the sun, 100 lb. of the green grass making only about 12 lb. of the dry. It dries quickly with the salt in it, it is very brittle. To season it well requires from three to four weeks. After it becomes dry, showers are needed to take the salt out of it.

The dew will accomplish this object, but it takes much longer. Much experience and care are necessary to cure it properly and have it entirely free from salt. When properly dried the grass is strong, elastic and curly, giving

it its value for upholstery. It is largely used by carriage manufacturers.

"The grass was first cut in Canada at Isle Verte in 1891. Now, power presses are used to bale it, and from 10 to 15 tons are put in a car. The amount of the yield in 1898 was 1473 tons. About 10 per cent. of this was used in Canada and the balance went to the United States, largely to Ohio and Illinois, very little being used in the East. As it becomes better known I believe it will be more popular. It is lean, healthy, elastic, durable, light and cheap. The average price on the car is \$25 per ton, or \$30 delivered at Chicago or Cincinnati. All but 190 tons were gathered in this consular district. The work is done in about three months. The dealers buy it from the farmers, sort it, press it and market it.

"Last season the farmers received for their grass from \$15 to \$20 per ton; this season, from \$12 to \$15 per ton. The dealers have also been cutting prices, so that grass has netted only from \$17 to \$20 per ton on the cars here. There will be about twice as much shipped to the United States in 1899 as in 1898. At the present rate of shipment the amount on hand will be exhausted long before next year's supply will be ready for shipment. Some dealers have thought 'sea moss' a better name to sell under than 'sea grass,' so they have adopted it. It is not a moss, does not grow like it or resemble it in any way."

## THE BRITISH CARPET TRADE.

In Canada, which is the largest market abroad we have for carpets, says the Manchester correspondent of The London Drapers' Record, Worcestershire, Yorkshire and Lancashire firms have had a good year's trade, and the Australian demand, which follows that of the Dominion in importance, has also been extensive. Although the United States probably consumes more carpets than any other nation in the world, the demand for British goods is very small, owing to the high tariff and the enormous development in the home protection. Houses like the Templeton's, of Glasgow, Crossley's, of Halifax, and some of the Kidderminster concerns, making high-class goods, can alone hope to transact business with the United States. Crossley's have £79,743 available for dividends as a result of last year's trading. The directors have decided to declare a further dividend of 4s. 6d. on the ordinary shares, making 6s. 6d. for the year. The value is £5 each, fully-paid. The results are much below those recorded in the early nineties, but the carpet trade has so many difficulties to contend with that one cannot look upon the return as unsatisfactory. Speaking generally, it cannot be said that makers of axminster, brussels, wilton, and other classes of carpets have been fully compensated for the advance in the yarns they employ. Cotton, linen and jute, in addition to woollen yarns, are used in the carpet trade, and on all these producers have had to pay much higher prices.

## OILCLOTHS AND KIRKCALDY.

In chatting with a well-known Scotch member of the trade the other day, he stated that the city of Kirkcaldy probably owed its growth and prosperity more to the manufacture of linoleum and floor oilcloth, which was conducted therein, than

Geo. H. HEES,

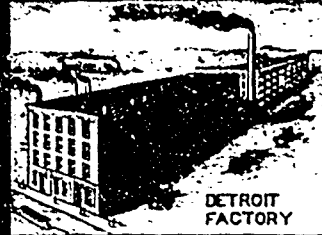
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CORNICE POLES AND  
POLE TRIMMINGS.



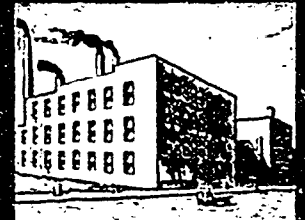
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**Will Soon Be Ready**

## Perfection Brand our lines of Bed Comforters, Cushions, etc.

**For 1900** will be superior in every way to anything ever turned out before. **We have secured absolute control** of all patterns we intend using, and **they are beauties.** It will be of particular interest to you to see our new samples before placing orders.

Travellers will call upon you some time in March or April.

### CANADA FIBRE COMPANY, Limited

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

**MONTREAL.**

# Rug Fringes.

Are you fully supplied with Rug Fringes? If not, a card to us will bring you a full line of samples. A large range of colorings to choose from.

PRICES RIGHT.

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

# The Empire Carpet Co.

St. Catharines,  
Ont.

Pioneers of Ingrain Weaving  
in Canada

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

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

THE ...  
**EMPIRE CARPET CO.**

# The Guelph Carpet Mills Co.

Limited.

FINE BRUSSELS, WILTONS,  
and INGRAINS.

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

Goods which are Most in Demand Sell Quickest.

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

**The Guelph Carpet Mills Co.**  
GUELPH, ONT. ... LIMITED

**CARPETS AND CURTAINS—Continued.**

to any other cause. He said that in 1874, when the late Michael Nairn commenced the manufacture of floor oilcloths in an humble way in the place, that Kirkcaldy was only a small town with an "assessable rental" of about \$75,000. To-day it is a city of possibly 60,000 inhabitants, and draws taxes on property valued in the millions.

The oilcloth works which were started in 1874 are now the gigantic linoleum and oilcloth works of the M. B. Nairn Company, with the oldest son of the late Michael Nairn as president of the corporation.

Besides this house, there are at present five large works in the city, all of which are engaged in the manufacture of oilcloth and linoleum. Three of these were included in the recent big combination which was effected a couple of months ago.—Carpet and Upholstery Journal.

**THE TENDENCY IN ENGLISH DESIGNS.**

In discussing the Kidderminster carpet trade during 1899, The Kidderminster Shuttle says: "There has been a distinct increase in the demand for the best brussels and wiltons, and it is believed that these goods, on which the home market has so much depended in the past, have come once more into favor. We hear of several tapestry manufacturers and makers of other floor coverings having issued increased price lists, and makers of brussels and wiltons ought, and no doubt soon will adopt a similar policy.

"Some of the larger manufacturers of axministers declare



A NIGHT VIEW OF LACE CURTAINS AND RUGS,  
at the Store of Hewson & Co., Coloung, Ont.

that this year has been with them the best on record. This may not be taken as representing the average axminster trade, although it is quite true that more carpet has been cut up than in any previous year. The best qualities have quite held their own, and it is in the medium and cheaper classes that the increased volume of trade has been noticeable. This has been the feature of the home market. Shippers have reported some increase of trade with foreign countries, and altogether the year has been a satisfactory one.

"A steady trade has been done in rugs. The question has been asked: Why do not our manufacturers make an endeavor to compete with the makers of the expensive Eastern and French Aubusson carpets, and so cultivate a really high-class trade? One answer is that such endeavors on a limited scale are being made in some quarters which are being attended with a certain amount of success.

"There is not much that is new to be said with regard to carpet designs. Not that our designers are lacking in originality and public spirit, for many striking and novel designs have been put on the market, but, after all, the education of the public taste is a slow process, and it is found that the best selling patterns run very much on the lines of the chintzes, Persians, and the conventional treatment of floral designs. For some time past, however, there has been a growing demand for soft self-colors, and a tendency in the direction of French characteristics."

**THE WEAVERS' STRIKE IN THE UNITED STATES.**

The prolonged strike of the weavers of upholstery goods in the United States has become alarming; the strikers have been out over three months and there seems no prospect in sight for a settlement. The weavers, knowing the mills were overwhelmed with orders for Spring, took advantage of the situation and demanded more pay, besides an adjustment of mill regulations. Both sides are obstinate. The weavers had been receiving advanced pay, but demand more. The manufacturers say the strikers' demands are beyond reason and that they will keep their mills closed a year before they will yield. The market has been depleted of salable goods and buyers are seriously alarmed at the prospects of getting their usual Spring supplies. Even should the strike be declared off now, the manufacturers will not be able to more than half supply the orders already on their books. Manufacturers are declining orders at any price until the weavers get to work again. Here, in Canada, we are not so badly off, for the new upholstery plant of George H. Hees, Son & Co., at Valleyfield, Que., is running full blast and turning out lines of beautiful tapestry and chenille curtains, draperies, table covers, portieres, furniture coverings, etc., that were formerly imported from the United States. And right here we see a direct example of the benefit we get by encouraging home industry: Every year sees Canada more independent of other countries, as factories are springing up in our midst and supplying goods that were formerly imported. Keep up the good work and encourage home industry whenever it is consistent to do so.

**CARPET TRADE NOTES.**

A new fibre has been found in Brazil which is believed to make a substitute for jute. The threads are long, strong and will resist the action of water. It is to be tested in England.

Velveteen is a durable fabric for wicker chair cushions. Being cotton, moths do not disturb it, and its dyes and textures are almost wearproof. Cretonnes in colors and patterns

# Toronto Carpet Mnfg. Co., Limited



**INGRAINS**

**AXMINSTERS**

**SMYRNAS**

**CARPETS AND CURTAINS—Continued.**

of old tapestries are always pretty, and if a good quality is used will last a long time.

There is a great display of curtains this month. The new importations which The Brock Co., Toronto, have put into stock include lace curtains of all makes. A larger display in this line is being made than ever before, and a very extensive trade is being done in them. Some special numbers for retailing at popular prices are being shown to close buyers. Curtain materials of all kinds, including art draperies, muslins, cretonnes, satens and similar fabrics are in great profusion this season. This firm have secured some snaps in white quilts which are being quickly taken up by the trade.

In lace curtains and curtainettes, say John Macdonald & Co., values are better than last year. In carpets, a strong range of wilton velvets, including 54 in. widths in pretty colorings, is shown. Paper patterns of an extensive range of 4-yard wide linoleums can be had by any dealer who sends an application by mail. There are some pretty things in tapestry and chenille curtains, oriental and roman stripe effects being a feature. Some 3½-yard lace curtains, to retail at a very low price, are shown just now. The department also carries different widths of coco mattings for the use of churches, and also a range of church carpets, samples of which can be sent at any time. Repeat shipments of moquette mats and rugs in fancy designs have been received.

**COLONIAL BLEACHING AND PRINTING COMPANY**

Another stride has been made in the advance of the cotton industry in Canada, by the completion of the new Colonial Bleaching and Printing Company's works at St. Henri, Que. These mills are known as converting mills, and deserve the support of the trade in that they supply a want which has been felt for some time past. They will bleach, dye and print grey cotton bought in the open market in England, United States or Canada, and taken to them.

The works at St. Henri, of which cuts appear in our January Special Number, consist of a main building and two wings. The structure is of solid brick with stone foundation, and its dimensions are: main building 412 x 62 ft., right wing 180 x 62 ft., left wing 150 x 64 ft. The mills cover five acres of ground, and two acres additional have been secured so that in case the cloth required should not be obtainable the erection of a cloth mill would be possible in connection with the other buildings. The company expect to begin operations about March 1, when goods will probably be ready to be shown. About half of all the machinery is now in position, and all haste is being made to have everything in working order by the early Spring.

**FANCY PARASOLS.**

Representatives of The Irving Umbrella Co., Limited, are now on their respective routes with a full line of up-to-date fancy parasols. From orders now on hand, the indications are that this will be the largest fancy parasol season in many years, and, as they carry a complete range in their showroom, they are always pleased to receive a call.

Some of the latest designs shown are fleur-de-lis, hem-stitched, and tucks, in rows of three, four and five, also frills and 20-inch plain. The leading feature of many lines is the colored enamel stick to match the goods.

**OBITUARY.**

THE LATE HENRY HILKER, OF PORT ELGIN.

WE record, with much regret, the death at Port Elgin last month of Mr. Henry Hilker, one of the pioneers of that district and a man who filled a useful and honored place in the community.

Mr. Hilker was born in Germany in 1824. When young he accompanied his father to Jamaica. In 1837 they came to Canada and settled in Waterloo county. From a sketch of his life published in The Port Elgin Times, it appears that his early years were spent at first in business and then in farming. In 1852, when the settlement of Bruce was beginning to take place, Mr. Hilker sold his farm and removed his family to the new region which offered more openings to his energy. "It is doubtful," says the chronicler, "if there would be such a place as Port Elgin to day were it not for the spirit of enterprise displayed in those early days by Mr. Hilker and other residents of Waterloo who came shortly afterwards." He began in the shoe business, and later the firm of Ruby & Hilker was formed. The house was known all over Bruce county and far beyond. It engaged extensively in grain buying, and the volume of business done equalled that of any firm in Northwestern Ontario. To day, Hilker & Co.'s is one of the leading stores in Port Elgin. Mr. Hilker also went in largely for building, and many fine structures in the town were planned and carried out under his direction. He was a public spirited citizen, and often filled prominent positions in the municipal councils, and interested himself in the development of the district. "It will," says The Times, "be a long day before the name of Hilker is forgotten in Port Elgin." The deceased gentleman, who had been in poor health for several years, left a widow and 10 children surviving. The latter are: Messrs. A. Hilker, H. E. Hilker (reeve of Port Elgin), Bismarck, Charles and Elijah; Mrs. Macdonald, Guelph; Mrs. Wyld, Wetasklin, N.W.T.; Mrs. Thomson and Miss Helen. There was a large attendance of friends at the funeral to pay the last tribute of respect to a worthy citizen.

**LADIES NECKWEAR.**

This department has now become quite a feature in all well-appointed retail stores where they cater to a good class of trade.

For the Easter trade, the latest thing will be soft, fluffy chiffon, trimmed with narrow silk fringe. The shapes in this, now shown in New York, are many, but the most popular is the Windsor and the made-up shapes, made to imitate a well-tied Windsor, and the best color will be white, trimmed with white or black, and pale shades, trimmed with white.

Travelers from New York are showing some very nice collections of these goods, the difficulty being that, as they are all made from French cloths and trimmings, which pay a very heavy duty coming into New York, it makes the price prohibitive when the Canadian duty on goods coming from New York is added, and intending buyers will find the Canadian manufacturer now showing as good, or better, range in variety and style as the best New York maker, and at prices which will save the purchaser the duty and more.

# Hamilton Cotton Co.

HAMILTON.

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

## CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent \_\_\_\_\_

**W. B. STEWART**

27 Front Street West, TORONTO.

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

## THE MERCHANTS MERCANTILE CO.

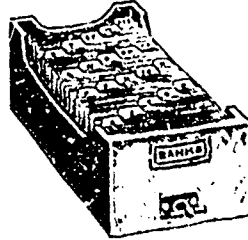
260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims.  
Tel. Main 1085.

# ARCHBALD'S

## Card System



**\$2.25** net cash with order,  
delivered to any place  
in Ontario and Quebec.

Worth any number of pigeon holes or books. With it the busy business or professional man can collect in a small place all the information and loose details that are scattered throughout his office and desk. Each day is brought to his notice those matters which should have immediate attention. Consists of 400 Record Cards, Ruled, 1 Alphabetical Index, 25 Blank Index Cards, 1 Handsome Polished Desk Drawer Tray, 9 in. long and 10c. for each additional inch in length) made of quarter sawed oak. If not perfectly satisfactory you can have your money back. Catalogue for the asking.

## CHAS. E. ARCHBALD

45 Adelaide St. East, - - - TORONTO

Branches—OTTAWA, HAMILTON.

Mention this paper.

The latest in style, perfectly tailored, exquisite in fit and appearance, and of the newest materials. What more can we want? "Foreign-made goods cannot compete with The Northway Garment"—A merchant's estimate after an extended experience with Foreign and Domestic-made goods.

# THE Northway GARMENT

It is exceedingly gratifying to be able to place on the market garments that are giving such excellent satisfaction. It will be our earnest effort to continue to merit the confidence of the merchants of Canada by giving the strictest personal attention to every detail.

Perfect results can only be had after years of experience. Our Cutters, Fitters, Tailors are all of the highest class that we can get, and it is by the employment only of the best that we are able to put on the market garments that create a demand wherever they are handled.

Have you a full line of our new

**SKIRTS WITH SINGLE AND DOUBLE  
BOX PLAINTING?**

They will please your customers.

If our travellers do not call often enough, write for full particulars of our complete line.

## John Northway & Son

32 Wellington St. West

Toronto.

The Northway Garment is always perfect in Style, Fit and Finish.



One of the many of our new creations  
Esquisite in appearance.  
Newest in style, with applique trimming.

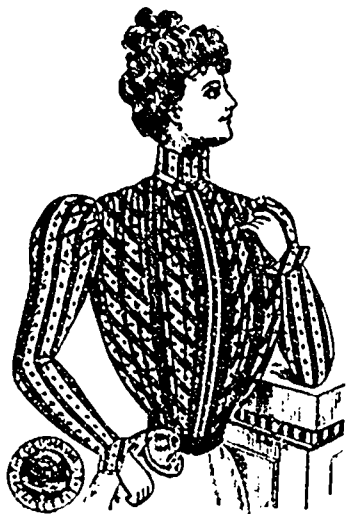


## NEW GOODS IN WHOLESALE TRADE.

**JOHN MACDONALD & CO.**

**T**HE dress goods season is proving an active one. In figured black crepons this firm are showing a line (No. 1110 X) to retail at \$1.25, which is especially good. A black wool and mohair figured (No. 522) will retail at \$1, while the whole range of figured blacks is full of the latest designs. In better class goods, such as silk and wool mixtures, two lines (No. 542 and No. 536) are very attractive and will retail from \$1.25 to \$1.75. A magnificent line of black silk grenadines, in stripes and checks, includes goods to retail from 80c. to \$2 per yard.

In plain costume cloths, one (No. 0433) retails at \$1, and there is a range of 20 shades including the new Spring colorings, greys, fawns, browns and tans. A pretty fabric



FRANKENTHAL BROS., NEW YORK.  
(Geisha Waists.)

which is proving a good seller is a French poplin (No. 0439) with a small silk lover's knot design. Another novelty is a silk back covert cloth for tailor made costumes, the silk back doing away with the lining. A line of 48 in. worsted costume cloth (No. 427), in a variety of colorings, will retail at 75c. Seabelle serges, black and navy, are selling freely. Black lustres and mohairs do likewise.

In silks, and in this department John Macdonald carry a large stock, five lines of new

blouse materials in beautiful coloring for 50c. retailing are just in. Their two special numbers of black peau de soie (014 and 016) for \$1 and \$1.25 retailing are specially good things. There is also a big range of colored taffeta silk, and a good stock of white and cream satins.

The approach of the millinery season renders interesting the immense stock of white, black and cream brussels nets, mechlins, and point d'esprit nets. Black and colored ribbons in all widths from 3 up can be had, and the range of laces is complete, including vals, torchons, black silks, cream silks, also all-over laces in light and heavy makes. A new shipment of veillings is just in, and a complete range of chiffons.

The men's furnishings department have just received a large lot of handkerchief ties with the handkerchief border, blue, green, etc., with new white designs.

They are showing cashmere half-hose at the old prices, which are less than manufacturers' prices for orders placed to-day. A special line of braces for 25c. retailing can be had now, as well as two specially cheap lines in men's rubber coats. Silk front shirts are having a big sale and a full line is shown.

A few hundred dozen seconds in black cashmere half-hose have just been secured which can be profitably retailed at 20c. A line of seconds in linen handkerchiefs (to retail two for 25c.) is being jobbed.

About 50 different styles of belt buckles are shown for this season, including jet, steel, enamel and plain gilt. Jet belts to retail from 35 to 75c. are being sold, and there is a large range of pearl mantle buckles, smoked and white, which are good Spring property.

The print trade this season has excelled former years. There are some stylish new patterns in cashmere effects, large checks, a large striped-check which has been a successful seller, and the new purple blue ground with a lover's knot pattern. Some new patterns, not yet shown, are expected in shortly.

**MCINTYRE, SON & CO.**

This firm draw attention to their large and well-assorted stock of household linens from the most reliable makers. Many of these lines are offered at old values, but, as the linen market is at present developing a strong upward tendency, the present rate of prices can only hold on present stock. A word to the wise is sufficient.

The dress goods department is experiencing the busiest season known for years, the demand extending over a large variety of styles. High-class black goods are in favor with shrewd buyers, and high-class fancies always attract the attention of those who have an exclusive trade to cater for. There are many lines of black goods which were contracted for before recent advances.

In the cotton and wash goods department, new goods are being received and shipped daily. Printed muslins, dimities and organdies, printed spot and embroidered muslins, silk welt zephyrs, mercerized printed lawns, sateens and foulards, mercerized plain sateens and italians are among the many lines already added to this department. Every pattern is new this season. White goods are in such variety that space will not allow a detailed description. Imported zephyrs in variety, in colors which can be depended upon.

The smallwares of Kirby, Beard & Co. are the best known for quality and moderate price. Silks, velveteens and velvets are shown in variety. Ferguson's percalines and linings are sure to be wanted for Spring trade. They are the best.

In the kid glove department, suede gloves are shown as leaders for the Spring trade. The latest styles and shades are here in a variety of prices. White kid gloves are still in demand for good class trade, and are sure to be scarce in desirable lines before the season is far gone. Buyers should see that they have enough to supply a fair demand. Latest advices from Europe indicate strong advances in the near future, in addition to those already put in effect.

### BRAMPTON FIRMS DOING WELL.

Though near Toronto, the Brampton merchants are not much concerned about city departmentals. The Brampton firms carry fine stocks, and hold the local trade well.

Geo. R. Anderson & Bros. have just finished stock-taking. They have, during the past year, done a larger volume of business with more satisfactory profits than ever.

T. H. Shields & Co. have just doubled the size of their store by securing the adjoining store on the east side. To this large store has been removed the ready-made clothing and men's furnishings department. To this department has been added that of ordered clothing. Shields & Co. have been doing an ever increasing business since first opening in Brampton, and last year proved more successful than ever.

# Bobbinet Ruffled Curtains,

— THE POPULAR  
WINDOW DRAPERY.

**DURABLE, ARTISTIC,  
INEXPENSIVE.**

Nothing like them for —

**B**EAUTY, GRACE,  
and ELEGANCE.



## WE MAKE THEM

In a variety of styles and patterns in plain or spot nets, and can fill orders for special sizes promptly. Prices range from **\$1.65 to \$5.50 per pair.**

The illustration shows one style of draping. This effect is obtained by using the "Parisian" **DOUBLE ROD**. For other designs see our Illustrated Catalogue, which we will send on request.

*Don't Fail* to see our display of *Bobbinet and Lace Curtains, Laces, Allovers, Nets, Underwear, Linens, etc., etc., when in the city.*

## PRIME & RANKIN,

22 Front Street West,  
TORONTO.

# The "Beaver Brand" Macintosh

*This is What Our Customers Say:*

"Never had **Macintoshes** that gave such satisfaction as the '**Beaver Brand**'."



D. B.

*Have You Tried Them Yet?*

If not, begin the new century with Macintoshes that will give the **greatest SATISFACTION** to **you** as well as to **YOUR customers**

**The BEST and CHEAPEST MADE or SOLD in Canada.**

You can get them until May 1st at the present prices.

Write us if our traveller does not call on you.

**The Beaver Rubber Clothing Co.,** 1490 Notre Dame St.  
Montreal.

### A QUESTION OF IMPORTANCE.

ADVANTAGES TO BE DERIVED FROM CONFIDENCE BETWEEN  
RETAIL AND WHOLESALE MERCHANTS.

**U**NLESS confidence exists, harmonious business relations cannot follow. This may be set down as an established fact, and one that no one entrusted with the dispensing of credits will attempt to gainsay. Unfortunately, however, sometimes on account of delicacy on the part of the wholesaler in asking for it, sometimes on account of unwillingness on the part of the retailer to extend it, this confidence does not exist, and, in consequence, misunderstandings arise and losses ensue that might otherwise have been avoided.

No reasonable merchant, no one who professes to conduct his business upon business principles should refuse to give a statement of his financial position, should any occasion arise that may call for such a request from those who are supplying him. A merchant who refuses to give a statement must do so for one of two reasons—firstly, because he is really absolutely independent, or, secondly, because he is not, but would like to appear so. Any debtor who asks a favor in the way of a renewal should not object to give his full confidence when it is asked for. He should rather be willing to make the fact of his asking a renewal the occasion to give it without solicitation. Unfortunately, in many instances this is not the case, but, on the contrary, confidence is refused, and very often brusquely, even in instances where repeated renewals have been given freely and without inquiry. Merchants do not seem to look upon merchandise purchased from the wholesaler as so much cash advanced, but as something of lesser value, and yet, if appealed to by their own customers for credit or an extension of an account already overdue, they would, if business men, carefully investigate before acquiescing.

A merchant who knows he is in a good position financially, and has always met his bills promptly, may, perhaps, feel hurt at inquiry being made as to his standing. Occasion may, however, call for this by the fact that his account, which has never exceeded, say, \$1,500, has recently increased to \$3,000, or because, owing to peculiar circumstances, he has asked for regular credit terms, whereas in the past he has always taken his discount. In such cases, or others of a similar nature, confidence when asked for should be given and given freely, so that a basis of understanding may be reached whereby further accommodation, if desired, may be extended without doubt or anxiety on the part of the wholesale merchant.

All transactions in business should be straight and above board. No merchant should act or write in such a way as would intimate he has anything to conceal, much less should he assume an independent air when favors he may have received at the hands of his suppliers have perhaps been the means of carrying him over rough places financially. A retailer approaching a wholesale house for credit, or asking for renewals, should assume the same attitude as towards a bank from which he is borrowing money. He should be prepared to show his hand and say, "Here is the security I have to offer for the favor I am asking." Unless this is done, confidence cannot exist, and without confidence there can be no feeling of security. The wholesale houses in Canada are most liberal in all dealings with their customers. Let that liberality and leniency be rewarded by the utmost frankness in all dealings, by the interchange of confidences and by the evident

desire to give rather than withhold any reasonable information that may be required. This system properly conceived and faithfully carried out would in a very short time exercise the most wholesome influence upon the wholesale trade and make many transactions a pleasure that must otherwise be classified under a different heading.

J. FRASER MACDONALD.

### UNSHRINKABLE UNDERWEAR.

The makers of the 'Wolsey' unshrinkable underwear have had letters and correspondence from all parts declaring that these shirts are what they purport to be, i.e., goods that will not shrink under any circumstances whatsoever. All kinds of goods are constantly advertised as being unshrinkable, and are found wanting upon trial. The company are willing to make any guarantee that these shirts will stand anything—except the use of malicious chemical stuffs. Even soda has been tried, and shirts have come out uninjured. This is not due to any one particular shirt. Any shirt which is all wool, under the same process, will stand equally well. The underclothes are all stamped with the trade mark. The proprietors state that they have been offered large sums by English houses for the privilege of selling their goods with the mark removed; but they have refused. They have been selling these goods for 15 months in the Old Country, and none have been returned. The wool retains its elasticity under all conditions. Most of the leading houses here are handling the goods, and they have already been on sale for about one year. The invariable report has been that after boiling, and other test treatment, the garments have come out exactly the same size as before. Another thing is that this process does not destroy the wool, nor make it in the least injurious to the most sensitive skin.

### PREPARING FOR SPRING.

Boulter & Stewart have now ready for the coming openings, all the latest novelties from Paris and New York in tailor-made suits. The most popular jacket this season will be the Bolero or Eaton, worn pointed in front. Also many are made with applica of velvet and fancy braided or worked with taffeta.

There is steady demand for homespuns, and same will be largely worn in the light and dark greys. Plaids for separate skirts are still in demand, and will be good sellers with the ever-popular shirt waist.

Silk blouses are to be the fashion for early Spring, and the new designs are very pretty, all being trimmed with lace and fancy applica. For later wear the white pique skirt and blouse will be the leader. The pique collar on blouses has been pronounced a success and looks specially well worn with pique skirt.

Boulter & Stewart are making great efforts to fill orders promptly for these goods and state they are sold up until April. Their showrooms are fitted up with the idea of comfort for their patrons, and you can see a large assortment in a few minutes. A call will repay you.

The Canadian Rubber Co. and The Toronto Gutta Percha and Rubber Co. have notified the trade that, beginning February 1, a 5 per cent. advance will take place in the prices of rubber belting, packing, hose and mechanical rubber goods, owing to the advanced prices paid for crude rubber, cotton fabrics and other ingredients.

MANUFACTURERS OF  
*All Wool and  
Union Flannels.*



*Jewell, Jorges Co.*

AH BAIRD,  
SECY TREAS

H STROUD,  
MGR

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

**The Review's Directory of Agents.**

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

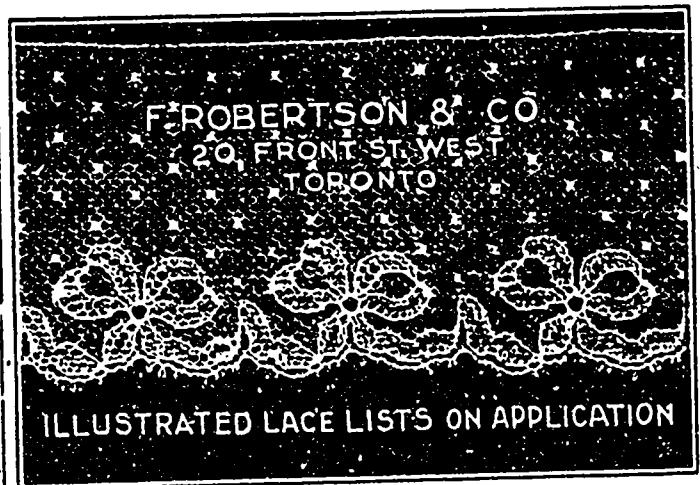
**W. A. BAKER** 43 St. Sacramento Street  
Manufacturers' Agent, **MONTREAL**

Representing KRAMER & WERTHEIMER & Co., Bradford England PAVERS and WOOLLEN, FRIDRICH & F. L. DA PIAU, Germany, laces, HENSAL, COLLADAY & Co., Philadelphia, U.S.A. manufacturers of dress trimmings fringes and upholstery goods, STANFORD BROWN & Co., Bradford, Eng, carriage cloth meltons, etc.

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

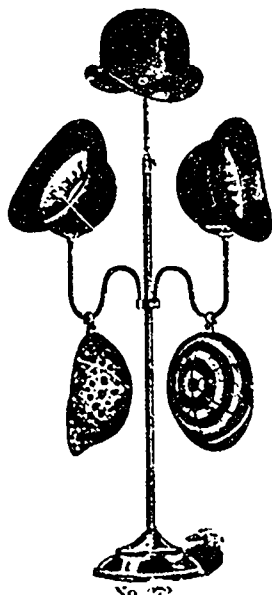
Representing: { Wm. SIMPSON SOKS & Co., Philadelphia, Pa., Prints, Linings and Draperies.  
CARTWRIGHT & WARNERS, Limited, Loughborough, England. Hosiery and Underwear.  
D. SANDKMAN & Co., Leicester, Engl, no, Yarns and Werts

**A. ROLAND WILLIAMS** Manufacturers' Agent,  
Room 609 McKinnon Bldg  
19 Melinda St., Toronto  
Woolens, Silks, Ribbons, Gloves, Fancy and Staple Linens,  
Felt Hats, Dress Trimmings, Canvas, etc.



**Buy your STORE and WINDOW FIXTURES**

direct from manufacturer and save middlemen's profits.



No. 272

Triple Hat Stand, adjustable to 10.50 in., 6 in. base, nickel plated.

*all returned  
30/4/10*



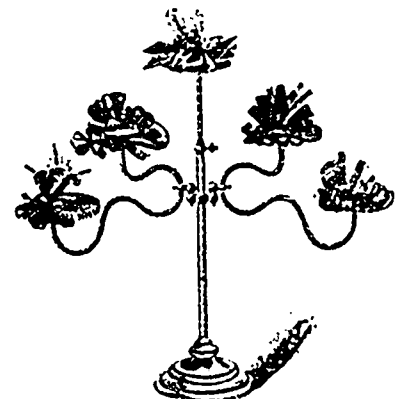
No. 273



No. 274



No. 275



No. 276

**Toronto Brass Manufacturing Co.,**

SEND FOR CATALOGUE AND PRICES.

93 Richmond Street West, TORONTO.

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

**TORONTO and MONTREAL.**

C  
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N

THE MONTREAL COTTON CO., of Valleyfield, is always to the fore in the manufacture of goods to suit the changing demands of the trade. During the last few seasons dress fashions have varied with great rapidity, and the consequent introduction of new linings, or old ones under new names, has made it difficult to keep pace with the requirements of the dressmaking trade generally. That the M. C. C. should have accomplished this successfully is due largely to the extreme watchfulness of their selling agents, Messrs. Stevenson, Blackader & Co., and their readiness to acknowledge the advantages of any novelty introduced, whether English or foreign, and to adopt it immediately, so that it can be placed before the trade in time to head off importation. The very large additions to their works, which are now about complete, ought to enable them to make prompt deliveries, but we unhesitatingly advise merchants to

**ORDER EARLY.**

Our large contracts for special cloths enable us to make interesting quotations.

**LININGS**

*Rehman*  
*u*  
**The W.R. B. Rock Company.**  
*(limited)*

**TORONTO and MONTREAL.**

**MAGOG**

**PRINTS**

These goods year by year become a greater feature in the trade.

Our

**33**

travellers are now on their various routes with full lines of samples. One specialty is our enormous range in the

**HHH**

extra heavy wide cloth, consisting of over 300 patterns, two-thirds of which are our own exclusive designs.



## Clothing and Woollen Trade.

### THE CANADIAN TRADE.

CANADIAN woollen buyers have not yet returned from the other side, but their reports to importing firms here are that the market continues firm. As to conditions here, the ordered tailoring trade has been good, as well as ready-made clothing. In the case of sales of cloths to merchant tailors, there has been much activity in orders for worsteds, owing to the heavy advances in price. It is believed that cheap worsteds will give way this Summer to serge suits, which is a slightly cloth and always more or less popular.

The Crown Clothing Co., Limited, Toronto, has been incorporated with a capital stock of \$40,000.

Stanger, of Fredericton, has a fine merchant tailoring establishment. The store has recently been completely renovated. Hardwood floors have been laid and the walls have been covered with narrow, beaded sheathing, and painted a glistening white. In keeping with modernized tailoring establishments, Mr. Stanger has discarded the old-fashioned counters, and now displays his fine and varied stock of cloths upon tables. The main store is separated from the cutting department by an archway hung with rich portierres, the business office being in the front store and separated from it by a handsome balustrade.

The Stratford Clothing Co., which it was announced would move to Toronto, have decided to remain in Stratford.

Oak Hall, of Toronto, had a patriotic window that was almost an obstruction to travel at Yonge and Adelaide streets, so great were the crowds that surrounded it. Oom Paul was the central figure. He sat, life-sized, smoking a long pipe over a keg of gunpowder. A real Maxim gun was aimed at his head. The Boer flag lay at his feet, and converging on him were mounted and unmounted soldiers in uniforms similar to those made by Oak Hall for the second contingent. A large card announced that subscriptions received at the store for the Patriotic Fund will be acknowledged. The Sanford Co. have been turning out a great many uniforms for the Canadians ordered south, and have been doing it with great speed as well as thoroughness.

An English firm of manufacturing clothiers have been showing some samples which give an idea of what English styles are. A natty line is in the American blouse suits, better known, perhaps, as the Boston suits. This has a broad box pleat down the centre, embroidered in a neat fashion. There

appears to be anticipated a large demand for the three garment suits for youngsters. These, with a fancy silk spotted or dashed vest, are to be seen in all the houses in profusion. A novel line in this particular style has a broad collar, fastened to the waistcoat, with a small embroidered pattern at each corner; but the novelty lies in the foreparts. These are very tastefully embroidered, and present a unique appearance. No great contrasts are shown in the colors of the embroidery and the cloth, as this would not at all enhance the novelty, but all are subdued in hue, and are certainly worth a more than casual inspection from the buyer. This firm are also showing a smart line of juveniles in fancy cheviots, of what is known as the herringbone pattern.

Mr. Justice Davidson rendered judgment at Montreal last month in the suit of Vineberg & Co., wholesale clothiers, against The Dominion Woollen Mills Company, dismissing the plaintiff's action with costs.

The action was for \$10,962.50 for damages alleged to have been sustained by plaintiff, through failure of the company to fill certain orders given in January, 1897, for future delivery, of about 40,000 yards of frieze. Delivery was to be made by June, and terms of payment—spot cash on delivery.

The defendants pleaded in effect that after beginning to manufacture for plaintiff, the goods in question, the plaintiff represented that they would not be able to take and pay for in cash the quantity of goods mentioned in the orders, and that the orders were cancelled and arrangements made by which smaller quantities of goods were to be manufactured and delivered to plaintiff as required.

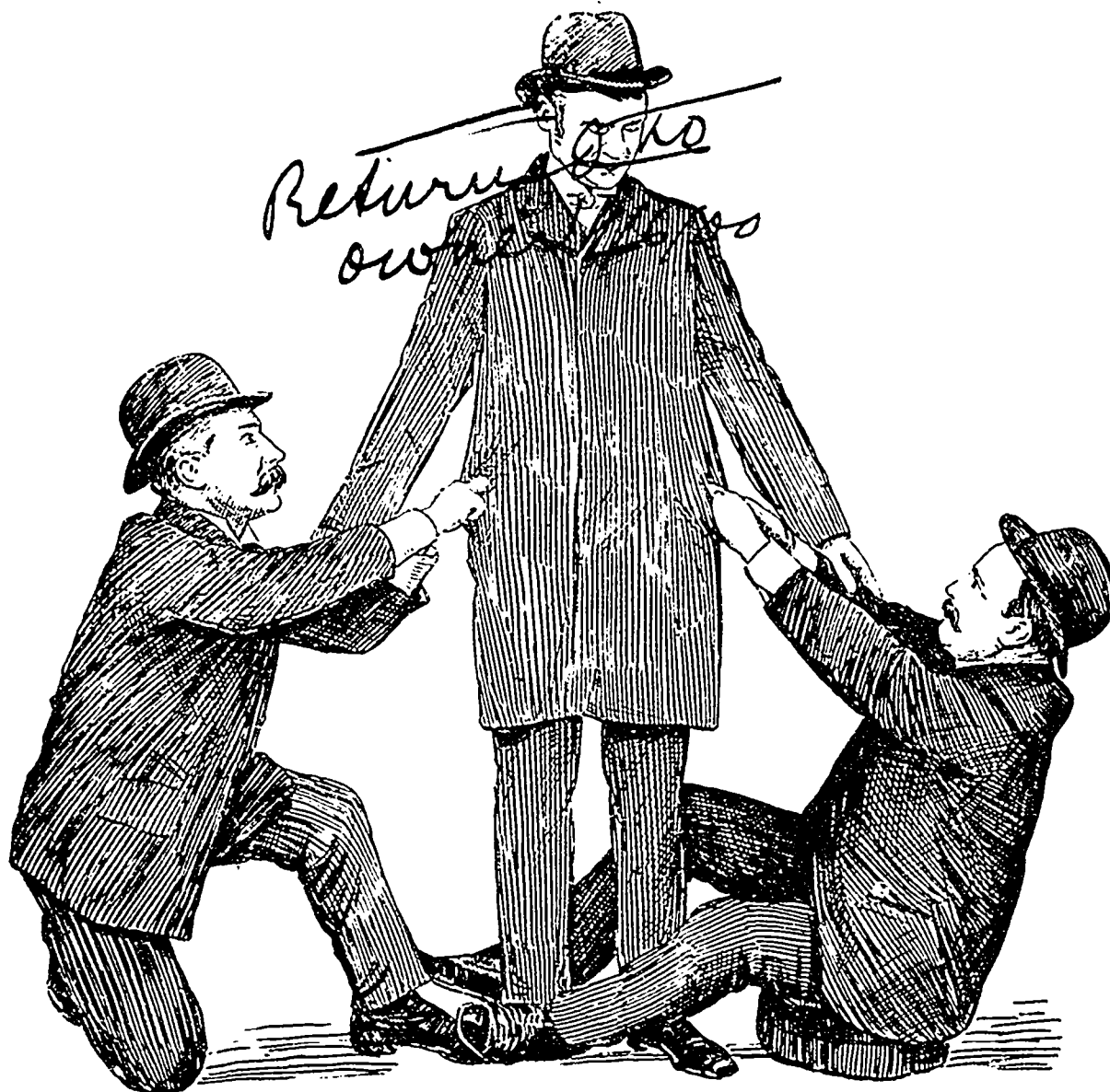
That the company cancelled the original orders in the books and manufactured and delivered to plaintiff, certain quantities of goods, which the plaintiff failed to pay for in cash, as delivered, and that plaintiff made no provision for the sum of \$25,000 required to pay for the goods on June 1, and did not take any steps to put the company in default to make any delivery.

That the capacity of the company's mill was sufficient to manufacture the quantity of goods for which they had orders.

The judgment upheld the pretensions of the company upon all the points raised by them and dismissed the action with costs.

Says London Fashion, discoursing upon men's ordered clothing: "The 'Raglan' is to-day being made in almost every conceivable cloth and shade. The coat itself seems to be as popular as ever, and my advice to those about to order a new 'Raglan' is not 'don't.' Nor is it, at the same time,

# YOU CAN'T TEAR THE POCKETS OF OUR CLOTHING



**F**ROM start to finish our clothing is made to wear, and thoroughly up-to-date as regards fit and finish. We have many new customers each season tell us they had no idea how much superior our stock and assortment was to the goods that they have been buying for many years.

They discover, to their surprise, that they have been utterly blind to the fact that they could have bought clothing better adapted to the needs of their business than by adhering to the old methods and buying from the same firms season after season.

Would this be your experience also?

What risk do you take in looking at our goods and comparing prices?

Do you want to see our \$3 50, \$4 50, \$5 00 and \$7 00 lines of Spring Suits? If so, a post card will either bring one of our travellers, or we will send you at our expense sample garments.

## M. SAXE & SONS

Wholesale Manufacturers of Popular-Priced Clothing

Corner St. Peter and Lemoine Streets.

 MONTREAL



# JAMES CRISTINE & CO., Limited

Manufacturers and Importers of

## HATS, CAPS AND STRAWS

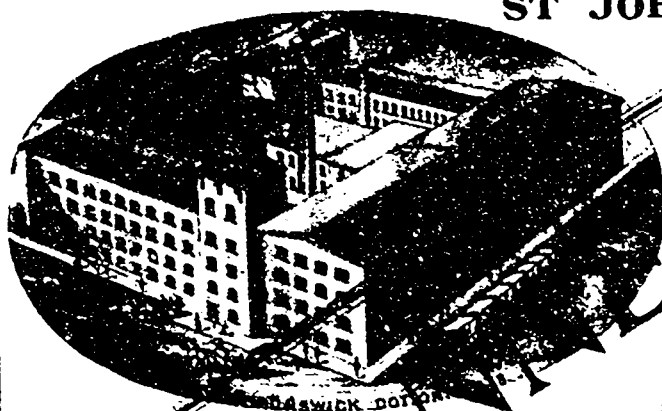
469 to 477 St. Paul St.,

SPECIAL Values in newest American Shapes.

### MONTREAL

# W.M. PARKS & SONS Limited

ST JOHN, N.B.



Cotton Spinners,  
Bleachers, Dyers  
and Manufacturers

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

THE ONLY "WATER TWIST" YARN MADE IN CANADA

Agents . . .  
J. SPROUL SMITH, 174 Yonge Street, Toronto.  
DAVID KAY, Fraser Building, Montreal.  
JOHN HALL, 83 Front Street East, Toronto, Special Agent for  
Beam Warps for Ontario.

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

# Kirk's Patent Hat and Cap Rack



displays more goods, and to better advantage, in less space than any other! In fact, it takes up no space, as it is suspended from the ceiling and may be placed over a table, counter, or floor space. It is artistically and tastefully gotten up, and shows hats, caps, ties, collars, cuffs, furs, socks, shirts, underwear, etc., in the most attractive manner. It is especially well adapted for showing hats and caps. It keeps goods in nice shape and facilitates the selling of them. Made from 6 feet to 16 feet long.

DROP A CARD FOR CIRCULARS AND ALL INFORMATION TO

E. J. KIRK, - Bracebridge, Ont.

**PURE WOOL**  
**OXFORD TWEEDS**

**ARE** clean - contain no old rags - just pure wool. Colors bright. Look well until worn out. Wear a long time. Not too expensive.

*Ask for the*  
**GENUINE OXFORD**  
*Made only by*  
**Oxford Mfg. Co. Limited**  
*Oxford, N.S.*

Kirk's

Kirk's

**NISBET & AULD**  
**TORONTO**

Western  
Wholesale  
Representatives.

# The Goderich Knitting Co., Limited

# SELL



Their perfectly made, reliable  
"Maple Leaf" Brand Hosiery

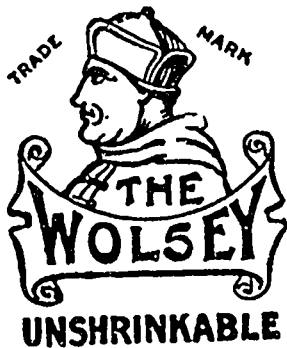


## Direct to the Retail Trade

THROUGH THEIR AGENTS

The Richard L. Baker Company, 28 Wellington Street . . . Toronto.

**The Wolsey**  
**Unshrinkable**  
**Underclothing**



Registered in Canada.  
 TO BE OBTAINED FROM ALL THE  
 LEADING WHOLESALE HOUSES.

THE BURLINGTON LAUNDRY,  
 RIVERDALE ROAD, FULHAM, S.W., 30th Dec., 1898

DEAR SIR,  
 We have washed one of the vests called 'Wolsey,' whilst the other was kept to prove the shrinkage of the washed article. We have washed and rewashed the article many times, and there is no appreciable difference in the size when compared with the unwashed article. It was put into the boiling water, and into water which contained soda, and in every way treated very badly, but it has now come out, after all these trials, exactly the same size as that which has never been in water.

Yours truly,  
 THE NEW BURLINGTON TROUSERS LAUNDRY CO.,  
 J. E. HUNT, Secretary.



GARMENTS  
 BEARING  
 THE  
 "WOLSEY"  
 TRADE MARK

- Will not shrink.
- Will not thicken nor felt.
- Will retain their softness and elasticity.
- Will not irritate, nor have they undergone any treatment rendering them injurious to the skin.
- Wolsey Garments are English made.
- Wolsey Garments are All-Wool and thoroughly hygienic.



**Our Specialties**  
**Spring, 1900**

MEN'S BLACK AND BLUE

**Worsted Suits**

and.....

**Whipcord Overcoats**

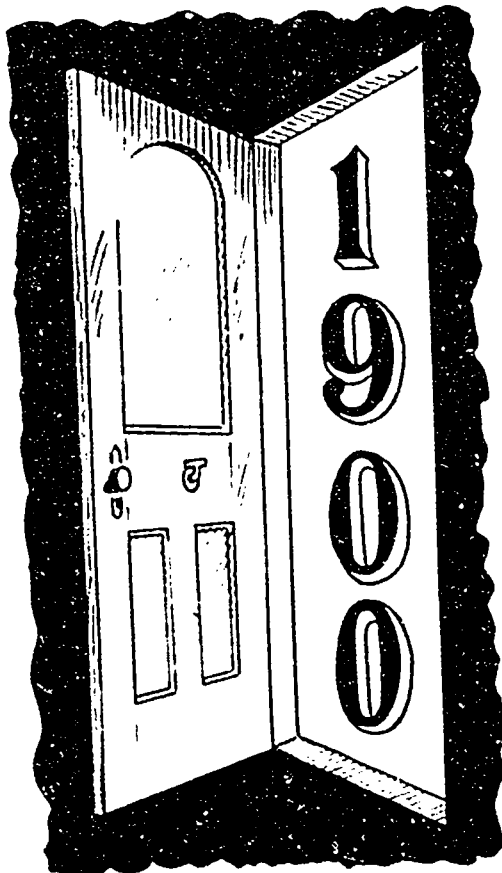
~ SPECIAL VALUES ~

THE **G. A. THORPE** MFG. CO.

Wholesale Clothing Manufacturers,

57-59 Bay Street

**TORONTO**



DECEMBER 31 we closed the door of 1899, after the greatest volume of business we ever did in one year. THIS MONTH we open the door of 1900 with the same success-bringing lines.

**TIGER BRAND**

UNDERWEAR, PLAIN AND FLEECE-LINED

Our samples are now in agents' hands

**Eiderdown Specialties and Shoe Linings**

- |               |               |                |              |
|---------------|---------------|----------------|--------------|
| Ontario       | Quebec        | Mar. Provinces | Manitoba     |
| J. E. McCLUNG | P. DE GRUCHY  | J. A. MURRAY   | A. L. GILPIN |
|               | B. Columbia   |                |              |
|               | N. J. APPLEBY |                |              |

The Fleece lines made by us are acknowledged by all careful buyers to be the best value ever offered.

**THE GALT KNITTING CO.**

GALT, ONT.

Limited

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

a particularly pressing 'do,' for I have an idea that the overcoat for 1900 will be more of the Chesterfield build, with 'Raglan' pockets, certainly, but with a velvet collar, and a less cape like hang from the shoulder. The ordinary 'Raglan,' however, in drab or light grey herringbone for traveling or morning wear, and in dark grey for evening dress (satin-lined in this case), wants a lot of beating as a coat to possess among others. Made of a waterproof material, it is an ideal coat for wet weather. Indeed, the 'Raglan' was originally a waterproof overcoat, and had its birth, I think, at the establishment of a Regent street tailor, who gave it a long name I never can remember. So many tailors claim to have started the 'Raglan' that I refrain, for the sake of peace, from mentioning the name of the Regent street firm in question. The 'Raglan,' if not too long, and if made liberally and with a long slit up the centre of the back, is by no means a bad coat for riding in. It is best, though (particularly for your horse), when riding in wet weather, to have a real riding rain-coat, which is full enough in front and behind to act as a tolerably competent covering for the 'noble animal.'"

"A nice-looking overcoat for frock coat and evening dress wear is a dark grey (almost black) tweed, made single breasted, with plain or turned up cuffs, silk facings, and an all through black satin lining. This coat should reach down a little below the knee, so that it may cover the bottom edge of the frock coat. There is a mistaken tendency to make the coat too short, with the result that it is rendered useless for frock coat wear. The pockets are either of the usual kind, or, at the opening, are of the 'Raglan' type, but these are of the plainest make, and have none of that through stitching which, in the 'Raglan,' gives outside indication of the capacity of the pockets. The coat has neither side-slits nor back-slit; the seams are only very narrowly overlapped, while the hang, both in front and behind, is easy without being positively full. When the material is of a much lighter grey, there should be no silk facings. Silk facings to light color clothes are now almost as old fashioned as blue frock coats. The general design of the garment does not adapt itself to heavy material."

The same authority declares regarding costumes for golf: "There is no form of sport on the face of the earth less particular about a uniformity of dress than the sport of golf. It doesn't seem to mind in the least bit what its players wear, especially in the matter of leg-gear. Woollen stockings, folded over box cloth continuations (buttons right to the front, the same as on riding breeches), and brown or black boots or shoes—such, perhaps, is the most popular nether attire of the golfer. And there is variety of material even in such a small matter (small, that is from the point of visibility), as the continuation to the breeches. One kind is of box cloth, another is of the same material as that of which the breeches are made, a third is of melton, and a fourth is of buckskin—a very uncommon kind, this, by reason of its cost. Box cloth always looks well on account of its neatness and its sporting "tone," but it should not be attached to breeches of a dark shade, or it will give an odd and patchy appearance to the leg. In spite, however, of the general appropriateness of box cloth for this particular use, I think it will be pretty extensively admitted that most golfers prefer to have the continuations below the knee made of the same material as the breeches.

A new line of domet, sold at 7½c., has been got out by The Canadian Colored Cotton Co., 27 inches wide.

**UNION OF ONTARIO WOOLLEN MILLS.**

The union of certain Ontario woollen mills under one management has, after protracted negotiation, gone through at last, and the new company is applying for incorporation as the Canada Woollen Mills, Limited. The new concern includes five mills, those of A. W. Brodie, Hespeler, the Waterloo Woollen Mills, the Maple Leaf Woollen Mills, the Lambton Woollen Mills, and the Hawthorne Woollen Mills. The capital stock is \$2,000,000, of which \$800,000 is subscribed. No stock will be offered to the public, it all having been subscribed by the mill owners and by private subscription. The president of the new company will be Mr. W. R. Brock, Toronto; the vice-president, Mr. A. W. Brodie, Hespeler; while Mr. John M. Morley will superintend the management of the mills. The selling agents of the united company will be Millichamp, Coyle & Co., Toronto. The provisional directors will be Messrs. Brock, Brodie, as already mentioned, and Mr. G. T. Benson, Montreal; John M. Morley, Waterloo; Timothy Eaton, Toronto; and R. Millichamp, Toronto.

**NEW RACK FOR STORES.**

A store fixture of utility has been patented in Canada of considerable interest to dry goods stores. It is called Kirk's patent hat and cap rack, but is equally adapted to the store display of such lines as ties, scarves, laces, furs and fancy goods. The rack is suspended from the ceiling and can be made any size. It is not expensive. Particulars can be had of the patentee, Mr. E. J. Kirk, Box P., Bracebridge, Ont., as a circular, illustrated and with full details, has been issued.

**DRESS GOODS MATERIALS.**

An European manufacturer, writing to a Canadian customer about fine lines, said that considerable advance would yet take place before the price of fine merino wools is met. The wool sales now on have shown a slight decrease in merinos (with crossbreeds firm) but not enough to satisfy makers of fine cloths.

One of the leading Canadian cotton companies has notified the trade that in future the freight charges on goods for Fall, 1900, would be paid by purchasers instead of mills as in the past.

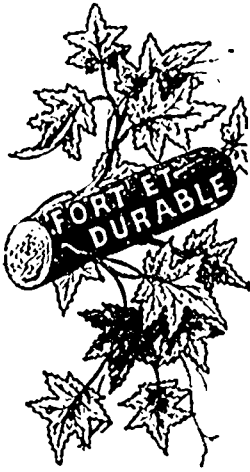
Mr. A. W. Cochrane, of Montreal, sailed for Europe on January 4. He will visit London, Manchester and Paris, in the interest of The Colonial Bleaching and Printing Co., Limited., who have recently erected very extensive works at St. Henri. He will be absent about six weeks.

Messrs. Brown, Graham & Co., 37 Glassford street, Glasgow, are supplying to the wholesale trade "The Absent-Minded Beggar" handkerchief. Imprinted on it is a map of South Africa and portraits of Her Majesty the Queen, and Lord Roberts, also, by permission, the poem, with music. One penny per dozen on what they sell goes to the Kipling Fund for soldiers' wives and families.

Adolph Rosenthal & Co., manufacturers and merchants, London, England, have issued illustrated sheets of their latest productions in corsets, ladies' skirts and blouses. Specimen circulars are also enclosed, and, in order to bring any selected numbers before the trade, they are prepared to supply merchants with such circulars, illustrating and describing each individual corset, skirt, or blouse, at a nominal price of 1s. 6d. per 1,000 for paper, quality No. 1., and 2s. per 1,000 for paper, quality No. 2., the merchant's own name and selling price to be printed on them as desired.

# The Maple Clothing Co

DRUMMONDVILLE, P.Q.



Trade Mark

(Strong and Durable)

Be sure this stamp is on the goods you buy, there is none better made.

Manufacturers of

Blouses  
Silk Blouses a specialty  
Tailor-Made Skirts and  
Jackets  
Men's Negligee Shirts  
Top Shirts  
Whitewear of every description

Overalls and Jumpers  
a specialty.

E. Pelletier, Manager, Fraser Building,  
MONTREAL.

## It Has Been Our Constant Aim

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

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

WE MANUFACTURE:

Overcoatings  
Venetians  
Overcoat Linings  
Whipcords  
Scotch Suitings

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

ALL MADE FROM PURE WOOL.

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

## BOYD CALDWELL & Co.

Clyde Woollen Mills, LANARK, ONT.

# Finley, Smith & Co.

Importers of . . .

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

29 VICTORIA SQUARE

WM. C. FINLEY  
J. R. SMITH

## MONTREAL

Sole Agents for

Trafalgar, Britannia and Royal Navy Serges.

# John Fisher, Son & Co.

Cor. Victoria Square and St. James Street

MONTREAL.



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

Letter Orders receive prompt attention.

101 and 103 St. Peter Street. QUEBEC.

The following are some of the firms who will handle our goods for spring :

A. E. Lees & Co.,	Vancouver, B.C.
A. Ferland & Co.,	- Nelson, B.C.
J. C. Callender & Co.,	Hartney, Man.
Andrews & Co.,	- Brandon, Man.
The Richard Co.,	- Winnipeg, Man.
WARDROBE.	
R. Masson,	- Ottawa, Ont.
WARDROBE.	
Thos. Clark,	- Mount Forest, Ont.
John Maitland & Co.,	Smith's Falls, Ont.
Freize & Roy,	- Maitland, N.S.
Rogers & Shaw,	- Yarmouth, N.S.
Chase, Campbell & Co.,	Port Williams, N.S.

We want a few more. Write us for particulars.



# *A. S. Campbell & Co.*

*Specialists in  
High-Grade Clothing.*

*Montreal.*

REGISTERED



TRADE MARK

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

**Registered Trade Mark, as above.**

This Trade Mark means that the goods are

# Salt's Belwarp Cloths

and are made at the famous mills of

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

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

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

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

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

**Montreal**  
**Toronto**

## REPORT OF A NEW COTTON MILL.

PROPOSED ERECTION AT THREE RIVERS OF AN IMMENSE  
MILL—POWER TO COME FROM SHAWINIGAN FALLS  
MILL AND RESERVOIR FOR EXPORT

THE trade will be prepared to hear, at an early date, some news that may materially change the situation in the Canadian cotton industry. Negotiations are, at the moment, taking place with a view to the establishment of the largest cotton mill in Canada, or, it is said, in the world. When it is stated that negotiations are under way, it will be understood that there is no reference whatever to the indefinite rumors that have been circulating for the last few months. THE DRY GOODS REVIEW is quite aware that such rumors have been promulgated for some time past, and have come to nothing; but, while the cotton men in general have professed to sneer at the idea of anyone in his senses investing capital in such a thing as cotton, THE DRY GOODS REVIEW is inclined to put credence in some information of which it has become possessed.

It has long been known that at Shawinigan Falls there was a power almost illimitable—greater than that of Niagara, because more concentrated. There are thousands upon thousands of horse-power ready for utilization. Over this whole St. Maurice Valley the Shawinigan Water and Power Co. have now control. It has been stated on good authority that a tremendous amount of water-power has already been bargained for in the interests of the proposed cotton company. While this is denied at headquarters, it is not denied that the deal is pending, and as good as closed. Indeed, the progress of affairs is so far advanced that it was intended to apply for a charter at the meeting of the Legislature. The money behind the new concern is not only Quebec capital, but large stock has been taken by leading men in Ontario and the New England States. The names of such men as Senator Cox and Wm. Mackenzie, of Toronto, and Senator Forget, of Montreal, are mentioned as a guarantee of the good standing of the undertaking.

The new mill is to be built at Three Rivers, which is only 18 miles from the source of power, and the goods will be manufactured within a few feet of the St. Lawrence and on the railway, so that the shipping and importing facilities will be unsurpassed. The mill, as already remarked, will be the largest on record, and all the goods will be manufactured under one roof, under the direction of one manager, and worked by one plant. This will effect an enormous saving in expense. The company will operate probably in a day of two shifts of 10 hours each, consuming about 2,000 horse power daily, and it is calculated that the difference in cost between the power obtained here and the same amount generated elsewhere would average \$75,000 per year, or 7½ per cent. on \$1,000,000. This item alone would make the case worthy of consideration, and, when added to the economy of having everything concentrated in the one place, it may easily be seen what the advantages are. But this is not all. The two things that cost in the manufacture of cotton are raw material and labor. Now, raw material is imported into this part of the country just as cheaply as into the New England States, at least the difference is not appreciable. Next, it is from this very district that the large New England cotton mills get their hands. It has been made, in fact, the subject of comment on the other side of the water that French Canadians were being employed in American mills because they worked cheaper. Evidently then in these two principal points success would be

assured. The most modern equipment in the way of superior machinery will be acquired. The cotton mills are constantly finding that their machinery is getting out of date, and there is a good deal of the out-of-date style in operation at present. The mill will manufacture all lines of cotton goods, while probably making a specialty of whites and greys. In the mean time the intention is to make chiefly for export.

As regards the possibilities of a Canadian export trade, the bounds are so limitless that they cannot well be calculated. The mills in Canada have generally been so busy making for domestic use, that little attention has been paid to the outside. The only mill that has really gone in for it to any extent is the Montmorency, now connected with The Dominion Cotton Co. They have for years past manufactured largely for the China trade. This trade is a line of its own, and the goods have to be of a certain peculiar stamp. Throughout China cotton is used much like coin, as currency, and if a bale of cotton is overweight, or in any other way unsuitable, it is thrown aside as useless. The bales are made up of 20 pieces, and each piece must be exactly 40 yards long and a yard wide. From this the great care necessary in the manufacture will be evident. The Montmorency mills have been able to satisfy all these conditions because of their superior heavy machinery presses. The difference between their cotton and that which comes from England is apparent to the most untrained eye. Every bale stands perfectly clear cut and clean, instead of having ragged and dirty edges which make it impossible to pile regularly. Our Canadian cotton also has less clay in its make-up than the English, and is consequently finer and softer and lighter. In China alone there is room probably for all the cotton we could manufacture, without making any appreciable difference to that country—they use it so constantly, and for such various purposes. Then, there is the trade of India to be considered, and even in South Africa. Who can tell what the future has in store in the matter of South-African trade, when the now clouded horizon there has cleared? The question of transportation is one which was long ago decided. With a highway such as the C.P.R. and Pacific steamers, there is every advantage on the side of Canadian industry.

### SOMETHING ABOUT RIBBONS.

Brophy, Cains & Co. say: "The narrow satin ribbons are still used in various designs on lace overdresses. Some whole costumes are seen entirely covered with these ribbons, gathered prettily in various designs, the favorite colors being cream and black.

"A glance at the new styles in millinery and costumes for the Spring and Summer of the new year show a decided increase in the use of ribbons, and it is quite noticeable that ladies' neckwear calls for even a larger use of ribbons than previous seasons.

"Velvet ribbons, however, still hold a very prominent place, and will do so throughout the year. There is a possibility about velvet ribbons which no other material can furnish, and effects in dress trimming can be produced in great variety and pleasing contrasts by their use.

"Fancy ribbons in the different plaids are used in decorating many of the fad cushions of the day.

"Double satin ribbons still hold a good position, as they are used for all kinds of fancy work, and can be found in all the latest shades.

"The Spring indications are that sash ribbons will be more in favor.

"Liberty taffeta satin ribbons are still having a good run and are seen in every well selected stock.

"We find all shades of blue are still much in demand."



# THE GAULT BROS. CO.

... LIMITED

Manufacturers of the  
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SOLE AGENTS IN CANADA FOR FOWNES' GLOVES.



## Men's Furnishings.

THERE is a question that is constantly worrying the public, and the trade in particular; and that is the question of the laundering. The vexatious results of the present system are pressing men to seek for some kind of remedy. There is no doubt that as things now are, the certainty that fine goods will be destroyed, if sent to the

average small laundry, keeps many people from the purchase of high-class ware. It becomes too costly altogether to keep buying expensive shirts and collars, which, on being returned from their first laundering, are in a state unfit for wear, both because of insufficient cleaning, and of the total destruction which chemical stuffs which may be used in the process invariably produce. The articles are returned crumpled and besmirched, with a fluffy surface which will rub off just like blotting paper. The laundries are not always to blame. Many gentlemen are very careless in the care of their wardrobe, and, unless their clothing is looked after for them by a housekeeper, or someone else, the washing is left to the last minute. Then, suddenly, when unsoiled linen becomes a scarce commodity, the laundry is telephoned, and the things are ordered back for, probably, the next day. Now, it is quite evident that perfection, or even moderate satisfaction, is not to be expected under such conditions. Of course, the quicker the washing has to be done, the more the injurious chemicals have to be used; and the result, as already stated, is that handkerchiefs come back to the owner worked with all manner of curious embroidery, for which he did not pay; and the shirts, either minus tails altogether, or with a netted work effect for which he never bargained. Many people find that the best satisfaction is to be got by sending to a Chinaman, who will not spoil the clothes, though he does not put quite such a fine bluish-white color on the linens.

Numerous remedies have been suggested, especially in connection with the men's furnishing trade. For in the long run, it is the haberdasher who suffers from the bad conditions

in this respect. It has been suggested that the retailers should combine to build their own laundry. This is a project which seems neither to be feasible nor desirable. There are many obstacles in the way to success of such a scheme. In the first place, the merchant who went in for the scheme would have to support it, and send their goods there to be laundered whether it was the best place or not. Someone would have to be selected to run the laundry; and he might be satisfactory or he might not. But in either case there would be no guarantee that the work done would be any better than that of the ordinary custom laundry. Go into some of the leading men's furnishing stores in New York, and you will see some of the most unconscionably ugly shirts exposed for sale. You would wonder how on earth it came about that anyone should be willing to buy such an article. It simply means that the goods have been badly washed and laundered. It is quite true that if a merchant thoroughly understood both the shirt business and the laundry business for retail customers he could make a good thing out of the combination under his own roof. There are, however, few dealers who would care to attempt such a scheme.

The sale, say, of a shirt depends more on the way it is done up than on anything else. It depends far more on this than on the quality of the shirt. How many men who come into your store to purchase this article of apparel have the very faintest conception of the difference between a good shirt and a moderately good one? Not one in ten has any more idea than he has of the respective merits of the various pictures which he has just been criticizing at the art gallery. He takes the shirt up, and looks at it in a knowing way, and then turns it over and looks at the back, and what does he see? practically nothing. The chances are that there may be one of slightly better quality than the other. But the one chosen will invariably be the one which is neatest and cleanest and best gotten up by the laundry. The fact is that most of the complaints lodged with the merchants about shirts which have given out after a couple of washings are made in the wrong quarter. They should be made at the custom laundry in some instances, and in others it is the person's own fault.

There is no doubt at all that better satisfaction can be got by buying unlaundered shirts, than the other way. The factories sell a great many of these to dry goods stores throughout the country. When a woman comes into your store, she wants to turn everything inside out, and look at it in every conceivable position; and it is of great value to a merchant to be able to allow her to do this. Nothing prevents this in the buying of unlaundered wear; and, besides, the quality of the goods may thus be far more easily ascertained.

But people do want to buy made up shirts, as well as collars and cuffs; and the best satisfaction is apt to be had where the laundering is done at the factory. There is a good reason for this. Firstly, uniformity is guaranteed, as all goods must be turned out exactly the same. Doubtless, mishaps will occur anywhere, but that does not seriously affect the matter. Secondly, work in the factories is piece work, and the employes

**MEN'S FURNISHINGS—Continued.**

know that there is no use in turning out poor work or it will be returned to them, and they will not be paid for it. Thus it stands to their advantage to see that the work is up to the mark in every particular. In the factories there are experienced hands and good machinery, and there is not the same necessity for rush, as in the custom laundry. Again, it is, on the face of it, their business to see that goods are in prime condition before they are exposed for sale, so that, taking everything into consideration, the factories seem likely to maintain their present arrangements with regard to the laundering of linen goods.

**The Rage in Shirts.**

The things that merchants will buy and that people in general will wear, if only they are fashionable and the rage, are enough to break a man's heart. Some of the shirt patterns which have had and are having the most tremendous sales are sights for sore eyes. They look as if they had been besmeared with splotches of blue, black and red inks, and then left out in the weather during a season of rain for a week or so. Others, which cannot be scorned for an indistinct effect, look as though they had formed the ground for the trial impression of many and various trade marks, crests and coats-of-arms. It is simply shocking, and those who wear such things ought to be arrested for noisy behavior. Just now the fancy runs in the most extreme patterns, with pink, blue and heliotrope ground upon which are striking figures. There is also quite a demand for shirts in white ground with figure. The fact is that very often the numbers which the traveler is fast sure about are those which take best. As long as the change is not too awfully great from the previous fashion people would be quite willing to wear anything.

**Special Easter Trade in Neckwear.**

One of the accompanying circumstances of the prevailing good times is a certain systematizing of many lines of business. The different departments are spreading out and becoming more and more separate and distinct; and with this change comes others not at first so apparent.

It has been customary heretofore to have, as it were, two large divisions of the trading year, namely, the Spring and the Fall, with an extra splutter at Christmas time. In the case of neckwear, for instance, with which we are dealing just now, merchants have been accustomed to look for their new samples of Easter goods very early in the year. All this is rapidly being changed. A movement is on foot to divide the year into four instead of two. A special Easter trade is to be established, which, it is expected, will be on a par with the Christmas trade. This year such a scheme is liable to work better than usual, because Easter comes so late that the seasons will be quite proportionate. Thus there will be the Christmas trade, the Easter trade, and the Summer and Fall trades, all distinct, and each with its own peculiar features.

In this connection it may be mentioned that many of the larger houses are refusing to show Easter samples earlier than March; and merchants are warned that it is impossible to show patterns before the New York ones are received. Travelers are now in the Old Country selecting. Another announcement along the same line is that none of the Summer wear in the shape of wash ties and handkerchief scarves will be shown until after the Easter trade is over. Tooke Bros., Montreal, are one of those firms which are starting this idea, and it seems a good one. It will stimulate trade, and cut off some of the lag ends which overlap from one season to another.

THE DRY GOODS REVIEW heartily approves of this action, as it will tend to increase Spring business, and help the merchant.

**Store Space.**

A feature of retail furnishing in the cities that is attracting attention is indoor displaying of goods so as to tempt customers to extend their purchases. The time is not far past when a customer entering a furnishing store or the furnishings department of a general store would have to ask for neckties, braces, socks and many other lines if he wanted to see them. The adoption of the glass case, which answers the purpose of counter as well as showcase started the movement towards showing these goods as prominently as possible. It has been followed in many stores by glass wall-cases, built specially to display neckwear, footwear, or men's wear generally. Counter display racks have been introduced, and are made such good use of that many sales may be accredited to them. The result is that a person going into a city furnishing store to buy a collar would likely see umbrellas in a rack and waterproofs on a form near the doorway, shirts, underwear, etc., on tables (which, by the way, are high as counters generally are), while braces, handkerchiefs, neckwear, footwear, etc., are before his eyes as he is waiting for service or for his change. Possibly, also, there may be a tray or two containing perfumes, collar buttons, cuff links, and other small articles he is in the habit of buying. If the clerk is shrewd, he may be persuaded to add to his purchases one or two articles he had not intended to procure.

**NEW YORK MEN'S DRESS.**

WHAT FASHION DICTATES AT PRESENT.

**THE DINNER COAT.**

A New York fashion authority has lately delivered himself of the following judgments as regards men's dress: what they should wear according to the present mode, in what details they are apt to go wrong, and how to be dressed according to fashion without going to the extreme.

First, as to when and where the short evening coat, known as a Tuxedo and under various other names, should appropriately be worn. The abuse of that justly popular and convenient garment threatens to become so widespread that it is a pleasure to define the limits of its usefulness. Now it is sadly overworked, even by persons who pretend to be informed about such matters. The short dinner jacket is an extremely informal garment, intended primarily for the man who dresses every evening at dinner to wear in the bosom of his family. It is not looked upon as appropriate even at informal dinners to which two or three persons are invited. It is generally said that the presence of women makes the short jacket inappropriate, although that cannot apply to the women of one's family. At the opera a dinner coat is inadmissible, under all circumstances, unless possibly it be at a Sunday night concert when two men go together. It is no more appropriate for the theatre when women are to be of the party. Two men dining alone and going afterward to the theatre might be permitted to wear a short coat, if they went with women there would be no excuse for their doing so. Of course, a dinner coat is preposterously inappropriate at any dancing function, unless it be at a Summer hotel, where flannels might not be regarded as out of place.

Sometimes men have been known to show themselves in public wearing a dinner coat, with a white waistcoat and a

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**Collars, Cuffs and**  
**Boys' Blouses**

OUR MOTTO

**GOOD GOODS**  
**LATEST NOVELTIES**  
**FINEST FINISH**

See our Samples before placing an order.

**646 Craig Street, MONTREAL.**

**MEN'S FURNISHINGS—Continued.**

black necktie. Such a combination is incongruous enough to discourage any person interested in good dressing. The black tie is all right. No other tie should be worn with a dinner coat; but the waistcoat should be black too; a white waistcoat and a white necktie should always be kept separate from a dinner coat. Nowadays, the haberdashers are making, for wear with the dinner coat, dull black silk neckties, decorated with small designs in the same colored silk. These have won some admirers, but it is still the broad, small, black satin necktie that appeals most to well dressed men. For full evening dress, the white tie, which is still broad and somewhat narrower in the middle than at the ends, is the only one admissible.

**THE WHITE WAISTCOAT.**

Nowadays, the double-breasted white waistcoat is so customary with evening dress as to be an almost indispensable part of it.

This form of white waistcoat, with its two rows of buttons, has passed beyond any suspicions of being a new style, and, after having been worn at all times and in all places, it takes its place as a permanent style. Not only are the white waistcoats usually double breasted, so are the brown and colored extra waistcoats, made for ordinary wear.

**AS TO HATS.**

With a dinner coat, the man who knows what is appropriate wears a derby hat.

With evening dress, the opera hat of ribbed silk is a necessary accompaniment. Men who wear ordinary silk hats with evening dress are not necessarily out of style, but they are not quite so much in the style as they might be. The silk hat of the year that comes from England has less of a curve than usual. Derby hats are smaller, with narrower brims, and a general tendency to inconspicuousness.

**EVENING SHOES.**

The average New Yorker who goes to the opera or the theatre in evening dress, could wear loud buttoned patent leathers, or with moderately thick soles, and be in the style. If he were a little more particular, he would wear what are commonly called low quarters in patent leather, covering them with goloshes, as any man will have to do who is not equal to the rigors of Winter with only silk socks to protect his ankles. For dinners and dances, New York has almost unanimously adopted the same low quarters, although the low pump is more strictly the mode. This has always been the London fashion, and the men wear pumps there just as regularly as they wear evening dress when they go to a dance, a dinner or the theatre. But the style has never become so popular here, and that is not to be regretted.

Watches are carried in the pocket without a chain, or worn on a black fob; but the latter fashion has very little to recommend it. The man who wears gold studs or white studs in his plain dress shirt can feel that he is just as much in the style as the man who wears pearls, for one is as appropriate as the other. The well fitting dress shirt, with its smooth linen bosom, is in better form and taste than the fluted, embroidered or tucked shirt bosoms, which are from time to time displayed in the shop windows, but are never, by any possible chance, seen on a well-dressed man.

**THE GLOVE.**

With the dinner coat and its accompanying derby hat, a man may wear any sort of glove that he may use during the day. It is only with full dress that he is expected to wear white gloves. These are made

for the street in thick white kid, and can be supplanted in the house by white gloves of the customary weight.

The expensive brown and grey deerskin gloves are still those selected by the man who does not think of price, but of looking the best. Imitations, particularly in the grey, can be had now for a very much smaller sum than the genuine, and are effective enough when one cannot get the others. Ordinary smooth dogskin is still proper, although the man who is more interested in good dressing than in anything else, would never select them.

**RELATING TO GOLF.**

The brown linen waistcoats introduced two years ago for Winter wear, are as popular as ever, and so are white waistcoats made in the same fashion. These are more likely to be seen than the colored cloth waistcoats which are reserved by carefully dressed men almost exclusively for wear at golf. Even the cloth waistcoats, ornamented with designs or checks in color, are little used, except at golf.

Another change is to be noted in connection with the knickerbockers for golf and tennis. They are not so loose as they formerly were about the knee. The tendency is to make them tighter and to use for the continuation, the same material rather than the whipcord at one time the fashion. It is only the fancy waistcoats that are made double-breasted. Even the waistcoats intended for golf have but the single row of buttons.

**A Striking Window.**

One of the most novel, and, at the same time striking, window displays I have ever seen was made by a Toronto furnisher the other day. At first glance, persons passing the window were surprised to see a great hole in the centre of it, while on the floor inside a half brick and a large number of small pieces of glass bore out the impression that some window breaker had been at work. But closer examination showed the brick and the broken glass were merely aids to a clever illusion. Instead of there being a great hole, the appearance of one was made by pasting thin strips of plate glass with rough edges on the window so as to converge to a central point to represent cracks leading to a big break. To give the blue appearance of a crack in plate glass, the paste used to stick the strips to the pane was of a light blue color. But the attention of passers was not allowed to drop at examination of the break. In a position where those looking at the "hole" would be sure to see it, was a large card stating that a "smashing" sale in clothing was going on within. A number of overcoats, suits and smoking jackets were exhibited to show how prices were being severely broken, while qualities were being kept intact.

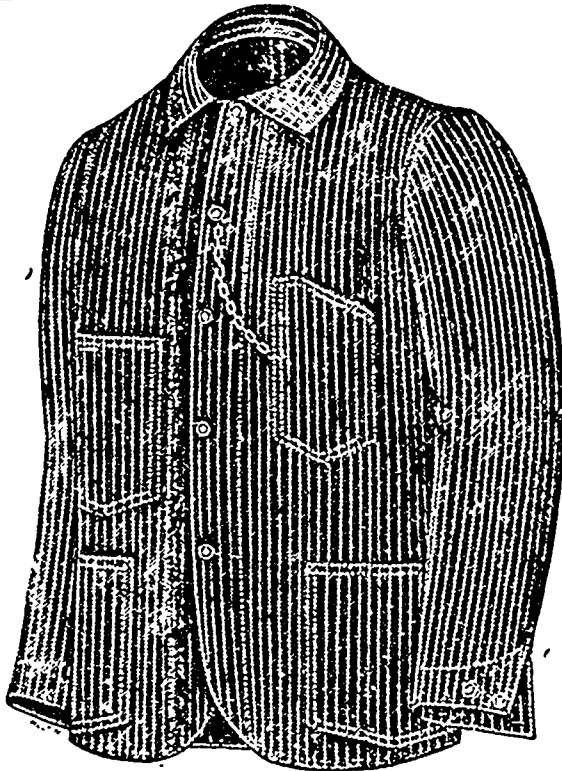
**In Clothing.**

In overcoats the much discussed raglan is too well known to need any description. The fashion of wearing very loose coats reappears periodically in men's dress. Sometimes it is a box or driving coat which is copied, just as the old raglan is this year. The man who expects to wear his overcoat for several seasons is advised not to invest in a raglan, but to choose a fashion likely to last longer. All the overcoats are made now in a way that avoids the lines of the figure and allows them to hang loosely from the shoulder. The hard, smooth cloths are very little used except in the middle-weight raglans as a covert coat. The raglans made in dark greys have somewhat supplanted these as coats for light wear, but their pre-eminence is likely to be only temporary. Rough goods are used for the Winter weight as well as for the lighter middle season garments, lined and edged to the lapels with silk. The covert coat is intended

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The demand being made for a good article in Railroad Coats and Pants, we have brought out two lines as shown above. Although only shown ten days the encouragement given is sufficient to warrant their being here to stay. They are well made; all seams double-stitched, and fit perfect. Coats have four pockets, and pants seven. Made in Black Drill and Black Duck. Write for samples.

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**MEN'S FURNISHINGS—Continued.**

to be no longer than the ordinary sack coat, which is just now showing a tendency to become a little bit longer than it has been for several seasons past. The short sack coats made by New York tailors during the past few years are often a striking evidence of the fashion in which an English style may be exaggerated beyond all measure. Some of the Fifth Avenue tailors have made for men of mature years short coats that were merely ridiculous to look at. For very young men they have all been made very short, and as young men may be forgiven for falling into excesses, the tailors did not succeed in dressing them quite so inappropriately. With the older men their exaggerations are frequently absurd. In the American-made covert coat the tendency has always been exactly the opposite; light coats made of covert cloth coming down as far as the knees were never heard of outside of this country, and the London tailors make them about the same length as the ordinary sack coat. It is only in that form that they are really smart in appearance and able to fulfil their purpose as a garment for riding or walking.

**What Goes in Chicago.**

Chicago dealers are already beginning to consider what men's fashions will prevail. In neckwear, says the writer for *The Dry Goods Reporter*, there will be a demand for tecks, puffs and bows this Spring. Still these will in no way hurt the sale of the loose shapes, as imperials, Ascots, four in-hands and squares, which are generally preferred by the better class dressers. A very advantageous point in early buying is the opportunity offered to select attractive patterns for window display, a most important feature in the successful selling of neckwear. The demand for white shirts is still on the increase. Soft or comfortable shirts are being asked for in large quantities, and the colored shirt holds its own. As was evidenced last Fall, buyers are asking for better goods.

**A Good Furnishing Store.**

Attractiveness and practical utility are excellently combined in the new store just opened by T. F. Fleury, tailor and furnisher, Queen street east, Toronto. It was specially designed for this business after models in the fashionable retail districts of New York. The store proper is finished in white and gold, the woodwork being of white, with gold striping. This, with the metallic roofing and the linoleum floor would give an air of tastiness to any store. The windows, which are made a pair of equal size by placing the doorway in the centre of the front, are of plate glass bound together by brass plates. Glass counter cases run the full length of both sides of the store, with three openings in each to allow the clerks to pass through, one at either end, and one at the centre, thus making two cases at each side. These cases are about four feet high, three feet of which are devoted to showing goods. On the floor of one of them shirts, collars, cuffs and cravats are shown in combination, also laundered and unlaundered shirts alone. On a glass shelf, half-way from the top of the case, collars and cravats are shown together, the collars resting on the shelf and the cravats hanging down; also cravats and silk handkerchiefs. On the floor of the next case underwear is shown, the texture of the goods, outside and inside, being shown by turning the shirt at the neck or the bottom. On the shelf in this case caps, socks and negligee shirts are on view. Above the counters are a couple of display racks holding neckwear, etc. In the shelving behind these counters furnishings are kept. The shelves on the opposite side of the store contain cloths for men's and ladies'

tailoring. In the counter nearest the door on this side men's gloves, neckwear, collar buttons, etc., are shown. In the case farther back a very attractive exhibit of the fine and fancily colored fabrics known as ladies' neckwear is made. In the centre of the back of the store is an archway containing the store desk and a doorway to the cutting and sewing-rooms at the rear of the shop. Mr. Fleury intends to cover the entire back of the store, except this archway, with mirrors, thus adding to the appearance of size as well as the beauty of the store. The method of lighting the store makes it even more attractive at night than in the daytime. At each side of the store and in the archway at the back are rows of 5-candle-power incandescent lights, while in the centre of the ceiling and in each window is a group of four 10-candle power lights. It is further intended to make archways about one-third from the top of both windows with a row of 5-candle lights in them. Mr. Fleury takes great care with his window dressing. In one window a display of furnishings is made on a modern display rack. In the other, cloths for tailoring are shown, the display of these goods being excellently relieved by putting mufflers, caps, etc., on top of each fabric.

**The Collar Trade.**

Reports from all points predict a more than usually brisk season for collars. During the Winter months the tendency is, as a rule, towards the wearing of higher collar than in the warm weather. When this is the case there is some difference made in the profits of manufacturers. The same price is paid for the collars, whereas there is a much increased quantity of material consumed. When taken in toto there is a vast difference between the amount of stuff required for making 2½ and 3 in. collars respectively. For Summer wear there are some novelties which are calculated to satisfy in both ways. There is an especially good demand for the high band turnover. It will sell in all heights, 1½, 1¾ and 1⅞ bands. This collar is adapted for wear in warm weather, as it has the advantage of the ordinary turn-down, and at the same time does not make the long-necked man feel uncomfortably elongated. In ladies' collars, the "Hebe" and the "Maxine" are two that promise well. These collars, which retail at 15c, are cut on the same principle as dress stock collars. They are 2 inches in front and 2½ at the back. The "Hebe" buttons in front, while the "Maxine" has the opening behind.

**Spare Time.**

An authority has said: "Show me how a young man spends his evenings, and I will tell you what quality of man he will be." The same axiom might be applied to the clerk in relation to the portions of the day in the store when the absence of customers makes it possible to either waste or improve valuable time. Almost in proportion to the use a clerk makes of this "spare" time, he is valuable to himself and his employer. If he spends the time listlessly waiting for the next customer to arrive, or amusing himself or his fellow clerks, his value is reduced to a minimum. But if, on the other hand, these quiet minutes are used for planning and effecting improvements calculated to make the windows, the counters, the shelves and the store generally, more attractive to customers and in studying trade conditions, methods of advertising, qualities and styles of materials, book-keeping, and other essentials to the successful management of a furnishing business, the clerk who so makes the most of his time can depend that the reward will come—if not from his present employer, from some other, for trained, capable clerks are ever in big demand.

"But," you say, "what shall we do? The window is dressed for the week, the goods are in their proper places the

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**E. & S. CURRIE.**

MANUFACTURERS  
OF

NOTHING  
BUT

**NECKTIES**

EVERYTHING  
IN

58  
&  
60

WELLINGTON ST. WEST  
**TORONTO,**

ONT.



**MEN'S FURNISHINGS—Continued.**

'boss' looks after the bookkeeping, buying and advertising himself, thus making it unnecessary for us to study that up."

Still, there is something to do in the next half-hour you have free. How about next week's window? Why should you not plan a display that at small cost would set the town talking about your store—or, at least, would be an improvement on the present window? And your counters could be made more attractive. With some ingenuity, a little wire and a few strips of wood you could make hanging display rods which might help sales of gloves to a quite respectable extent. Just take a look around, and see if you cannot plan some improvement indoors.

Now, as regards advertising. While the "boss" may look after it himself, you should learn as much of it as you can now. Advertising is an art that takes years to learn, and the earlier you start the sooner you will be proficient. And, in the meantime, you may strike an idea once in a while that may commend itself to your employer, and he may use it. The same is true of buying. If you are ever to know the furnishing business you must study materials and styles, and learn in what proportions different lines should be bought. As for bookkeeping, if you have no opportunity of doing the practical work, learn the theory, and, sooner or later, it will prove of value. Whatever you do during the hours of your work-day, do something. Don't kill time; don't waste it, for if you waste, you shall want.

**Montreal Business Troubles.** Two of the principal men's furnishing houses in Montreal have, within the past few days, made announcements which will be received with very general regret. On Saturday, January 29, formal demand for assignment was made upon the firm of Glover & Brais, the demand being made by Mr. H. L. Smyth, in behalf of Foster & Porter, one of the firm's Old Country creditors. It has been known for some time that difficulties had arisen, and arrangements for a settlement were being made. The offer made by Glover & Brais of 40c. was not satisfactory to the English creditors, and, though it is said that another larger offer was subsequently made, it was not accepted. Mr. Brais went to the Old Country with a view to making satisfactory settlement, but was presumably unable to do so. Affairs are now pending, and it is doubtful how much will be realized from the stock. It is stated that it will shortly be auctioned, but this is not certain. Some of Mr. Brais' friends wish him to bid for it himself, and continue the business.

The other house referred to is that of Cookson, Louson & Co. An extract from a circular prepared in their behalf will explain the situation:

GENTLEMEN,—The above firm finding that through the long illness of Mr. Cookson, on whom the management of the manufacturing department and the general business devolved, and, also, owing to insufficient capital to stand the strain entailed by his absence, decided that they would not be able to continue business. They, therefore, called an informal meeting of their creditors, with a view of taking their advice.

After matters had been fully discussed by a well-attended meeting, it was unanimously resolved that in the best interests of the creditors the business should be wound up with just as little expense as possible, and Mr. John McD. Haines was appointed liquidator.

It had been the intention of Messrs. Cookson, Louson & Co. to go out of business in any event, and they had counted upon being able to pay their creditors some time since sold to S. Greenshields, Son & Co., their

stock of men's furnishings. Recent developments, however, made it seem unlikely that the full amounts could be met, and in a straightforward manner they called a meeting of creditors. Matthews, Towers & Co. have taken the warehouse, and will occupy it in the course of a week or two. There is but one feeling among the trade with regard to this failure; and that is one of genuine sympathy. No one has anything but good to say of the members of the firm, and all express sincere regret. The cause was one which could not possibly have been avoided, and those who know bear record that Mr. Louson was about the hardest worker on the road. If it was not for Mr. Cookson's state of health, they could yet go on and make the business a success. Each of them loses his whole amount of capital, and their honorable action has been appreciated by those with whom they held business relations.

**Surplus Stock.** The windows of many of the furnishing stores show that stock-taking is over and that it has been found that there is a surplus of one or more lines. These are being sold now. The method of selling is worth noting. One dealer has a window full of ties with, in a central position, a sign "Any tie in this window for 25c." The majority of the ties are up-to-date 25c. ties, but many of them are 35c. and 50c. ties, which were in vogue some time ago. The combination is a strong one, for the 25c. ties bear the impress of the latest style, while the air of quality is given to the whole display by the 35c. and 50c. goods. None but the initiated know that the 50c. goods are not "good form" now, and, as the uninitiated form a fair percentage of buyers, such clearing sales as this always prove more or less successful. Sometimes a good run is made by merely dressing the window with a large and attractive range of one line, say gloves, and making a cut of not more than 10 per cent.

**The Outlook in Men's Neckties.** As to patterns, bold decided stripes are more in favor than ever, checks are somewhat slower, but are still asked for, but the demand for wild stripes still increases.

In colors, purple is the correct shade, that is, purple combined and toned down with white and black. The great and unforeseen demand for purple-striped goods has cleared the market, and the result is that there is not sufficient supply of purple-striped flowing end ties to fill the demand.

For shapes, flowing ends lead and graduated derbys come second. Striped patterns in these must be cut bias, and the flowing end with a long bias point.

**Notes of Current Trade.** Mr. M. Markus, Montreal, informs us that he has just received for the coming Fall and Winter seasons, 1900-1901, his full range of samples in dress goods, mantlings, linings, dress and mantle buttons and trimmings, mufflers, hosiery, gloves, linen goods and other novelties, and that the samples will be shown to the wholesale trade on February 1. There are some striking novelties in the range, and Mr. Markus claims the values are the best ever offered in these lines. He would like the trade to reserve orders till they have seen what he has got to show.

Tooke Bros., Montreal, have just issued their catalogue for 1900. It is full of interest; and anyone who wishes to obtain one may do so by dropping a card to the firm and mentioning that they noticed the statement in THE DRY GOODS REVIEW.

E. & S. Currie, neckwear manufacturers, Toronto, shipped 5 cases of neckwear to New Zealand and Tasmania via San Francisco, on the ss. Moana, and 45 cases to Australia, via

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



WHAT  
TO BUY.

# "Tiger Brand" Clothing

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

HOW  
TO  
BUY.

WHERE  
TO BUY.

## E. Boisseau & Co., Toronto

TEMPERANCE AND YONGE STS.

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

**MEN'S FURNISHINGS—Continued.**

Vancouver, on the ss. Miowera. The firm received the other day a cable from their Australian traveler, F. P. Evans, announcing his safe arrival, and stating that the first orders of his second trip through the country would be sent with the earliest mails. After covering the Australian colonies for the second time, Mr. Evans will return, via Hong Kong, Singapore, and Yokohama, when the dainty neckwear creations of E. & S. Currie will be introduced to the residents of these cities of the Orient.

The extremely unsettled weather during the last few weeks has materially affected the trade, and that at a time of year when trade is never any too brisk.

Since last issue, Tooke Bros. have moved into their new premises at the factory in St. Henri. The occasion was celebrated by a very pleasant gathering of all the employes, where refreshments and general good cheer were the order of the day.

Special sales have been the order of the day ever since the new year, and there have not been many exceptions. Some of the merchants think this way much preferable to that of selling with a discount before Christmas, when the trade is good anyway.

Gault Bros., Limited, are developing in the West. They are erecting a building worth \$60,000 in Winnipeg, and have also opened up a large establishment in Vancouver. These are general dry goods houses, and they buy all their goods direct, except those made in their own factory.

The Empire Manufacturing Co are showing some taking novelties for Spring and Summer in the line of shirts. One of these is a combination shirt, that is to say, a shirt with a vest. They also have some fine silk goods, which are imported direct from Japan, and which they are thus able to dispose of at a much lower rate than they otherwise would.

For Summer there is a great demand for all kinds of sporting costumes. There is quite a feeling in favor of a return to flannels, instead of ducks, for tennis trousers, etc. The fact is that when every Tom, Dick and Harry start in wearing duck pants on the street and everywhere else, the "elite" begin to look around for something else, by which they may be distinguished. There is no doubt whatever that ducks are far more serviceable and durable in every way, and there is no trouble in washing them. However, the flannels look exceedingly nice when new, and many people are content with this. Experiments with silk goods have been made, but they are rather too expensive for most, and would be, also, not very suitable for any but the gentlest usage.

**A Circular to the Trade.** The following circular was issued the other day by Messrs. Tooke Bros., Limited, Montreal.

MONTREAL, January 31, 1900

**TO THE TRADE**—The object of this circular is to contradict the false statement recently circulated, to the effect that we do not intend continuing the furnishing department of our business. The action in itself (making false representations) is sure to reflect on the individual who has to resort to such method to obtain business.

We are glad to say our furnishing department is increasing in output every year, so much so that only recently we have engaged an additional buyer, Mr. Foster, who is now in Europe looking after our interests.

The neckwear department is under Mr. Edgar's charge, and we never were in a better position to extend both of these departments.

We trust your valued orders, heretofore placed with us for this class of goods, will not only continue, but increase, our aim being to serve you to the best of our ability.

Thanking you for past business favors,

We are, yours very truly,

TOOKE BROS. Limited.

**EARLY DELIVERY OF SILKS.**

**K** ISHIKAWA & CO., Toronto, are making particularly early delivery of the import orders of Japanese silks and matting placed with them for the Spring. The first deliveries were made at the end of January, and the firm are endeavoring to have all of their orders put in the hands of the trade as speedily as possible. They have already received a number of repeat orders for habutai and fancy blouse silks.

The favorite silk for Spring wear is the printed foulard, of which K. Ishikawa & Co. have a large assortment in French and Japanese twills. There is also a big call for corded silks in striped and plaid effects, while checked taffeta in black and white and navy and white are selling well. Some dainty new plaids in Spring colors are now being shown to the trade. Plain habutai in light colors as well as the new shades, magenta, marine blue, purple and cerise, are proving desirable property. K. Ishikawa & Co. have just past at the Customs House all the season's Spring silks, and are now ready for prompt delivery.

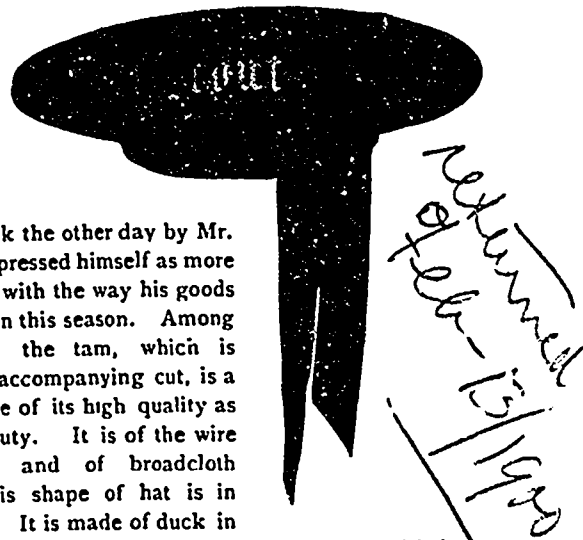
**NOVELTIES IN TAMS.**

There is no dearth of variety, beauty of design, nor deftness of workmanship in the tams which The Bruce Manufacturing Co., Toronto, are offering to the trade for this Summer. A representative of THE REVIEW was shown

this firm's stock the other day by Mr. Bruce, who expressed himself as more than satisfied with the way his goods are being taken this season. Among the novelties, the tam, which is shown by the accompanying cut, is a leader, because of its high quality as well as its beauty. It is of the wire crown shape, and of broadcloth material. This shape of hat is in much favor. It is made of duck in cardinal, navy and Dewey blue; of linen or crash with fancy brims and ornamented with silk cord across the top, of pique, with tugged top. Another novelty is a tam for rainy weather, the top of which is of leather, and the under part of velvet, a combination which is as pretty as it is serviceable. This is made in round, square and octagonal shapes. Some dainty soft crown creations are shown in duck and drill. The latter is so constructed that the lining and band can be taken out of the crown, so that it can be laundered. This is known as the washable tam. Some of the prettiest soft-crown duck hats are made in white duck with fancy bands and silken cord over the top, or fancily ornamented with braid and ribbon. Another attractive shape is a soft-crown of pique, turned up on the side with two quills as ornaments.

**SILK WAISTS.**

Silk waists for afternoon wear will have the vests fastened down the front with jeweled buttons or tiny velvet bows. The range of blouse and waist silks shown by Brophy, Cains & Co. include those of French, English, Japanese and American manufacture. Some very beautiful designs are shown, and checks, plaids, stripes, spots, plain taffetas, tamolines, broches and Japs in endless variety.



THE . . .  
**Maritime Wrapper Co.**  
 Limited

Skirts  
 and  
 Suits

**Just a Word....**  
 AS USUAL, OUR

**"Home Garments"**

combine artistic designs and sur-  
 prisingly novel effects, perfect fit  
 and workmanship, at exception-  
 ally low prices. . . . .

**"Maritime"  
 Wrappers**

J. H. PARKHILL  
 Ontario Agent  
 46 Toronto Arcade, Toronto.

**WOODSTOCK, N.B.**

**LINED GLOVES  
 and MITTS**

**For Next Fall.**

Our travellers are now on the road showing the most complete range of samples, consisting of the best makes of Domestic and Foreign manufacture. We have the best values. Do not place your orders before you have an opportunity to see what we have.

**PERRIN FRÈRES & CIE.**

**5 Victoria Square, MONTREAL.**

*To the Canadian  
 Merchants:*

Recently we opened a branch in Windsor, Ont., and are now able to supply the Canadian Trade with our up-to-date **SHOW CASES** free of duty. Being large buyers of English Glass, we are in a position to sell cases made of the best British Plate at a very reasonable price. Our cases can be seen in all the principal cities and towns in the United States, which is sufficient evidence of the superiority of our goods.

Some years ago, we placed on the market the celebrated **Silent Salesman** show cases and they met with phenomenal success. A few months ago, we invented and patented a device for illuminating these superb cases, which adds fully 100 per cent to their selling power, while the additional cost is nominal. The electric lamps are concealed in the top moulding, and the light, by means of a reflector, is thrown on the contents of the case, which makes selling easy.

When ordering the illuminated case, please state the voltage of your lighting plant to avoid delay in filling your order. Further particulars will be furnished on application.

ADDRESS,

**John Phillips & Co.,**  
 LIMITED

51-53 Fort St. East,  
 DETROIT, MICH.

Manufacturers of the

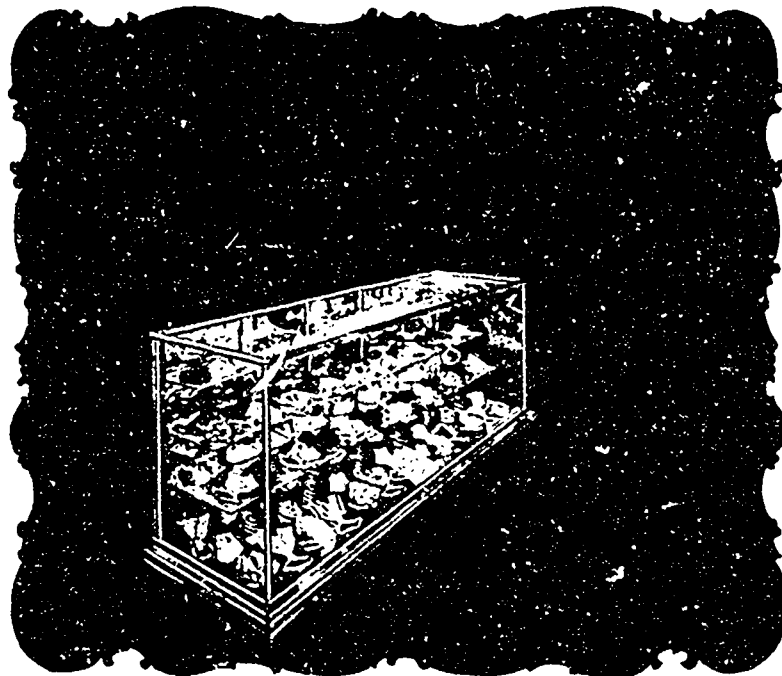
*Silent Salesman*  
 TRADE MARK *Show Cases.*

CANADIAN TRADE FURNISHED FROM WINDSOR, FREE OF DUTY, F.O.B. CARS.

CANADIAN REFERENCES:

Colwell Bros., Halifax, N.S.  
 Myrie Bros., Toronto, Ont.  
 R. T. Geary, Sarnia.

Letendre & Arseneault, Montreal.  
 McDonald Bros., Sarnia.  
 W. O. Franklin, Pt. Rowan, Ont.



PHILLIPS' ILLUMINATED SILENT SALESMAN (A SUNBURST)

## LININGS AND PRINTS.

THE W. R. Brock Co., Limited, Toronto, have paid particular attention to this branch, as being always a valuable adjunct to any retail man's business. Linettes, still in demand, are shown in five different qualities in the full range of shades. Percalines are selling far more freely than for many seasons back, being soft and suitable for the new style of skirts, and of these they show four qualities in all the styles and shades and a large range of high colors. Surah waist linings are crowding all other makes out of the market, being light, soft and unstretchable, thus an ideal waist lining. They can offer six different qualities to choose from. They also carry a full range of jeans and twilled waist linings, twilled silesia, mercerized linings, fancy lined linettes, opalescent, silkaline, moire pongees, spun glass, etc. Many merchants can spend a profitable half hour in looking over this department as one of the strongest features. It is reported that the best results are being obtained by the domestic goods, as Canadian manufacturers pay particular attention to this class of goods.

The same firm report their print business far in excess of anything in the history of the house, and this is attributed largely to the excellent values and special finishes they have secured exclusively for themselves. Among one of the best is a foulard print, mercerized finish, which can retail at 12½c., and has taken the trade by storm, many customers buying a full range. Another specialty is 3H heavy Canadian cloth, in which they claim to show the largest range in Canada. Over two-thirds of the patterns are printed from their own rollers. In 32-in. best British cambric, they show an unlimited range, patterns selected, not from one printer only, but productions of 11 of the largest Manchester printers, so that the selection from this great number make a better assortment than from one. They also show some novelties in stripe and spot piques, bought before the market became so buoyant, and can be offered at very low prices.

## THE KHAKI CRAZE IN ENGLAND.

A London correspondent of THE DRY GOODS REVIEW writes under date January 27: "Khaki" vests, or to be more correct, waistcoats, are being introduced. I have seen them

in some of the windows, and they look very nobby, to my mind, with their flat brass buttons. Many hosiers are showing "Khaki" ties, in puffs (which look best) and four-in-hands, some of these being made so that in tying them they show a piece of scarlet for the army, or blue for the navy. They are rather loud, still they are being shown. Prayer books and Bibles are also coming in for their share, inasmuch as "Khaki" bindings are quite in vogue. Photo frames and purses were, I think, the first to receive the distinction of khaki, so you see it has received a sort of "handspring" of popularity. Young & Rochester are issuing a line of handkerchief ties, with the flag printed on khaki colored material.

## JOHN CATTO, TORONTO.

For 40 years or more, Mr. John Catto, of John Catto &

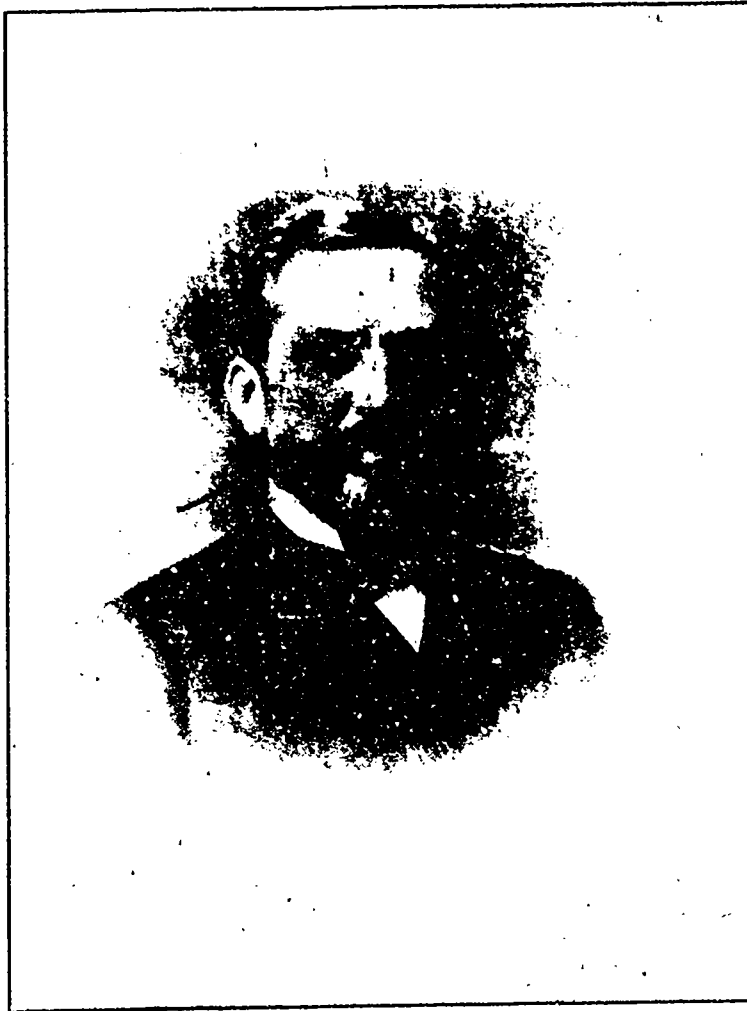
Son, Toronto, has been known as an enterprising, enlightened merchant, having with characteristic shrewdness and ability carried his business of high-class dry goods exclusively to a position of marked success.

A native of Aberdeenshire, he had his early training in the Old Land, but while still a young man crossed the Atlantic, and, in the process of time, made his mark. One department of the business we would specially note, which possesses great historic interest for Scotsmen, is the one devoted to Scottish Clan and Family Tartans, which figure so conspicuously in the history and literature of the land of the heather, so rich in material for both novelist and historian.

Mr. Catto takes a personal interest in these time-honored fabrics, in which each

line and stripe speaks of some service to king or country in days of yore.

Silk skirts promise to be "a big thing" this season in London. There are very marked indications in the retail of a good demand, and the wholesale are making great preparations. This is in proper sequence of a steadily advancing fashion, which has been felt for about three years, till London bids fair to become like Paris, where every working girl wears a silk skirt, however coarse her outer dress may be. One has only to walk through the Magasin du Louvre to realize what an important portion the silk skirt is of a Frenchwoman's wardrobe. Shapes will not be quite such a problem this season.



MR. JOHN CATTO.



Design A.

# DORCAS THIMBLES

(Horner's Patent)



Design D.

## STERLING SILVER

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

The Most Popular Thimbles of the Day.



Design G.

Canadian Agent

**H. PEARCE**

Temple Building

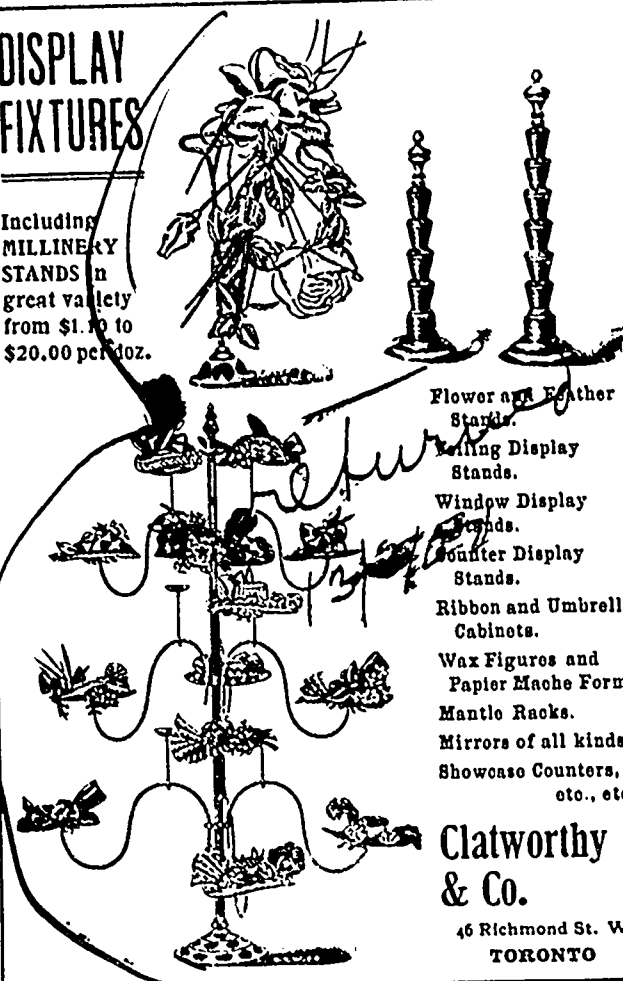
**MONTREAL.**



Design K.

### DISPLAY FIXTURES

Including MILLINERY STANDS in great variety from \$1.00 to \$20.00 per doz.



Flower and Feather Stands.

Seating Display Stands.

Window Display Stands.

Counter Display Stands.

Ribbon and Umbrella Cabinets.

Wax Figures and Papier Mache Forms

Mantle Racks.

Mirrors of all kinds.

Showcase Counters, etc., etc.

**Clatworthy & Co.**

46 Richmond St. W. TORONTO

# The Absent-Minded Beggar Handkerchief.

One Penny per dozen on all we sell we give to the Kipling Fund for the soldiers' wives and families. Will you help the home that Tommy's left behind him by pushing this line? It has a splendid **Map** of South Africa which is instructive and useful, also portraits of Her Majesty the Queen, Lord Roberts and this Patriotic Poem with treble line of music.

ONE FIXED PRICE TO SELL AT.  
Wholesale only supplied.

## BROWN, GRAHAM & CO.

37 Glassford Street, **GLASGOW.**

(SOLE COPYRIGHT FOR THIS PURPOSE KINDLY GRANTED BY "DAILY MAIL.")



The  
\* *Millinery Season*

*-Mantles, Trimmings and Laces.*

THE MILLINERY SEASON APPROACHING.

THE Spring millinery season promises to be a brilliant one, according to the common expectations. The millinery people have made great preparations for it. The Toronto wholesale millinery houses are somewhat divided with regard to the date of opening. February 26 and March 5 are the dates. Toronto will again be besieged with the usual large army of milliners from all points in Canada. Those holding their openings on February 26 are confident that they will have the usual large number of buyers on hand. They claim the fact that Easter is a little late this year will work out to the advantage of the trade. Others who make March 5 the date, and they are the majority, will probably be in shape for early buyers.

As to styles, the interviews with the various houses which follow, will give the trade a good general idea in advance. The French modistes are showing smaller effects for early Spring trade, such as Spanish turbans, turban toques, etc. Picture hats are, in rather a smaller style and the trimming generally is flatter.

So far, no actual new color is announced, but the pastel shades of green, helio and blue are likely to be a prominent feature. These subdued tones have a good effect grouped together in trimming or any other way.

The materials chiefly used are tulle and chiffon. Ribbons are indispensable, and, when used, seem to be called for in plain colors.

Flowers are to be drawn upon in profusion. The large sizes are favored, and there is a distinct feeling for giant roses, while foliage is particularly good, and comes in some pretty things in pastel colors. Violets will be freely used for early Spring on everything.

Ornaments are of pearl, mother-of-pearl, pastel metals, while both osprey and bird of paradise plumes will be correct.

A number of taffeta silk hats are being shown, the silk being used for the foundation of the hat.

Among novelties in materials may be mentioned some gold-decorated, hand-painted ribbon, real Battenburg lace, and any number of straw trimmings, including a chiffon embroidered with straw.

Trimmings, which have been on the increase for several months past, seem to be coming into greater favor than ever. Reports brought in by travelers through the country are to the effect that there has been an unprecedented demand lately for this class of goods. Prosperous times are the main, or one of the main reasons for such a feeling. People can afford to wear nice things just now.

MAKING EXTENSIVE PREPARATIONS.

Geo. Goulding & Son, Toronto, who do an exclusively millinery business, claim to carry the largest stock of strictly

millinery goods in Canada. For the coming season their stock will be the largest and most widely assorted they have ever placed before the trade. The prominent features this season will be fringes, laces, straw braids, gauzes and scarves. Of all these lines they will have an unusually complete selection of the most desirable goods, while in all other lines of general millinery requirements their stock will be fresh and up-to-date. This house is included in the number who intend holding their millinery opening on March 5 and following days.

"In thus meeting the wishes of many of the trade," said a member of the firm to THE REVIEW, "for a later date than usual, the wholesale houses feel they are taking a step which will meet with general approval. But, for the convenience of early buyers, we intend to have our stock all in our warehouse by February 15, when the trade is welcome to make a thorough inspection of it."

THE McCALL CO. OPEN ON FEBRUARY 26.

The large warehouse of The D. McCall Co., Limited, presented a most active and businesslike appearance when THE DRY GOODS REVIEW representative called in search of information regarding the styles, etc., for the coming Spring and Summer seasons. In every department throughout the house, the greatest activity prevailed. "We are preparing for the greatest millinery season the trade has ever experienced," said Mr. McCall; "everything points to big business in millinery this season, and you must admit that the appearance of our stock will bear out my statement when I say we are prepared to meet all demands the trade may make. We are, as you see, ceiling-high with new goods in every department, and what is most important to know is that what we have is what the trade evidently want.

"Our orders to date are something enormous. To give you an idea of the popularity of our goods and the increase of business which is coming our way, it will be sufficient to say that we have been shipping since the middle of January, day and night, which is some three weeks earlier than heretofore, and we expect it will take us all our time to get all forward before the rush of the opening is at hand. We hold our opening on the week commencing February 26—always the big event of the season—and it will be bigger this season than ever.

"We have already had the pleasure of waiting upon a number of our customers from the more distant points. From now until opening week, our warehouse will be thoroughly alive with buyers from all over Canada.

"We have just received word from the Maritime Provinces that a large party will soon be on their way to attend our opening, and we have also advice from the Northwest and British Columbia to the same effect. Yes sir, this will be the greatest

# Wholesale Millinery

**CANADA'S GREATEST MILLINERY HOUSE.**

**EXCLUSIVELY MILLINERY.**

In response to the wish of the Trade in general throughout Canada we beg to advise that we have decided to hold

**OUR OPENING** week . . .  
commencing  
**... FEBRUARY 26th**

Our preparations for this event are such that we have no hesitation in stating that on no past occasion in Canada have the Trade seen such a

Grand Display of

**Trimmed Millinery and Millinery Novelties**

as we will place before them on or above date.

**The Greatest Display,  
The Greatest Variety,**

**The Greatest Stock,  
The Greatest Value,**

and a cordial welcome to all Buyers.

**The D. McCall Co., Limited**



MILLINERY Continued.

opening ever held in Canada in every respect, and you may depend upon it that we are doing our utmost to make it a meritorious one, so that it will do us good and be a credit to Toronto, 'the fashion metropolis of Canada.' With regard to the visit from our Maritime Province friends it may be well to remark that it has been customary for most of these people to go to the New York and Boston openings in the past. So you must admit that it speaks well for our reputation as producers of the correct styles, etc., to effect such a desired change.

"There is another matter which we find is working to our advantage, and that is the fact that we carry millinery exclusively, nothing but millinery, and millinery in all its branches, and in the greatest possible variety. Our whole time and attention is devoted to millinery. This explains, to a great extent, the great increase in our business of late years.

"As to styles for the coming season, you will find that, in hat, the demand for early trade will be strong on the order of the Spanish turban. The tendency seems to be for large and higher crowns than previous seasons. A novelty of the season will be made up of row and row alternately of straw and chiffon, and again of straw and taffeta silk. Toques are shown by all the leading modistes in Paris. They are rather large and will be worn more over the face than usual.

"In trappings, the variety is quite extensive, including straw galloons, all-over nets, malines, muslin de soie, horsehair equins, etc.

"The very latest materials include straw embroidered chiffon, muslin de soie, tulle, hand-painted tulle and chiffons, horsehair, sequin and straw, crinoline, tuscan straw braids, all over nets, and sequins of all kinds.

"Flowers are much in evidence and in great variety. The leaders will be roses, poppies, grapes and beautiful colorings in the pastel shades and autumn tints in foliage. A novelty is shown in the pastel shades of soft muslin, which looks particularly well in roses and poppies.

"In ribbons, wide widths are being largely used, principally in soft mousseline, taffetas, satin oriental and gauzy effects.

"Ospreys in cross, whip and paradise, demi tips and flats will also be used considerably.

"In colors, the leading shades are aquarelle, pastel, tresque (new green tones), Van Dyck, Rubens, Raphael (old rose tones), Watteau, Murillo, Rembrandt (new blue tones), Athos, Porthos, Aramis (heliotrope tones). Good staple shades are paille, beige, tabac, parme, violet, argent, oriental, turquoise. The pastel shades are undoubtedly correct. They are being used extensively, and are certainly very pretty in all classes of goods. In combinations, as many as six or eight shades are grouped together. A particularly good combination which will find favor this season is black and straw.

"So much for anticipations," concluded Mr. McCall, "come around on our opening day, February 26, and see the results of our efforts."

WHAT THE IVEY STYLES WILL BE.

The John D. Ivey Co., Limited, again furnish some advance notes, concerning everything in millinery for the coming season.

Beginning with the shapes, they state that the latest creations exhibit a good deal of novelty, the most noticeable change being in the form of the crowns, which are higher and plainer than formerly, while the trimming is lower and mostly on the brims, giving them a thicker appearance.

Many toques, however, are shown with low or dome-shaped crowns, and the trimming consists chiefly of a drapery of tulle, chiffon, net or lace prettily knotted. Other toques are more of the hat-shape form with medium width brim. The "Amazon" hat, with the brim drooping in front and back, and curving up at the sides, is a most "distingue" style. Some very swell shapes are verging on walking hat and turban form.

Now for materials. The existing vogue for tulle, chiffon, silk, muslin, nets and laces lends itself accommodatingly to the dainty combinations with more staple fabrics, such as, tulle



No. 1. The J. D. Ivey Co., Limited.

"Amazon" hat of black chiffon finely folded around crown. Apricot velvet "pinched" facing, over which is a drape of black real lace, ostrich feather and paradise mount being the decoration.

and velvet, chiffon and taffeta silk and ribbon, or the newer material "Flamboyant," which is exceedingly lovely in the pastel shades. By the way, these tints are so beautifully blended that one color seems dissolved in the other, or to be "only the shadow" of the colors used in preceding seasons. A combination of five or six shades of these delicate colors now appear on one hat, or are used with contrasting colors of rich deep hues. Tulle and velvet employed in this way are most effective.

This firm's last Spring "opening" of the 19th century bids fair to outshine all previous efforts. The materials being used in their pattern hat department are of such rich manufacture that the models are really "works of art."

Laces have a prominent place, and are lavishly used in trimming, making and veiling, and are shown from the exquisite real lace, to the pretty and inexpensive imitation.

Soft ribbons, in plain taffeta or satin, also enter largely into the manufacture of millinery, and are used in combination with other materials.

The pastel tints in flowers are a leading feature; they are to be seen in endless variety. The most popular, at present, are roses, violets, cowslips, pansies and hyacinths. Unmounted roses make a splendid under-brim facing for large hats, and violets and white cowslips make pretty edges for outlining shapes. The "high novelty" of the season is "giant" flowers in beautiful pastel tints. Foliage of every description is indispensable. Some hats are entirely floral, with a real lace "Alsatian" bow for trimming. Ostrich feathers and paradise play an important part in giving a graceful sweep and finish to an "Amazon" or large hat, and will be much used. Orna-



35 Milk Street, London, Eng.  
75 Queen Street, Ottawa.

FACTORY AND WAREHOUSE  
TORONTO  
VICTORIA AND WELLINGTON STREETS

1886 Notre Dame Street, Montreal.  
70 St. Joseph Street, Quebec.

## EVERYTHING FROM EVERYWHERE



THE CHOICEST goods are bound to be where the power of collecting is greatest. That power is no more reflected in capital than in the agencies capital employs. A buyer must know his goods; he must get the best in the world for the money; he can't pick the best without knowing all, comparing all, turning pounds, francs, piasters, marks, rupees into dollars, computing expenses, duties, freights; he must know qualities, fashions, makes, makers, materials; he must choose out of all the world for all sorts of people with all sorts of tastes.

That's what we've been doing for months past in millinery and fancy dry goods, and there are surprises lying in wait—surprises in style and pattern, in color and tone, in everything you may expect and things you don't expect, with the mark of exclusiveness all over them—the best and biggest stock ever under one roof in the Dominion.

Easter is far down in the calendar this year. For that and other seemingly good reasons, tho' we were ready for the earlier day, the buyers had their way. So our opening day comes a little later this Spring—not until Monday the fifth of March.

The markets of the world have been laid under contribution; but not indiscriminately. Every selection has been made by trained skill and approved by cultured taste, by Dame Fashion herself. If you seek a feast of beauty, it will be here; if you seek stock that will be of the greatest use, here it is, also.

No need to magnify our facilities for the showing and the seeing. Is there a higher, wider, lighter warehouse in Canada,—our own new one next door alone looks down upon us.

Toronto Globe Mondays and Thursdays  
Toronto World Wednesdays and Saturdays

S. F. MCKINNON & COMPANY  
LIMITED

# Millinery Opening

• Spring 1900 •

## MONDAY, 5th MARCH

AND FOLLOWING DAYS.

Agreeable to the expressed desire of many millinery buyers, and the trade generally, we are making our *Spring Opening* somewhat later than usual this season. We make our *Grand Display* on above dates.

Our new importations, which are much heavier than usual, are being rapidly placed in stock, and by

**MONDAY, FEBRUARY 19,**

we shall have complete ranges of everything new, and be quite ready for all *Early Buyers* who may find it necessary or can make it convenient to be then in the market.

## CHAS. REID & CO.

9 & 11 Wellington St. East.,

TORONTO.

PIONEER OF THE CASH SYSTEM  
IN THE MILLINERY TRADE



JOHN MILES  
(INCORPORATED)

610, 612 & 614 BROADWAY, NEW YORK.  
2, 4, 6, 8, 10, 12, 14 & 16 E. HOUSTON ST

WHOLESALE  
MILLINERY GOODS.



1891 58 SPRING ST  
1892 603 BROADWAY  
1893 639 BROADWAY  
1895 654 BROADWAY  
1897 636 & 638 BROADWAY  
1900 610, 612 & 614 BROADWAY, 2, 4, 6, 8, 10, 12, 14 & 16 E. HOUSTON ST

WHOLESALE ONLY.

AS I LIVE I GROW.  
TRADE MARK

(TERMS NET CASH.)

**C**ANADIANS are all right. Do you know that up to a few years ago we were under the impression that Canadians were back numbers and only half civilized? But for the past year or two they have been dropping into our place quite lively, and we find them up-to-date and go-a-head hustlers. In fact, we have a wonderful opinion of Canadians to-day; for instance, J. N. McKendry, of Toronto, is one of the sharpest men that enters our store. His face is streaked with honesty and integrity, and all my buyers say he has lots of gunpowder in him. Let the Canadians come! We have everything in the Millinery line, including Pattern Hats, sold for Net Spot Cash and at prices that will gladden your heart and bring a sunshine smile to your countenance even if you were glancing at a cemetery.

Look for our 64-page catalogue. It is filled with bargains, all of the latest ideas, and at about half the price that the old-fashioned regular houses will charge you. Keep your eye on us! We are like the Canadians—we are all right.



JOHN MILES

(INCORPORATED)

Our Pattern Hats at \$3.00 and \$4.00 each are wonders for the money.

They are Direct Copies from the Imported.

**MILLINERY—Continued.**

ments are used as much as ever. Some very unique designs are shown in pastel, pearl, steel and jets. The straw hat department, under the management of Mr. McKinlay, whose reputation is well known to the trade, will be most complete, comprising the very newest shapes and brands from the best manufacturers of Paris, London and New York. The styles, shapes and brands shown, from the noblest dress hats to the common, ready-to-wear goods, demonstrate that nothing has been overlooked in this department, and argues well for an immense season's trade. Leghorns and other brands have advanced considerably over previous seasons, but, by placing large contracts a long way ahead, we will be enabled to give the trade the advantage of buying their goods at practically old prices. No merchant or milliner should place their hat orders without first giving this department a good look through.

The firm have again found it necessary to further enlarge their trimming-rooms to accommodate this fast-growing department. Milliners, representing the most prominent retail establishments in the Dominion, avail themselves of the advantage of copying patterns for themselves, with very satisfactory results.

Referring to the general opening on March 5, this firm express the opinion that the trade will highly appreciate the change to the first week in March. They state, however, that though their general opening will be later than usual, they will be prepared to receive and wait upon early buyers any time after February 16, as importations are already well forward.

"The prospects for the coming season," stated Mr. Ivey, the president of the company, "are most encouraging. The styles and shades blend themselves to a very profitable millinery business. Our early orders are far in excess of any previous year. Payments are satisfactory. In every way business is certainly in a most healthy condition."

**IN NEW PREMISES.**

The removal of Cockburn & Rae, wholesale milliners, Toronto, from their premises at 8 Wellington street west to their present warehouse, 46 Bay street, has given that firm excellent facilities for increasing their already large trade. The new premises comprise five large floors. Three of these

are devoted to the stocking of millinery requisites; one contains the work-room and the show-rooms. The other is devoted entirely to the receipt and shipment of goods. The work and show-rooms are on the top, or fourth floor. Here, about 500 pattern hats are shown. As none of these are copies, all being Paris productions, the assortment is both large and varied. The work room is thrown open for the convenience of any of the trade throughout the country who may desire to copy any of these models.

The third floor is devoted to flowers and feathers. This stock, which is both comprehensive and varied, shows a predominance of roses among the flowers. The pastel shades, particularly fresque, rubens, gouache, watteau and khaki, are everywhere in evidence. The foliage comprises some of the finest fabrics that have ever been shown. Maiden hair ferns, violets, roses and capucine are shown in quantities that evince their popularity. A large variety in shape, color, size and price of the novelty of the season in foliage, the bunch of grapes, is shown, together with the big stock of all kinds of feathers and flowers, on this floor.

Trimmings take up the second floor. Chiffons, mechlins, tulle, etc., are very much in evidence in all the popular colors, of which black, white and the pastel shades seem to be in chief favor at the moment. A lot of straw braids, and narrow straw edgings in tuscan braid are also shown. In ornaments, the correct articles are medallions, which are as tasty as they are new. In ribbons, while all widths and shades are shown, the great number of large widths in soft shades show a special call for this class of ribbon.

On the first floor, hats and children's headwear are arranged. This firm have always made a specialty of children's headwear, and are taking advantage of their increased facilities to further enlarge and complete their assortment in this line. On this floor are also the general and private offices.

While all the floors are already well stocked, the large number of unopened boxes on the ground floor show that more goods are being steadily received. For the convenience of buyers, who wish to visit the city previous to the first opening day, March 5, the warerooms have already been prepared, and the trade are invited to inspect this firm's stock at any time.

**A CHAT AT MCKINLAY'S.**

"Is there anything new? My dear man, is there anything that isn't new?" was the question put back to THE DRY



No. 2—The J. D. Ivey Co., Limited.

Small toque of black ermine and tuscan beads, "Pastel" shades of velvet in combination with tulle and steel buckles.



No. 3—The J. D. Ivey Co., Limited.

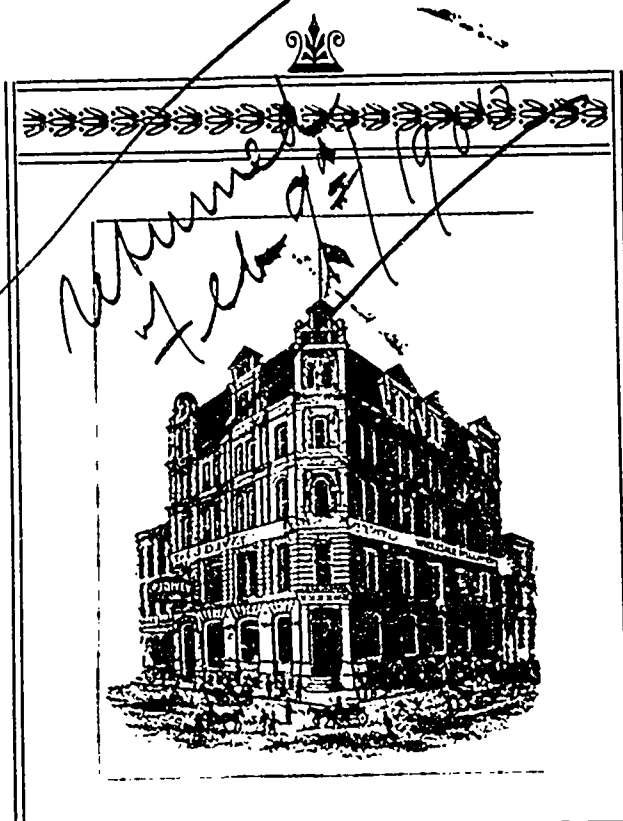
Cream mohair hat, with ruffles of ermine and tuscan; Battenburg lace brim, trimmed with cream satin ribbon and trailing ornamented roses.

The . . .

# John D. Ivey Co.

Limited

## MILLINERY OPENING



Our workrooms are now open for customers who desire to copy French Pattern Hats and Bonnets.

Importations will be complete Feb. 14, when we will be pleased to receive and wait on early buyers.

We respectfully invite you to our . . .

**F**irst Spring  
Opening

— COMMENCING —

**Monday, March 5th**

and following days.

**P**aris and  
London Styles

**N**ovelties in all  
Departments

for 1900.

Both in Toronto and at our Montreal Branch.

**TORONTO**

**MONTREAL**

**MILLINERY—Continued.**

GOODS REVIEW at the factory and warehouse of S. F. McKinnon & Co. "Look around you. The goods we told you of a month ago have been coming, and coming, and still are coming, world without end. Yes, our stocks in strictly millinery are much larger than in any previous year, and we have branched out much heavier along kindred lines in fancy dry goods. In both stocks we shall control much that is new and exclusive. A rapidly-increasing and expanding trade, and a trade outlook that speaks well for the Dominion, our leadership and confidence in what we see and the reports that come to us have each played a part in the accumulation of these great stocks—better and greater than ever before under one roof in all Canada. There is another reason, however, that is especially pertinent just now. The retail merchant goes to Europe less and less. He has paid well for the information, but he has found out that it costs just as much in time and dollars to go to Europe and buy \$1,000 worth of goods as it does to buy \$100,000 worth, that he can't get all the discounts that go along with big buying year after year; that the big buyer controls many lines that are bound to popularity; that his own selections are put in the shade, and he must sacrifice to meet popular demands; that he is often unable to take advantage of offerings because of his own unwise selections; that costs him more, yard to yard, item to item, to put the goods in his store than the same goods bought at home. He is finding out that he can use the wholesalers' resident buyers practically as his own, get quicker deliveries, make money and avoid risks, bothers, mistakes, expense, and—it's direct importation just the same, after all.

"Yes, you might call on Mr. Alexander, but he's a busy man these days—all is life and preparation up among the mantles, and he'd have to talk in a wholesale way. He'd say that 'McKinnon-made' jackets, coats, cloaks, suits and costumes are coming out and going out by thousands—that means perfection and popularity."

**TRIMMINGS.**

As the wholesale dry goods and manufacturing trade has increased in Canada so did M. Markus, of Montreal, increase his stock of trimmings and smallwares for this trade. There is no order too large, none too small to be filled immediately.

In quality as well as prices this firm claim that they can't be beaten, and, as they control the sale for many foreign manufactures they are able to meet any outside competition.

If you have never bought of this firm, Mr. Markus thinks a trial order would convince you that it would be to your interest to buy of them.

**STRIKING FEATURES IN THE NEW FASHIONS.**

When the representative of THE REVIEW visited Chas. Reid & Co., Toronto, he found that firm busy making extensive preparations for an active trade this Spring.

"We are looking forward to a fine millinery season," said Mr. Reid, "One which will be profitable to the milliner. Styles and fashion enhance this view. Everything, even colors, lend themselves to softness combined with richness. Chiffons, crepe de chine, tulle, gauzes, taffeta silks, liberte satins, laces, wide soft ribbons, all combine to make a milliners' season.

"Without doubt, the leading shape of the early Spring will be the toque, made up from the before-mentioned materials, and in combination with straw braids of soft tuscan, cuba, or silk. Sequin trimmings are to the front again, the chief colors

being *clair de lune*, black and silver, and black. Lace applique will be very good, and all indications point to this being the best flower season, especially in roses, for several years. Ostrich feathers, of course, will have a good place.

"One of the handsomest patterns is a large black hat of fine chip straw trimmed with wide liberte satin ribbon in a soft pastel shade called 'Miniature,' something like the old crushed strawberry shade, with two large ostrich feathers to match. A striking feature in flowers on some of the toques is a large bunch of grapes and foliage. This, in combination with a tuscan shade of folded crepe de chine has a decidedly handsome and dressy appearance.

"Laces, of all kinds, for millinery and dress will be very good. In all overs there are some very striking designs. This branch of the trade promises to be a large one the coming season, especially in the finer grades.

"Fringes, so long dead, have suddenly leapt into prominence for dress and millinery trimming; the wide ones for dresses, sashes, and scarves. The narrow ones in combination with lace are selling more freely and promise to have a good run. Colors are taking very well, but blacks and whites have the first call.

"With regard to colors, there is no doubt that in England, where there is so much mourning just now, black and white and black will prevail, but this will not militate against the use of colors in this country. Black, white, cream and tuscan, however, will be the leaders.

"Veilings, which have had a setback for about two years, are again to the front, and promise well.

"Prices of many lines; in fact, nearly all lines, have advanced enormously since October, and late buyers will be at a decided disadvantage. We were very fortunate in making all our contracts early."

**SPRING MILLINERY COLORINGS.**

Color is a question of paramount importance to the buyer of millinery goods. Too much stress cannot be put upon this feature. Time and thought given in obtaining correct information regarding the colors of a new season are both well expended, says The Dry Goods Reporter. The success in selling depends so much upon the right choice of colors.

Every season in millinery is a law unto itself. For it is, more than all others, the trade in which novelties thrive. A season is largely made up of a succession of "fads" which give leaven and lightness to the bulk of staple trade.

The color "fad" is unquestionably the most important and far reaching, and has more to do with the value of millinery goods than possibly all of the other "fads" of a season.

Indications are that this will be more than ever true in the coming spring season. While there will be a full quota of novelty shapes and novelty materials, the special feature of the season will be the new colorings—the pastels.

Enough has already been said of the pastel tones to convey an idea of their character. They are shown in sufficient numbers to afford much variety in the making up of stock.

Contrasts and harmonies in color rather than matches will be the scheme of this Spring's millinery. Genius for color combinations may be exercised to the fullest extent in building the hats.

The syndicate color card contains several series of pale, rather dull greens, all of which are marked as strong favorites, of dull pale pinks, blues, straws and mauves, the last having an excess of pink in their composition. All of the pinks and

**COCKBURN & REA . . .**

46 BAY STREET

TORONTO.

The Millinery Trade of the Dominion are invited to inspect  
the magnificent display we are making in

**Our New Premises****No. 46 Bay St., Toronto.**

*OUR WORKROOM* is now open for all Milliners who wish  
to copy, under the supervision of *Miss Mahaffy*.

We shall be ready for early buyers on and after *Feb. 12th*.

**New Address : Cockburn & Rea, 46 Bay St., Toronto**

**Millinery Goods****Spring 1900**

**First  
Opening,  
Monday,  
5th March**

and  
following  
days.

**Our Opening**, this season, will be marked by a larger stock, wider range, and more select assortment than we have ever placed before the trade.

**Trimmed Goods** in great variety will be a distinguishing feature. Imported models from eminent Paris and London modistes, together with copies and patterns from our own work-rooms, will illustrate the newest and most fashionable styles for Spring.

**Early Buyers** will find us fully prepared to meet their wants by 15th February.

**INSPECTION INVITED.**

**G. GOULDING & SONS**

PARIS, FRANCE,  
35 Rue Poissonniere.

55 Bay St., TORONTO.



**MILLINERY—Continued.**

mauves combine harmoniously with the greens, yellows and blues, and the latter with each other. It is in such combinations that the pastels will be chiefly used.

While at first glance it would seem that the pastel tones were too much of a novelty to be used by the general trade, yet it may be recalled that when some years ago faded colorings were fashionable, they immediately became popular with all classes.

The average woman is much more easily persuaded to take a new subdued color than a bright showy tone. Hence it is reasonable to suppose their popularity will readily revive.

With so many light art colorings in vogue there will of necessity be much black required as foil or contrast. Likewise mode and grey tones will carry out many effective color combinations.

In summing up the color features of the Spring it may thus be put in a nutshell, black, grey and mode, enlivened and contrasted with dull blues, pinks, mauves, greens, and straw tones, each in turn contrasting and combining with the other to form the color symphonies of Spring millinery.

**MILLINERY BUSTS AND MANTLE FORMS**

Millinery, like other things, must be displayed in the show-room and in the window. To do this properly, certain fixtures are indispensable. The making of these fixtures has become a business in itself. Where the construction of wax forms and faces has to be done, a great deal of skill and artistic work are required, and A. S. Richardson, 425 1/2 Yonge street, Toronto, who has gone into the manufacture of such wax goods, has the only establishment of this sort in Canada. The kind of articles made includes fine wax figures, papier mache forms of various kinds. Not only are they suited to milliners, but also to tailors, clothiers, etc. Mr. Richardson has issued an illustrated catalogue with good sized cuts of the wax and other forms, with descriptions and prices. As this is the millinery season when many buyers are in town, their attention may be attracted sufficiently to visit the place, but, if not, any reader, by dropping a card, can get a copy of the illustrated catalogue

**A NEW YORK HOUSE GOES AHEAD.**

A New York firm that is asking for a share of the Canadian millinery trade is that of John Miles, of New York and Paris, a business built up by the courage and ability of its founder. Mr. Miles went to New York from Ireland a poor boy, had eight years' practical experience in millinery and then started for himself in a small way. He has now built up one of the largest and best equipped concerns on this continent. The Canadian trade who may wish to do business with Mr. Miles will be interested in knowing the kind of man he is.

Not long ago Mr. Miles, in an interview with The New York Star, described his plan for giving the staff a share of the profits of the concern. His business had quadrupled and he thought of giving his hard-working staff a stake in the concern:

"Beginning January 1, 1900, I advanced the salary of each of the men whom I have taken into the corporation a certain amount, according to what they are now receiving. This advance will not be given them each week, but will remain in the treasury, representing so much stock. When it has reached \$100 in each case, a certificate will be given for that amount, which is worth its face value under all circumstances. The certificate can be cashed upon receipt if the holder desires,

but otherwise, at the end of each year, he is entitled to his pro rata share of the profits of the business."

"Suppose, for some cause or other, an employe, who is a member of the company, is derelict in his duty or in any other way becomes unworthy of your confidence?"

"I have taken good care of that," answered Mr. Miles, "for in such event he would be given the full value of his certificates in cash and whatever else was coming to him up to that time and then dismissed. Besides this, I have also instituted a pension fund for my employes. This, however, is entirely independent of the corporation, being solely taken care of by myself. It is operated in this manner. If any of my faithful workers get too old, or in any other way become incapacitated for work I do not discharge them. I simply send for them and explain that, while I fully appreciate their fidelity, their services are no longer of sufficient value to justify me in paying their full salary, and they can consider themselves retired on a certain sum per week, and if it should so happen that they cannot call for their money each week I will send it to them."

In reply to the remark that this was a most liberal and charitable example in an age when there was too much disposition to throw faithful employes upon the world when they could work no longer, Mr. Miles said: "I am doing simply what my conscience dictates to be right between man and man. I don't pretend to be up in social economy, and those sort of problems, but I know what's right, and try to do it."

**THE GEISHA WAISTS.**

As novel designs in shirt waists are likely to be in great demand this season, some manufacturers are going to extraordinary pains to produce artistic designs. The Geisha waists, manufactured by Frankenthal Bros., 77-81 Wooster street, New York, are an example of what is being done in the line of perfect-fitting garments of superior finish. They are shown in a variety of materials, and prices range from \$4.75 to \$174 per dozen, with over 800 styles to choose from.

**LINENS, COTTONS AND WOOL.**

Irish linens are away up, and the usually cool-headed North of Ireland man has lost his head. Goods which a few months ago were selling at 3d. per yard are now 5d., and this with uncertain delivery. The wool sales have been very firm, especially for fine and superior greasy stock.

The Montreal Cotton Co. have advanced some lines of lawns and muslins. These are almost an exact reproduction of the Scotch goods, and it is very creditable that they should be able to produce a line which it is so difficult to imitate in manufacture and finish.

Early in January the Montreal Cotton Co. issued advances on ducks and suitings, about 1/2c.; on some of the higher lines 1c.

On the 10th, the Merchants Cotton Co. advanced grey drills about 3/4c.

On the 16th, the Montreal Cotton Co. raised Victoria lawns, apron lawns and check muslins about 1/4c.

Under date January 24, the Canadian Colored Cotton Co. withdrew the following lines from the market until further notice: Flanneettes, 450 and 452; shirtings, E F and G G; galateas, G 44; sateen stripes, G 5; dress goods, 888 and 907; Oxfords, 5/2; lawns, 2/60; apron gingham, 776 and 783; and cycle suitings, B 17 and B 20.

*Sept 27/20*

**STEEL-PLATE ENGRAVED LABELS**

THE use of labels on all classes of garments has now practically become universal. Nearly every leading manufacturer and retailer has his distinctive mark in the form of a label attached to every article he puts upon the market. A firm that devotes its whole attention to the making of steel-plate engraved labels for neckwear, shirts, waists and other garments is The J. L. & M. Jacobs Co. This house originated



FRANKENTHAL BROS.,  
NEW YORK.  
(Geisha Waists)

its own specialty, and is the only one in its line making white labels exclusively. The busy preparations now going forward on Spring goods call attention to what has come to be regarded as an essential feature of every line—the affixing of the firm label on each garment turned out. In this connection, the card of the J L & M. Jacobs Co. in this issue is of added interest. The firm devotes the whole of its big plant in the Elm Square Building, New York, exclusively to the production of steel plate engraved labels and the prestige it has won in its chosen field is testified to by the fact that nearly all the leading manufacturers and retailers throughout the country are numbered among its patrons. It is

largely due to The J. L. & M. Jacobs Co. that the old crude method of producing labels has been brought to the present state of perfection. Many of the designs are in the highest degree artistic, and the firm is thoroughly equipped to fill orders in from two to five days. Correspondence is invited by the house, and samples, designs and prices are cheerfully forwarded on request.

**THE POWER OF ILLUSTRATIONS.**

Every advertiser could use, profitably, some of the numerous stock cuts that are now being offered by up-to-date electrotypers. Their power in advertisements is of inestimable value, as they attract attention to the advertisement; the first



mission of an advertisement being to attract attention. They make plain the idea; in fact, they photograph the object itself on the mind. A good picture talks foreign languages as well as English and tells a story quicker than cold type.

The successful advertiser of to-day believes in illustrations. Suitable cuts are now among the easiest and cheapest things to obtain. The first small cost of the cuts is further reduced when you take into consideration the fact that they can be used in newspapers, circulars, dodgers, and all sorts of printed matter for years to come. This is the view put forward by The Standard Electrotype Co., Wilmington, Del., U.S., and they invite merchants, who have seen the print of a cut anywhere that they would like to have, to clip it out and write. They can make it, or a cut of the merchant himself from photo, or of the interior or exterior of store or building or of any article of merchandise.

**The 1900  
"Puritas"**

Wadded Comforter will be a work of art as well as the embodiment of purity, elegance and comfort.

Over 16 Wholesale Dry Goods Houses in Canada will show a more or less complete line of Puritas Comforters, ranging in price from \$14 to \$34 per doz. Of course you are not buying for Fall yet, all the same better make a mental note of the word "Puritas" It stands for purity in comforters, and is becoming a household word from the Atlantic to the Pacific.

This is the tag:

**"PURITAS"**

SIZE..... GRADE.....

This quilt is filled with white and absolutely pure cotton, which is specially prepared and carded into cross-laps to give extra strength.

**QUARANTEED** by the **MAKERS.**

Which is also attached to our Samples carried by the Jobbers. A plausible traveller will tell you that such and such an imported article is as good as the "Puritas." *Ask to see the tag*, and order your goods that way.

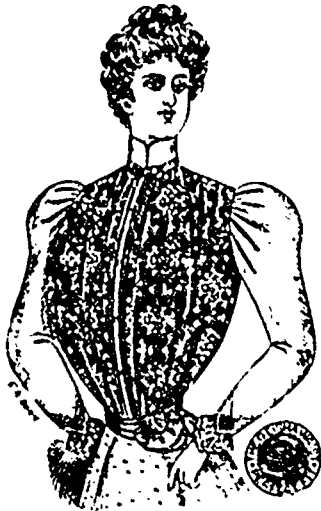
**The Alaska Feather & Down Co, LIMITED**

New Address 301 St. James St. New Address  
MONTREAL.

## NEW GOODS IN WHOLESALE TRADE.

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

IN dress goods, The W. R. Brock Co., Limited, Toronto, are showing seven lines manufactured by a very large German concern that have been doing an enormous business with the United States, the Continent and Great Britain, but any goods sold to Canada have previously had to be bought through some middleman, and this is the first time that the business has been done direct. The lines are: F. M. 1, a cloth called Victorian fru fru, which, made of the finest merino wools, is a perfect texture, having the appearance and touch of silk goods, is quite the rage in London and New York this season. This firm having contracted for a large quantity are in a position to offer these goods at great advantage. F. M. 2 is the Victorian



FRANKENTHAL BROS., NEW YORK.  
(Geisha Waists)

and, when value is taken into account, are economical

In a lower line of plain stuff, a cloth worth attention is J. U. 6 Victorian royal, a Bradford cloth of extraordinary value, considering to-day's price. Another of similar texture at an even lower price is the Victorian corkscrew (S 12).

Coming to serges, a wonderful range is seen. There is a Yorkshire serge to compete against the low French goods, 39 to 40 in. wide (S. 11) to retail at 25c. W. H. 8 is, at the same price and same weight, much heavier and wider than what can be offered in all-wool French cloth. But the firm say they still have a few pieces to sell of their W. B. 71—35 and 36 in. Victorian all-wool French serge, which can be retailed at the same price as the two union cloths named. In better goods, W. H. 11 is generally acknowledged to be unsurpassed for value, and it is impossible to get better to retail at 50c. It is made by probably the largest English manufacturers of dress serges, and sold only by The W. R. Brock Co., Limited. In No. 600 Victorian velours, a full range of shades is in stock, and also blacks, but the quantity is limited. In colored fancies the trade has been larger than was anticipated, the numbers specially run on being J. U. 1, a low priced tartan, G. 510, cream, wool and silk, striped good for blouses and dresses, a stock lot of exceptional value, G. 511, W. 7 and W. 8 are grandroll stripes and checks

respectively, and attractive salable goods, as is also H. 93, washing tweeds. The fancy black trade has been very good, and promises to continue, the great difficulty being the possibility of getting repeats in time. This firm predict a scarcity of new and desirable lines in medium and high priced stuff.

Fancy silks have been having a brisk sale lately, and this firm have a number of lines which they can offer to the trade at a low figure. These will be quickly sold out. The ranges will soon be broken, and cannot be replaced. Two lines are specially referred to: One of stripes, to retail at 40c. (usually at 75c.), and one of checks at the same. They have also a specially fine line of printed satin foulards, in navy and black grounds with white spots and figures, the most correct style to-day, and a beautiful range of printed Japanese silks, in floral designs, light colored, for blouses and evening dresses. Their staple lines in silks and satins, in blacks and colors, is fully assorted, and, at the prices they are prepared to offer, should be attractive to prospective buyers.

The W. R. Brock Co., Limited, Toronto, are showing some A1 values in embroideries, bought before the advance, and which could not be repeated to day under fully 33½ per cent. more. The edgings and insertions, both in cambric and Swiss muslin, are well represented, besides a number of box-lots, bought as a job, in regular lengths and 4½-yard ends. All-over embroideries and flouncings are also well represented.

Laces and veilings are two lines to which special attention has been paid this season, including the all-over laces, now so much used for various purposes. The muslin department is stocked with all lines, including special values in tucked apron lawns, Victoria lawns, Swiss spots, checked and striped lawns, fancy leno muslins and others, none of which could be bought except at great advances.

The fancy goods department is showing a range of novelties in belts, belt buckles, girdles, beauty pins, skirt sets, blouse sets, scarf pins, hair ornaments in fancy metal, celluloid and horn, unique pompadour and side combs, fancy hairpins, links, and all kinds of new ideas and everyday requirements. In hosiery and gloves, this firm have on many occasions felt themselves in good trim for this important branch of trade, but never in better position than to-day. They placed contracts for cash for immense supplies of cashmere, cotton, lisle and fancy hosiery before the market reached the high point of to-day, also for silk, taffeta, lisle and kid gloves, thus enabling them to quote interesting prices.

In men's furnishings, as previously intimated, trade has much increased since the department was moved into the new annex. This season, it is particularly strong in all kinds of men's and boys' fancy and outing shirts, comprising silk fronts, negligee, regattas, Ceylon, working and other lines, together with full ranges of white and full dress shirts, also unlaundered, including their well-known "Tempter" to retail at 50c. In men's neckwear, large shipments of the latest novelties are received monthly, in styles and patterns abreast of the times. In tailors', drapers', and dressmakers' supplies, the smallwares department receives daily shipments of various lines of necessaries to supply the demands of these three lines of business. Any novelty with any merit can always be found there.

### THE MONTREAL HOUSE.

In the staple department of the Montreal house of The W. R. Brock Co., Limited, some stock lots and jobs at interesting prices are offered, as well as a shipment of black and colored satanas. In underwear, special values are shown. The dress goods department are showing all the newest things

on the market in blacks and colors, specially black figures in mohairs, sateens, peorolas, and crepe effects, also cashmeres, poplins, and amazons, at much under present market value.

#### M. SAXE & SONS.

Among the special lines which are to be seen at Saxe & Sons, are English lined suits, with French facings, special quality of linings, at \$5. Also all-wool suits, heavy weight, with handsome patterns in smoth and rough effects, at \$6. A range that has been attracting considerable attention is a heavy-weight blue serge, at \$8. This suit has a soft, smooth finish, and is an imported indigo blue suit worsted, all wool, Italian lining, satin pipe seams, satin linings. Then there is a line of imported French fancy worsteds, satin lined, special, at \$10.

In overcoats, there is a splendid assortment. Amongst the more prominent might be mentioned the covert, self-lined, fancy back Spring overcoat which sells at \$6.50. There is, likewise, a range of English whipcords, lined with skin or satins throughout the body and sleeves, with French facings. This overcoat is gotten up after the latest American style, with three links, price \$10. Messrs. Saxe & Sons expect to be showing their samples for Fall wear within a short time and will be very pleased to hear from the trade with regard to early orders for Autumn goods.

#### NOT THE LOCHIEL.

Yankees are proverbial for their sharpness in business transactions. but there is one point upon which they trust implicitly to the good faith of the Scotch merchants, and that is in buying tartans. The ordinary American has not the slightest conception of the difference between the Campbell tartan and the Stuart, and, as for fine distinctions, he would be lost altogether. At the same time, this style of costume finds great favor in the United States, and tourists in the Old Country make quite a demand for it. The Scotchman may be Sabbath keeping, but he hates to lose a business transaction, and when the particular tartan in request is not to be had, there is always the alternative of palming off some other on the unsuspecting customer.

A lady the other day related an experience of hers in an Edinburgh shop. She had asked for the Cameron tartan, and was shown one accordingly. "But this is not the Cameron tartan," said the lady. "Och, yes," was the reply. "that will be what they are wearin' for the Cameron tartan." "Tut, tut, don't tell me that's the Cameron tartan. It's only a poor thrashy thing, some two or three hundred years old. I want the real Lochiel."

"But sic a gaudy thing will no be for the likes o' you, Miss, never at all."

The whole explanation was that the article in question was not in stock. The Canadian girl, however, was too well posted, and sought elsewhere.

#### THE CLOAK CO.'S ASSIGNMENT.

The assignment of the Cloak Manufacturing Co., of Toronto, Limited, has created some stir in the trade. Mr. E. R. C. Clarkson has been appointed liquidator. The assets, which were stated to be about \$47,000, have been sold for 66c. on the dollar. The liabilities are about \$87,000, the Quebec Bank being a creditor for over \$30,000. The creditors include leading Montreal and Toronto wholesale firms. The failure was precipitated by the recent sudden death of Mr. A. D. Benjamin, who financially backed the company, and against whose private estate the creditors of the firm may be able to

rank. Meantime, the creditors are taking steps to secure their rights. The assets were sold to Parsons & Alley, of Toronto. The new firm will continue the business and will place it on a sound financial basis. Mr. S. R. Parsons, chairman of the Ontario Board of Directors of the Canadian Fire Insurance Co. of Winnipeg, will look after the financial affairs of the new concern, while Mr. W. Sanford Alley, manager of the Oak Hall stores in Toronto, will, it is understood, represent the W. E. Sanford interests.

The proposed organization of knitted goods mills in Canada, heralded by the daily press a month or so ago has not resulted in anything. In fact, it is reported on good authority that the whole project has fallen through.

## To Calico Printers

Owing to the very considerable advance now asked by English Calico Printers, a firm of agents of long standing have an exceptional opportunity for the introduction of Canadian goods of this character to English and Colonial markets. Write,

"CALICO,"  
Care of Gordon & Gotch,

Advertising Contractors,

London, England.

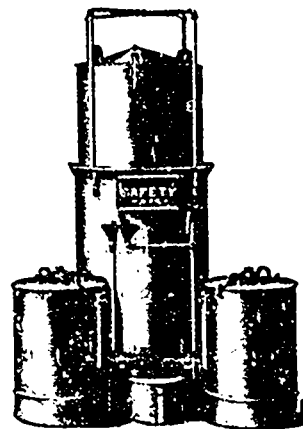
## An Agency Open

A FIRM OF SPINNERS OF

## HIGH-CLASS KNITTING YARNS

having recently lost their Canadian Agent, are open to receive applications from responsible and suitable houses to represent them in Canada. Communications to be addressed to "SPINNER,"

LONDON OFFICE. "CANADIAN DRY GOODS REVIEW,"  
100 FLEET ST. E. C., LONDON, ENG. (5)



## THE "SAFETY"

Acetylene Gas  
Machine

Manufactured by

THE SAFETY LIGHT  
& HEAT CO.,

DUNDAS, ONT.

What some of our friends say of us:

Dear Sirs— I purchased last fall from your agent Mr. Isaac McKee one of your Safety Acetylene Gas Machines. I find it very economical and quite satisfactory. I light my store and dwelling. We have a beautiful clear, steady light and no latches. I believe it much safer to handle than some machines that I have examined.

W. H. POGUE, 106e Broun

There are 205 in successful operation in Canada.

# MEN'S WOOLLENS and TRIMMINGS

The features of our stock are

## Style and Quality

and in almost every line our prices are much under to-day's value. In soliciting your trade for the coming season we do so confidently believing that we are in a position to serve you well, and place before you a very complete assortment of

FANCY WORSTED

and  
TWEED

LLAMA

VICUNA

COVERT

VENETIAN and

WHIPCORD

Plain and Fancy

WOOLLEN and

WORSTED

SUITINGS

COATINGS

TROUSERINGS

WE INVITE YOU TO

# NISBET

34 Wellington St. West,

# LADIES' DRESS FABRICS

The development in this department of our business can be summed up in one word: ENORMOUS, and the features of it are

**EXCLUSIVENESS**  
AND  
**VARIETY**

and consist of the best things that can be produced by the foreign and domestic manufacturers in goods of the better class in

PLAIN CLOTHS

HOMESPUNS

FANCY TWEEDS

CLAN TARTANS

REVERSIBLE SUITINGS

FANCY RUGS, Etc.

Many of our customers who received delivery of our "Blair Athole" Ladies' Suitings in December have already placed repeats.

CALL WHEN IN TORONTO.

**& AULD**

**TORONTO**

## MUSLIN UNDERWEAR AND BLOUSES.

### THE WHITE GOODS SALES.

**T**HE white goods sales this season are exceedingly satisfactory as far as can be learned. In the cities some extensive displays were made of these lines, and the advertising through the press was quite as extensive as usual. It is not easy to account for the popularity of these sales in the cold month of the year, but the fact remains that women buyers either put by money, or get the cash by asking for it, in order to purchase quantities of white goods in the shape of clothing or household linen not for use until later. The sales this year have been satisfactory, and better quality of stuff has been readily demanded.

The expected rise in prices for muslin underwear, announced in this column last issue, has been a similar movement to what has taken place in the United States. The Economist notes that New York retailers have announced that it will be impossible to duplicate the underwear they now control at present prices. One merchant advertises that on gowns for which he has been paying from \$4.50 to \$5 he must hereafter pay from \$4.75 to \$5.75 for, and other garments in proportion.

It will be noticed that retailers are in a measure preparing their trade for higher prices. It is hoped that, to a large extent, this will do away with low-priced underwear.

It is reported in the same quarter that hemstitched effects in underwear will certainly obtain in the lower price grades, as the trade prefers them to cheap laces.

There is a new material which will only appear in fine chemises, corset covers and drawers. In substance it seems thinner and finer than silk mull. Enough of the fabric to make a corset cover can be crushed in the hand. It is certainly very dainty and will make up exquisitely in the finer pieces. It will doubtless figure to quite an extent in the creation of trousseaus for the Easter season.

Now, the credit of being the creator of the first big January sale belongs, says our contemporary, to a merchant of Philadelphia. The idea was born with him from the fact of his noting the large number of cases of cottons that were going out from his house during December and January. He wondered, "What does this wholesale buying of muslins mean? Not all can be made up into sheets and pillow cases, or shirts. In those days flimsy nainsook and lawns were unknown. It must be that enough underwear is made during the snowy season to practically carry the whole family through the year." It meant that grandmother, mother, and sister were not intending to pass the balmy Spring and Summer days plying the needle. "If this is what the buying of so many pieces of cottons means, why would not ready-to-wear undergarments appeal to the housewife?"

Forthwith our merchant sets out in the Summer season and bids manufacturers make up their samples so that he can book an order for undergarments to be delivered in December or January, as was the case in the early days, with which he could surprise his customers. This first sale was very small compared to the second, and the third opened the eyes of the community. After the second sale producers were awake, and drummed for

business in other directions. Not many manufacturers took hold of the idea in the early days, but enough were interested to keep the factories running during the dull season.

### BLOUSES.

In the blouse department there is a very general demand for goods with insertions and with all-over fronts. These are selling as high as \$38 and \$40 per dozen. There is also a good demand for open work. The new dress sleeve is the great thing for white goods and muslins. The cambric blouses are still made with the shirt sleeve, laundered cuffs and collar. In colored goods, stripes are still the article wanted, and large figures are receiving a good deal of prominence.

In all the white goods and muslins the French back will be used. Also in the mercerised stripes, where goods are stable enough. It may be explained that the material used in the French back needs to be specially good, because this shape causes quite a strain across the yoke. The tucks in the back are with three pleats on each side, tapering from the yoke to the waist. This makes an exceedingly nice effect. These are being made of white rep piques and corded piques.

There is in addition a large demand for silk blouses. The prices have advanced on account of the advances lately made in raw material. Even in the cotton blouses prices are up, and when the stuff now being worked on is used up, there will likely be a further rise. The moral is, "order early."

### LATEST EFFECTS WITH COSTUME GOWNS.

Our Montreal friends, Messrs. Brophy, Cains & Co., say: "Soft, fluffy effects at the neck make the severe tailor gowns more attractive and becoming, and the long lace jabots are particularly good for this sort of thing. It is absolutely reckless the way in which real lace veils are utilized for these neckties. But the best material of which to make them is the lace net a yard wide that is tied into a bow, with a small knot in the centre, and then the ends are left to hang down. They must not be left with the unfinished ends, however, but must be finished with a little narrow lace of the same description. When bows of chiffon are used the ends must be made of the lace, but just for the present the bows made entirely of lace are more worn.

"This is in keeping with the general drift that is observable in every department appertaining to ladies dress, everything is fanciful and flowery, hence lace and all other gauzy tissues are the chief need of the hour.

"No stock that a retailer can keep is susceptible of a better profit, nor is there one more attractive."

I regret to announce that Mr. Henry Macartney, whose visits to England on behalf of Messrs. Gault Bros. & Co., Montreal, have frequently been chronicled, died recently from a paralytic attack. Mr. Macartney had just attained his half-century, and had been over a quarter of a century with Messrs. Gault.—London Drapers' Record.

Nisbet & Auld, Toronto, report to hand repeat shipments of all clan tartans, including the "Elliot," or "Minto" tartan, which was reproduced in our January issue. This firm state that they are in daily receipt of novelties, very many of which cannot be secured elsewhere. This statement, coming from a house which knows what is right, and is in touch with the various markets, will be understood by the trade to be of importance. Their stock is as comprehensive as is consistent with a house which is always in the market for new goods. Regarding values, they state much briefly when they say that, almost without exception, none of their lines could be repeated at to-day's prices.

THE  
**CANADIAN COLORED  
 COTTON  
 MILLS COMPANY**

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Gingham, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

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

**DYEING  
 DRY GOODS and MILLINERY**

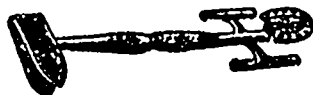
Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons, and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.  
 DYED, FINISHED AND PUT UP.  
 Also FEATHERS, SILKS, VELVETS, RIBBONS, LACES, Etc.  
 And Garment Work of all kinds.

**BRITISH AMERICAN DYEING CO.**  
 Technical, Chemical Dyers and Finishers.

JOSEPH ALLEN, Managing Partner.  
 Principal Offices—215 McGill St., Montreal.  
 287 Yonge St., Toronto.

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

Use the "Derby Link," No. 2



Patented Nov. 28, 1893.  
**FOR ALL CUFFS.**

Use the New "Star" Cuff Holder



Patented.  
 For Link and Plain Cuffs.

Keep your trousers up with the  
 "Automatic" Bachelor Button



WRITE  
 TO YOUR  
 JOBBER.

NO  
 NEEDLE  
 REQUIRED.

The New Automatic



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

"Au Fait" Scarf Retainer



Patented.  
 Opens Wide at Mouth.

For Sale by Principal Jobbers Everywhere.

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

**The Celluloid Company**

30, 32, 34, 36  
 Washington Place

**NEW YORK**

ORIGINAL and ONLY  
 Manufacturers of

"CELLULOID" Interlined Waterproof  
 Collars and Cuffs . . .

All goods made by us are stamped as follows:

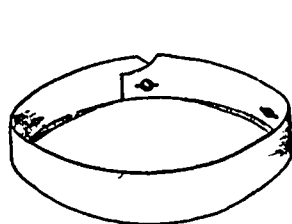
Absolutely No



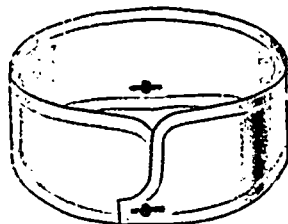
TRADE  
**CELLULOID**  
 MARK.

Others Genuine

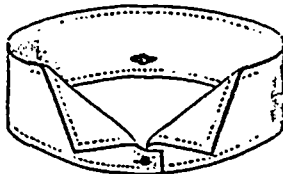
Positively waterproof. When soiled simply wipe off with a damp cloth or sponge.



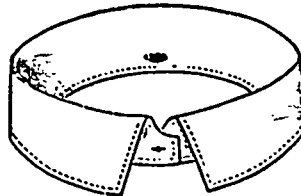
ROMAN



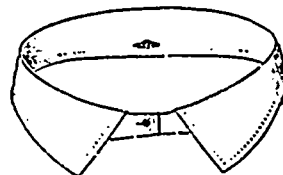
BERKELEY.



TITAN.

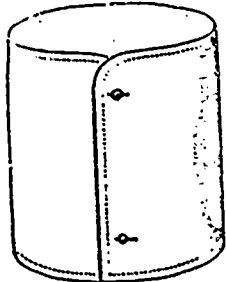


BICYCLE.

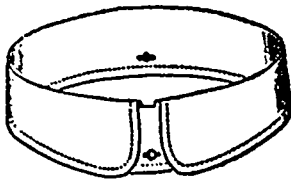


ROYAL

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



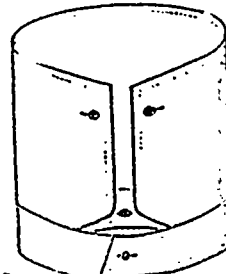
EXCELSIOR.



SAVOY

**CAUTION**

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



**The Celluloid Company**

FIFTH AVE.



# SYSTEMATICALLY

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If you want to buy or assort a stock of dress goods, silks, hosiery, muslins, laces, embroideries, prints, linens, staples, men's furnishings, smallwares, carpets, housefurnishings, woollens, tailors' trimmings and dressmakers' supplies, there are no warehouses in Canada to-day, under one roof, where you can do either so advantageously as at

## John Macdonald & Co.'s

Wellington and Front Sts.  
TORONTO.

Their stock is always new and fashionable, and the display for Spring Season is most assuredly very attractive. Their terms and cash discounts are liberal; their system and facilities for doing business unequalled. Letter orders placed with them receive the same attention as if placed personally.

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# COMPREHENSIVE