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THE GARDEN



WINTER JANUARY 1899

1899

IMPORT SEASON

1899

OPENS FEB. 1ST, WHEN NOVELTIES IN

German China, Austrian Glass, English  
Earthenware, Bohemian Water Sets,  
Bric-a-Brac, Dolls, etc.

Will be on show at  
Sample Rooms:  
24 and 26 Wellington St West  
TORONTO

E. W. KLOTZ

Manufacturers' Agent and Importer.

Import orders only, solicited for Fall delivery or earlier in some lines. No stock carried. Terms net cash, and prices to correspond, which means a lot to the wide-awake buyer.



Sole Agent for

WOOD & SON, BURSLEM, ENGLAND

Makers of

White Granite  
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Printed and Decorated

The accompanying cut, "Keswick," is one of their latest designs, and one of the happiest conceptions of the day, printed in all colors.

When this choice pattern and many others, as well as plain white granite, can be had direct from the makers, at factory prices, by placing orders with their Canadian representative, why listen to drummers from stock houses with boasted **big stocks** and necessary **big prices**?

UNPRETENTIOUS DISPLAY, BUT GENUINE VALUES AT

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The Import Season for placing is very short for most lines. Months are required for execution of orders. **Early orders alone** can insure timely delivery. **Delay in placing** may cause disappointment.

**Don't forget** that I represent makers of other lines which may interest you, such as American Glass, Fancy Candle Shades, Lamp Shades, etc.

# SPRING 1899.

OUR PRICES ARE RIGHT!

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Our Samples  
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*Staples, Dress Goods,  
Carpets, Smallwares,  
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YOU WILL FIND LOTS OF

## BARGAINS

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# S. GREENSHIELDS, SON & CO.

Sole Selling Agents in Canada for

Briggs Priestley & Sons, Dress Goods, Bradford.  
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# WYLD, GRASETT & DARLING

Spring 1899 Spring

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Receive prompt and careful attention.*

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TORONTO

CANADIAN OFFICE:

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TORONTO.

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**YOKOHAMA**

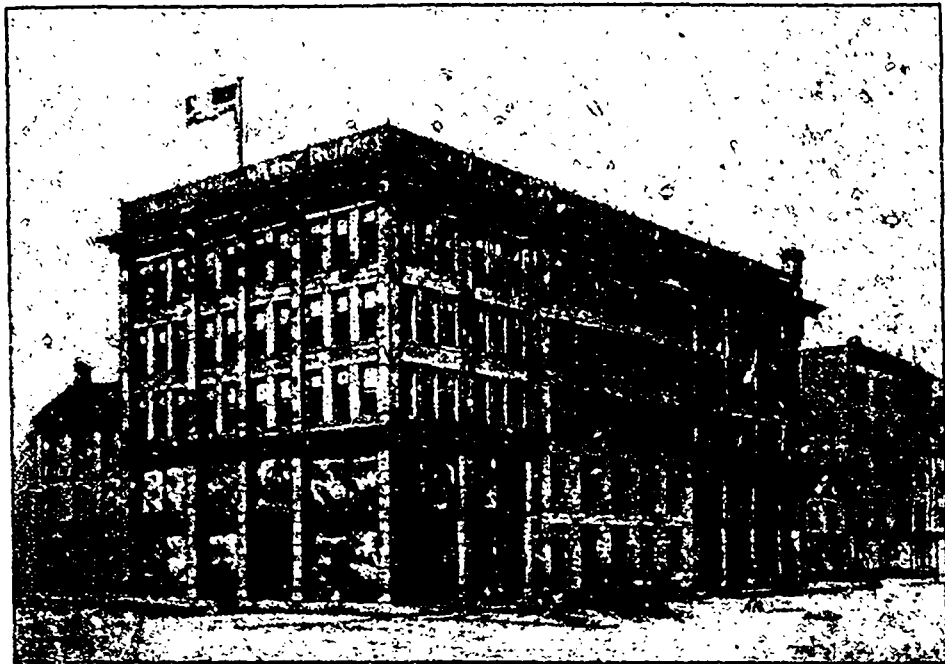
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*This Wholesale Tailor Label is the Registered Guarantee for Style, Fit and Durability.*



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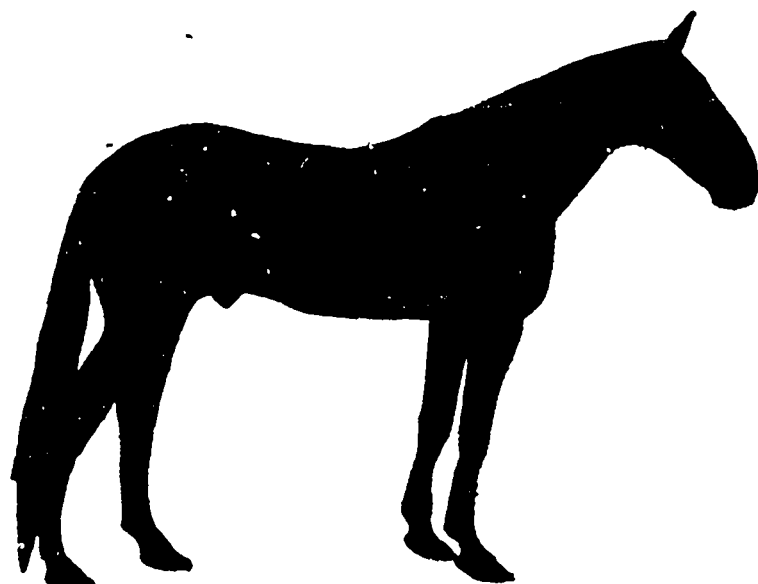
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Always First. Never Second. A sure winner, and never without backers. So with . . .

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DIRECTUM. Record 2.05½.

No Seconds. No Returns. Always reliable—backed by all intelligent customers—a sure (trade) winner.

## Remember this.

“Your record as a business man depends entirely upon the quality of goods you sell.”

The best goods to the best customer is the best policy for best retailers.

Always keep these goods in stock and ladies will come back to your store.

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"WATERPROOF."

THE  
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CO.

Only the  
Best Materials  
Used

SUPERIOR TO ANY PRODUCED

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

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Can be accomplished by taking out an

**Unconditional Accumulative  
Endowment Policy**

IN THE

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HEAD OFFICE - - TORONTO

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

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# ACETYLENE GAS.



The Safety Light and Heat Co. have in successful operation machines from 5 to 200 lights.

Simplicity and safety are the leading features. Being deeply water sealed it cannot leak. It makes the gas cool, washes it twice, and thus makes only

**PURE GAS.**

Never Clogs the Burners.

**THE SAFETY LIGHT & HEAT CO.**

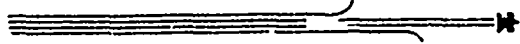
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THE

# Vice-Regal Piano. . .



GOVERNMENT HOUSE,  
OTTAWA.  
THE CITADEL,  
QUEBEC.

The Countess of Aberdeen presents her compliments to the makers and begs to say that the

**Morris Piano**

has given her every satisfaction. \* \* \*

July 26, '96.

MANUFACTURED BY  
THE  
**Morris, Feild, Rogers Co.**  
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Will soon be required, and we now have our samples ready for the season.

We have them in light, medium and heavy weights and all shades.

Would be glad to send you samples.

We are prepared to fill repeats for

## Eureka Blankets

so send your orders along.

## Eureka Woolen Mfg. Co.

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## Wm. Taylor Bailey

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## Upholstery and . . . . . . Drapery Goods



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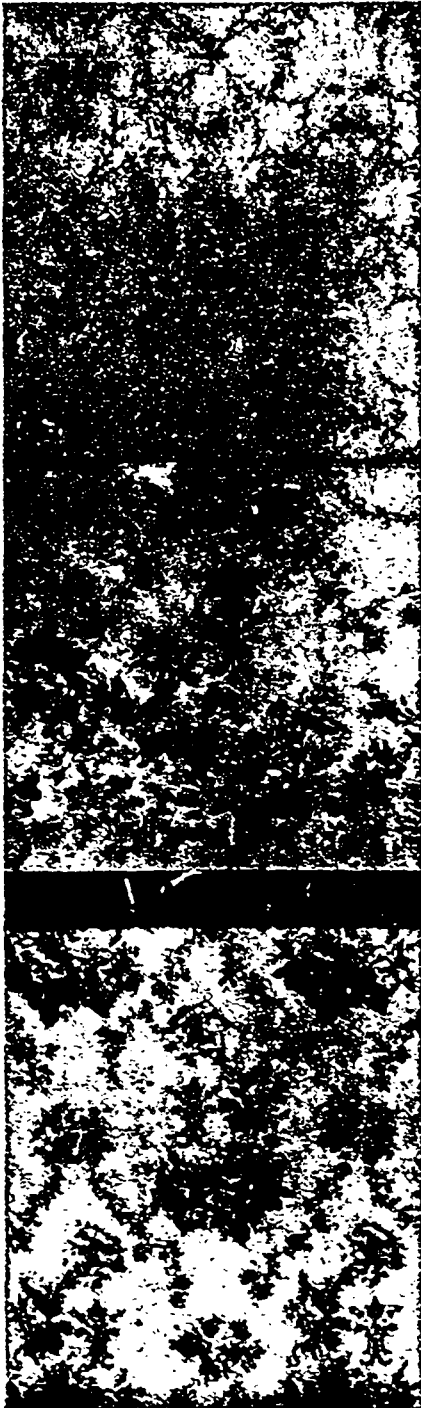
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**Jaeger & Schmiedel,** Fancy Silk Villosart Plushes.

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## Extract from a Letter:

"Your paper was the best I ever had at the money, and I shall, when the time comes around, call on you for a fresh supply."



# "Staunton" Wall Papers

If you have not placed your order for Spring delivery, arrange to

## See Our Traveller

or have samples sent to you to make your selection from. The rapidly increasing demand for "Staunton" made goods is evidence that the papers are popular with the people and profitable to the dealer.. No retailer's range will be just quite perfect without a line of them.

# M. STAUNTON & Co.

MANUFACTURERS

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# Bicycle Hose.



100 varieties of neat and attractive patterns and different colored mixtures to choose from.

No need to import these goods when you can buy them so much better and cheaper from us, and can sort up odd sizes.

Place orders early to insure early delivery, as these lines are only made to order. Remember, our name and guarantee is pinned on every pair of our goods.

Our travellers are now showing these lines, but if they have not called on you write to us for samples and prices.

## A. Burritt & Co.

Leaders in HIGH-GRADE HOSIERY  
and KNITTED GOODS.

DOMINION HOSE MILLS, MITCHELL, Ont.

# S. LENNARD & SONS

## DUNDAS, ONT.

Manufacturers of the Celebrated

# Crescent Brand

HOSIERY AND UNDERWEAR acknowledged to be the best value in the trade.

Richard L. Baker & Co.

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SELLING AGENTS.



THIS  
TRADE  
MARK  
STAMPED  
ON  
EVERY  
GARMENT

# A NEW YEAR'S RESOLVE!

"Ring out the old, ring in the new,  
Ring out the false, ring in the true."

# Finlayson's Linen Thread

is true. It combines full weight and full length. If you have not been buying it, now is a good time to commence. If you have been handling it, you know how readily your customers accept it, and what a

## SUBSTANTIAL PROFIT

you make. There is no need for YOU to make a change.

---

# John Gordon & Son

Agents for Canada.

**MONTREAL.**



## A TRADE POLICY FOR THE EMPIRE

*By a Member of the British Empire League.*

### *The Need of One.*

Whoever will frame, agitate for, and carry out a commercial policy suited to the needs of the British Empire will deserve well of his own day, and enjoy the favor of posterity. The new commercial conditions that surround us in 1899 call for the exertions of the statesman and the political economist. In 1846 Richard Cobden propounded, and Sir Robert Peel put into effect, the commercial policy best adapted for developing at that period the trade of the British manufacturers—free raw materials and cheap food. But conditions have completely altered: German and American competition is steadily depriving Britain of her supremacy in foreign and colonial markets; nations are building up their own trade by methods which may not be theoretically sound, but which are effective; free raw materials and cheap food no longer insure to Britain an adequate share of the world's trade. The reasons given for decaying British commerce are chiefly these: First, that British manufacturers do not consult sufficiently the tastes of foreign and colonial customers; secondly, that British goods are, in some lines, not as cheap as foreign goods. The fact is undisputed that British trade is on the decline.

### *Objections to Seeking a Remedy.*

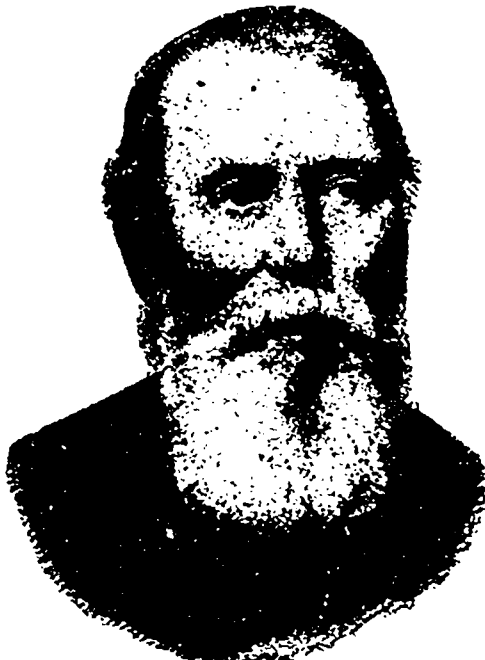
A majority of British public men are indisposed to advocate Protection. The electors in the mass do not fully understand the problem, but they want to be sure of as good wages and as steady employment as they have now. Probably an improvement in these respects would have to be demonstrated to them before they would favor any duties on foreign breadstuffs. A revival of Protection, even as a necessary weapon to compel reciprocity in foreign tariffs, would not be popular with the highly educated men who govern Great Britain. Some of them deem Protection an economic fallacy. All of them know that a protective tariff is an extremely complicated affair to arrange, the question of determining the various rates of

duty and of deciding what is raw material and what is not, being perennial problems that the wisest and most practical men find hard to solve. Besides, the immense investments of British capital abroad tend to the continuance of the present simple policy of

Free Imports. Still, its faults are visible. Commodities like tea and tobacco, which the colonies do and may supply, are heavily taxed. Colonial food products have to compete with foreign products in the British markets—with freight rates favorable to the foreigner. The bulk of imported food is of foreign origin, a potential danger in time of war. These, and other faults of the system of Free Imports are generally recognized. There is, as yet, no general agreement as to the right remedy.

### *Agitations for a Change.*

The dissatisfaction with the present condition of affairs set in about 20 years ago, when the beneficial effects of the Free Import system of Cobden largely ceased to operate, and its evil effects began to manifest themselves. Depression in agriculture and manufacturing has given rise to several organized movements in favor of a change. The Fair Trade movement which began in 1881, under the auspices of Lord Masham, Lord Dunraven and others, fought strongly for duties on foreign corn and manufactures, but not on raw materials. A Royal Commission to inquire into the causes of depression in trade was appointed in 1885. It took evidence showing the effects of competition, of overproduction, of the rise in gold values, and the fall of prices, and finally reported in January, 1887. A majority of the 24 Commissioners declined to favor duties on foreign products. Several agitations have taken place under the auspices of farmers and landowners forming the National Agricultural Union, especially in 1887 and 1893. The question of the food supply in time of war was investigated by a Commission in 1897, when evidence upon agricultural depression was taken. The United Empire Trade League was organized in 1891 by Colonel Sir Howard Vincent, M.P. for Central Sheffield, Mr. James Lowther, M.P., and other protectionists who advocate a Commercial Union of the British Empire on a preferential basis. In Canada, this movement has taken deep root. The Canadian branch of the



THE RIGHT HON. LORD MASHAN,  
The veteran and fearless champion of Fair Trade  
in England.

ernment in establishing, April 1897, a preference in favor of British goods of one-quarter of the Customs duties imposed by the tariff was greeted both here and in England as a wise and popular step. As a consequence, the treaties of Great Britain with Belgium and Germany, which precluded any possibility of Imperial preferential trade, have been abrogated. Since August 1, 1898, the way has been clear for the advocacy and practical enactment of such a policy. Who will step into the breach and be its leader?

### *The Position of the Colonies.*

Needless to say, the self-governing colonies would welcome a tariff preference in the English markets. They would willingly grant a corresponding preference in their own tariffs to British goods. Canada has already given a preference without any return. There were rumors after the Jubilee that other colonies would follow suit. They have not yet done so, but the disposition to do so is there. Each British subject in a British colony purchases several dollars' worth more per annum of British goods than a foreigner. Therefore, the future possibilities of Britain's colonial trade are probably greater than her foreign trade. In total amount, of course, the colonial trade is not nearly equal to the foreign trade at present, being, indeed, only 15 per cent. of the whole, but, with the higher tariffs imposed by foreign countries, it is questionable whether the business done with them is very profitable to British manufacturers.

Thus, then, the colonies are in this position. Their populations, man for man, are far better customers of Britain than foreigners; there is the tie of friendliness—which tells in business, there is a willingness to adopt mutual tariff preference, and the hostility of foreign tariffs is daily driving England and her colonies closer together.

It is proper to notice that there are movements in more than one colony which indicate that if the influences which make for closer

British Empire League, the president and most influential member of which is Colonel George T. Denison, advocates preferential trade. Mr. Alex. McNeill, M.P. for North Bruce, has long been the chief Parliamentary leader of the movement, and has delivered many addresses upon it in Canada and in England. The action of the Canadian Gov-

Imperial union are resisted, other influences, which are disintegrating, may begin to operate. It is all very well to say that the colonies are loyal. So they are. But loyalty alone will not sustain a political connection. In South Africa, the Afrikaner Bund has aims which are distinctly not British in view. The policy of a wide reciprocity in Canada, would, if carried out, work against Imperial union. So that the colonial commercial development must proceed along Imperial lines during the next twenty years, or it might easily, and would probably, be drawn into other channels. If a Trade Policy for the Empire is to be evolved out of the conditions that are pressing so heavily upon British commerce, now is the time to start it. Later on may be too late.

### *The Empire in Conference.*

There was a frank interchange of views at the Intercolonial Conference held at Ottawa in June, 1894. On that occasion there were delegates present from Great Britain, Canada, New South Wales, Tasmania, Cape of Good Hope, South Australia, New Zealand, Victoria and Queensland. The following resolution was adopted:

"Whereas: The stability and progress of the British Empire can be best assured by drawing continually closer the bonds that unite the colonies with the Mother Country, and by the continuous growth of a practical sympathy and cooperation in all that pertains to the common welfare,

"And, whereas: This cooperation and unity can in no way be more effectually promoted than by the cultivation and extension of the mutual and profitable interchange of their products;

"Therefore, resolved: That this Conference records its belief in the advisability of a Customs arrangement between Great Britain and her colonies by which trade within the Empire may be placed on a more favorable footing than that which is carried on with foreign countries."

Then came the conference of colonial Prime Ministers with Mr. Chamberlain, Secretary of State for the Colonies, in London during the Jubilee proceedings of June, 1897. The Imperial trade question was taken up in the private discussions held then. Mr. Chamberlain said:

"This is a matter upon which, at the present time, rather than suggest any proposals of my own, I desire to hear the views of the gentlemen present. In the meantime, however, I may say that I note a resolution which appears to have been passed unanimously at the meeting of the Premiers in Hobart, in which the desire was expressed for closer commercial arrangements with the Empire, and I think it was suggested that a Commission of Inquiry should be



COL. SIR C. E. HOWARD VINCENT, M.P.,  
The founder of the United Empire Trade League.

created in order to see in what way practical effect might be given to the aspiration. If that be the case, and if it were thought that at the present time you were not prepared to go beyond inquiry, if it were the wish of the other colonies, of Canada and of the South African colonies to join in such an inquiry, Her Majesty's Government would be delighted to make arrangements for the purpose and to accept any suggestions as to the forms of the reference and the character and constitution of the Commission, and would very gladly take part in it."

The offer (made June 24, 1897) was not accepted. The reason for rejecting it, and at whose instigation the rejection took place, is not known officially. The Premiers united in asking that the Belgian and German treaties, preventing preferential treatment between Great Britain and her colonies, be denounced. The Imperial authorities assented, and the treaties ceased to exist July 1, 1898.

The hesitation in meeting proposals like this of Mr. Chamberlain, and the failure to take up a definite policy, is due largely to the uncertainty felt by the colonies as to what Great Britain may do. No Canadian representative, for example, at any Imperial conference has thus felt able to do more than express in general terms the adhesion of Canada to an Imperial Customs arrangement. The largest interests at stake are those of Great Britain. She is expected to speak first. Without an intimation from Great Britain signifying a willingness to modify, or in some measure sacrifice, her policy of Free Imports, the colonies can do little more than Canada has already done: give a voluntary tariff preference to the British Empire. But that does not solve the whole question. The subject of a permanent reciprocal preference remains to be dealt with.

### *The Position of the United Kingdom.*

A colonial writer must speak with moderation in discussing what part Great Britain and Ireland should play in bringing about an Imperial Customs Union. The people of these islands are themselves the sole judges of their commercial interests. We, in the colonies, may suggest, argue, even agitate, but in the end the decision will rest with the British people. A determined effort on the part of any colony to press the matter on the attention of England may look selfish, but I am inclined to think the time has come, in Canada at least, for such an attempt to be made.

Meantime, there are not wanting Englishmen of the highest influence and ability who point out to their countrymen the disadvantages of a one-sided Free Import system. The Prime Minister, the Marquis of Salisbury, has shown how it hampers the Imperial Government in framing commercial treaties. He declared, in one of his public addresses:

"We live in an age of war and tariffs. Every nation is trying how it can, by agreement with its neighbor, get the greatest possible protection for its industries, and, at

the same time, the greatest possible access to the markets of its neighbors. I want to point out to you that what I observe is that while A is very anxious to get the favor of B, and B is anxious to get the favor of C, nobody cares two straws about getting the favor of Great Britain. What is the reason of that? It is that in this great battle Great Britain has deliberately stripped herself of her armor and her weapons by which the battle has to be fought. You can not do business in this world of evil and suffering on those terms. If you fight, you must fight with the weapons with which those whom you are contending against are fighting."

Notwithstanding the free market for their products which obtains in England, they give England little, or nothing, in return for these favors. How long will it be in her interest to submit to this? Until the exact value to her of the Free Import system has been demonstrated. Lord Masham has furnished a good defense of the proposition that under certain conditions the absence of a Customs duty may prove a positive loss to the community; its existence may be a source of gain. "The real point to be considered," he says, "from a national point of view, is whether the duty enhances the price to the consumer in a greater ratio than the united gains (and other advantages) of all the producers." To illustrate this, Lord Masham presents the following argument: "For illustration, suppose we take a piece of Bradford soft goods. The wool comes from Australia, is British grown, and carried in British steamers. It is warehoused in London, sold at auction, and forwarded to Bradford, where it is sorted by the wool merchant, combed and spun, then manufactured, and finally dyed and finished for the merchant. Now, it is evident that there must be a large national gain in all these operations, both in capital and labor, to subsidiary trades such as coal, iron, soap, leather, wood, dyewares, etc., consumed in its manufacture, and also the shopkeepers' profits derived from the wages earned by the operatives. Should I be wrong in estimating the national advantage or gain at 20 per cent.? It is probably much more. Now comes the whole important question: Is it for the national advantage and general prosperity to allow this industry to be destroyed, because French goods can be imported 5 per cent.

cheaper? It appears to me, as a man of business, that it is not the way to get rich to lose 20 per cent. to gain 5, but that is what we are doing to the extent of millions."

Now, this argument of Lord Masham is luminous and convincing. It proves beyond a doubt that Free Imports only pay when you can figure out a national loss if a duty were imposed. It pays us to let in raw material free, but where unlimited free imports of manufactures are let in, enough to close down or ruin similar domestic industries, the community does not gain. In each case you must figure it out, not putting on too high a duty or one too low. Free Trade is easier, but England never had and cannot get Free Trade. Free Imports is an entirely different system. Under Lord Masham's system, the tariff might be complicated and difficult to frame. But what of that? Business always is an onerous,



COL. GEORGE T. DENISON,  
President of the British Empire League in Canada.



complicated affair, and the nation is nothing less than a large trading concern with various interests to consult, with an immense mass of detail to consider, and with a vast capital at stake. I know there are many temptations connected with a scale of Customs duties, such as the influence upon politics of protected industries and monopolies. But desperate diseases require heroic remedies. Something must be done, or British trade will fall into a decline. The idea that more technical education will mend matters is inadequate to cure an evil so widespread. The evil is just a combined effort of all the principal foreign manufacturing nations to break down in their own interest Great Britain's commercial supremacy. It is a selfish, but perfectly human ambition. How is the attempt to be met and withstood?

### *The Nature of the Policy.*

The basis on which a Commercial Union of the Empire could rest is nearly always stated as preferential trade. The public men and public writers who have discussed the subject seem to arrive at a common conclusion. They realize that the self-governing colonies are not wedded to protection as a theory, but as a convenient means of raising necessary revenue. The colonies could not dispense with this form of taxation wholly, since it is pointed out that in sparsely settled countries like Australia, Canada and South Africa the cost of collecting a revenue levied by direct taxation removes it from the sphere of practical proposals. England herself augments her revenues by Customs taxation to the extent of about \$100,000,000 a year. Tariffs may be reduced, but they must continue to exist in some form, and, consequently, some kind of mutual preferential tariff treatment between Great Britain and her colonies seems to offer the most practical means of attaining an Imperial Commercial Union. The idea is not new. It was the former policy of Great Britain, previous to the abolition of the Corn Laws and the inauguration of the Free Import system. Prior to 1842 the following, among other colonial productions, received preferential treatment in the British market. Cocoa, coffee, furs, hides, molasses, rice, sugar, timber, tobacco leaf, wines and wool. When Sir Robert Peel's Government took the first step toward Free Imports in 1846 by cutting down the duties on wheat for a three-year period, with the avowed intention of wiping them out ultimately, it was provided that the duties on foreign wheat should diminish from 10s. a quarter down to 4s. a quarter in 1849. But preferential treatment for colonial wheat and flour was retained for those three years, the duties being respectively 1s. a quarter on wheat and 4d. per cwt. on flour. In 1849, the rates were equalized, and the 1s. duty on wheat and the 4d. duty on flour continued to be imposed on foreign and colonial wheat and flour alike until 1869. Then, under Mr. Gladstone's Government, they were abolished, but the British consumer got no benefit, for the prices of these commodities did not fall, in accordance with the theory that a duty is paid by the consumer. But preferential treatment did not cease on other colonial products in 1849. Such articles as barley, butter, cheese, cottons, rice, soap, tallow, tongues and twine from colonial possessions continued to enjoy preferential treatment, some of them down to 1860. Have the ideas of 1860, which have prevailed since, any Divine authority or any overwhelming economic force that they should not be revised after the lapse of 40 years? Surely

it is simply a matter of convenience, of the interest of the Empire, of commercial benefit, of the national desire.

### *The Preferential Policy Worked Out.*

Many suggestions have been made, and much thought bestowed upon a possible policy. I have before me a great mass of clippings, pamphlets, official returns and public speeches dealing with the subject. It would be easy to draw up an elaborate scheme by the aid of all the material that has been accumulating during the past ten years. But a cumbrous policy would be open to much criticism and many objections in detail. The simpler the policy the better chance it has of adoption. In 1894, The London Statist, a financial weekly of standing, offered a prize for the best essay on "The Commercial Union of the Empire." The prize was divided between two writers—one taking preferential trade as its basis, the other free trade. The former proposal seems the more feasible, as the self-governing colonies will be unable to do away with their tariffs. The author of it was J. G. Colmer, of the Canadian Office in London, whose plan, briefly outlined, impresses one as carefully thought out, containing no startlingly new or objectionable features, and capable of adaptation to the requirements of the situation.

1. TARIFF PREFERENCE — It was proposed that Great Britain should impose the following duties upon the articles named when imported from foreign countries, leaving them free of duty when imported from the colonies:

	s.	d.		s.	d.		
Cattle.....	10	0	each.	Ivory....	20	0	per cwt.
Sheep....	1	0	"	Leather ..	0	2	"
Meats.....	1	4	per cwt.	Sugar.....	0	4	"
Cheese.....	1	6	"	Wool.....	2	3	"
Butter.....	2	6	"	Tallow.....	0	9	"
Wheat.....	0	3	"	Sealskins...	0	9	each.
Flour.....	0	4½	"	Fish Oil.....	10	0	per ton.
Hemp....	15	0	per ton	Logwood ..	4	0	"
Nuts and Ker-				Mahogany ..	5	0	"
nels for Oil...	7	6	"				

These duties amount only to about three per cent. ad valorem, except in the cases of wheat and flour.

Great Britain should reduce by one half the duties on the following articles, when they come from the colonies: Cocoa, coffee, and tea. The duty on tobacco might be reduced 5 per cent. all round.

These changes would involve a loss to the annual revenue of £2,000,000, and an increase to it of £2,700,000, leaving a net increase of £700,000 yearly.

The colonies would, of course, give satisfactory preference in tariff to British manufacturers.

2. PURPOSE OF THE DUTIES.—This additional revenue might go into a fund to be spent upon Imperial Defence.

3. AN IMPERIAL COUNCIL.—It is recommended that a Colonial Council, consisting of several members of the Imperial Cabinet and representation from each colony, should be formed to consult regarding the questions arising out of a preferential tariff and Imperial Defence.

This plan has the merit of being simple. It presents no insuperable obstacles. I am inclined to think that Canada should begin to take action along similar lines, asking for the appointment of a Commission of Inquiry, similar to that suggested by Mr. Chamberlain, and composed of representatives from other colonies.

## EXPORT COMMERCE OF CANADA.

By A. M. B.

Specially written for the Spring Trade Number of THE DRY GOODS REVIEW.

**I** WAS tempted a short time ago to examine the records of Canadian export trade during the past quarter of a century, and found that the inquiry was both instructive and interesting. The Dominion has grown steadily during this period in many different lines of production, first supplying its own wants either entirely in some lines or to a considerable extent in others, and now, during the past few years, selling a very large surplus, not required at home, to markets abroad. Of course, before the Union of the British Provinces in 1867, these scattered communities exported a great many of the raw products of the farm, the forests, the fisheries, and the mines. These were our principal sources of wealth. During the Civil War in the United States, and the existence of free trade in natural products between that country and ours, a large export trade was done in these lines. In many respects our exports are still chiefly of this character. But it is interesting to observe how we have gradually introduced manufacturing methods into our export business, thus employing more people at home to carry on these operations, and naturally getting a better price for more highly finished articles.

Conditions  
in 1870.

A year or two after the union of the Provinces is a convenient point at which to take a view of our export operations. Take 1870 for the purposes of examination and comparison. The Reciprocity Treaty with the United States had ceased to exist five years before. Free trade reigned between Ontario, Quebec, Nova Scotia and New Brunswick. The business Old Canada used to do with the Maritime Provinces had disappeared from the official records, because we were now one country with the same tariff. There were no Western Prairie Provinces, no railway connection with the Atlantic seaboard by Canadian soil, and no communication with British Columbia at all. Yet, the new Dominion, in 1870, exported products to the value of \$73,500,000. That was the period of high prices, remember, but exporters, in handing in official returns, gave modest figures. In minerals, we sold abroad \$2,500,000, the largest item being coal, and the next petroleum. Of the fisheries, the sales

amounted to \$3,500,000, the chief article being dry salted cod. The lumber trade was very extensive, in fact, the largest single item in the list, amounting to \$21,000,000. Then agricultural products, \$13,500,000, and animal produce, \$12,000,000. Lastly, omitting miscellaneous, manufactures were exported amounting to \$2,133,000.

Manufacturing  
Twenty-  
eight Years  
Ago.

Several of our manufactures were then in a truly infant stage. Cotton was just beginning to exert itself, Mr. Parks' mill in New Brunswick and one or two small mills in Ontario being the pioneer enterprises up to that date. A small export of cottons, \$12,905 worth, is however recorded. They were shipped from Montreal, some to England and some to the United States. The Parks' mill in St. John sent \$8,000 worth to the United States, and there was a shipment from Halifax to the West Indies. This was the time when



"YE ANCIENT BRITONS."

we did a little linen manufacturing in Canada, and a small shipment of linens went from Montreal to the United States. Some woollens were shipped — to the value of \$35,000 — some from Kingston, Ont., to the United States, some from Montreal to England, and some from Halifax and St. John to Newfoundland. We did a small export trade also in biscuits, carriages, made-up furs, musical instruments, and soap.

In the iron manufacturing trades Canadian skill showed up pretty well, considering all things — we sold abroad some lines of

hardware, machinery, sewing machines, and pig iron. Canadian beer, and whiskey, were then, as now, among the best in the world, and a quantity made in Ontario and Quebec went to the United States, and from Nova Scotia to the West Indies. But, all told, our factory manufactures exported came only to about \$2,000,000, and several items, such as rags, wood, and straw, helped to fill the list. There must have been quite a run on Canadian books, for the export was valued at \$51,793. The heaviest port of shipment in Ontario was Clifton, on the Niagara frontier (for the United States). Quebec was not so far behind Montreal, with exports of \$10,000,000, against Montreal's \$19,000,000, while St. John, N.B., with \$3,853,000, ran ahead of Halifax with its \$2,993,000.

The Farm  
was King.

But the new Dominion was then, as it is in 1899, pre-eminent for its exports from the farm. It is curious to observe the changes which Dingley tariffs and new conditions have wrought. The barley trade was extensive, the exports reaching nearly \$5,000,000, and some of it went by ships from Montreal, too. Butter was a great business, also, and, after

lapsing into an inferior place for years by poor methods, we are only now beginning to regain our old place in this respect. Cheese, \$674,000—what a reminder that is of our steadily acquired victory. until in 1897 we sent abroad \$14,676,000 worth! I can well remember that in 1870 superior persons thought poorly of our cheese, and imagined you had to get the real English article if you wanted the best. No doubt we have improved, but I recollect several stolen bites in the pantry about 1869 which tasted exceedingly good. The bacon and ham export trade was then giving promise of its present greatness, and there was a trifle done in meats. The Canadian hen cackled loudly and industriously to the extent of 2,460,000 dozen of exported eggs, but, the export price was less than 8c. a dozen. Horses, and cattle, and swine, and sheep were exported in large numbers. Of cattle, 107,000 were sold, the price recorded being \$28 a head. Well, those were the days of small things, and we must turn to the present to measure the progress made.

The export trade of Canada in 1897 was valued at Our Exports \$138,000,000, nearly double that of 1870. and, considering the low prices that have prevailed for several years, the figures indicate a bulk and magnitude much more than twice the record of 1870. To the British Empire we exported \$82,000,000 of this, and to foreign countries \$48,000,000. The rest is made up of coin and bullion to the value of \$3,500,000 sent to the States to pay for goods bought there. As the Americans shut out many of our goods by high tariff, we have to pay for the American products we buy either in exports to England or in hard cash. This is an unfair state of things. I would copy the American tariff, word for word, as far as it suited our interests, if I were the Premier of Canada, and cut down the duties on British goods, so that those who trade freely with us should get the advantage. However, to let that go for the present, it is interesting to observe that, in 1897, Canadian products went to nearly every country in the world: To South America and Russia, to Bulgaria and Belgium, to Chili and China, to Mexico and Spain, to Turkey and Uruguay, to Hayti and South Africa. We are, therefore, beginning to get our finger in the pie of international commerce, and the success of the future depends upon the vigor and insight of our manufacturers and shippers, and also upon the development of our transportation routes by land and sea. One fact regarding our exports should be borne in mind: The figures are apt to be under, rather than over, the real amounts. Shipments are made from inland points which are never reported to the Customs authorities at all, since there are no export duties, and sometimes, in the hurry of the moment, the shipper forgets to send a copy of his manifest, or invoice, to the Customs. In 1897, the Customs estimated \$3,947,000 as the value of the exports not reported to the officials.

Canada sold abroad, in 1897, \$10,000,000 of what the official statistician calls "manufactures." The word manufacture does not take in certain lines which might fairly be included in the list. But, for my present purpose, there is comfort enough in the figures as they are given. It is not idle boasting to assert that, in certain branches of trade, Canada has reached a high level of skill and perfection. Her factories are not on so large a scale as some of the establishments in Europe and North America, but they are fully equal in the standard of excellence which prevails. I am not going to overload this article with tables of figures, but the following list of exported goods, in 1897, is worth a glance at least:

Cottons .....	\$915,000	Musical instruments..	\$399,000
Agricultural implements	761,000	Wood pulp.....	675,000
Whiskey and beer..	442,000	Woolens and clothing	89,691
Matches .....	151,000	Machinery.....	166,000
Rope and twine.....	109,000	Iron and steel castings	127,000
Doors, sashes and blinds	179,000	Leather goods.....	154,000
Bicycles .....	299,000	Furniture.....	115,000

These few items will indicate what Canada has been doing in industrial enterprises, not merely supplying her own wants to a great extent, but producing a surplus for export. Cottons are made in Canada to perfection. Musical instruments, especially organs, cannot be surpassed elsewhere, and they are purchased in thousands yearly, by the English, the Germans, the United States, the Belgians, the Australians, and even the Chinese. Farm implements go in large numbers to England, Australia, France, Germany, South America, Africa, Holland, Russia and other distant parts. There is a small, but growing, export in buttons, an industry that deserves to succeed. Canadian carriages, buggies, carts, sleighs, wagons, etc., are, I believe, unique in design and execution, and we send a number yearly to Europe, Australia and Africa. We know how to make bicycles, and people are riding them all over the surface of the earth—in Portugal, in Russia, in Sweden, in Japan, in Turkey and elsewhere. Canadian household furniture should be, and is to a certain extent, a household word abroad, and orders come here from judges of these things in England, the United States, etc. Our match industry has been made famous by Mr. Eddy. Wooden ships, even in this age of iron and steel, still find buyers abroad. In 1897, we sold 30 vessels, with a tonnage of 9,158 tons, and they brought us \$105,000.

As you may perceive, I am dwelling rather upon the features of our export trade that are little known than upon the familiar facts connected with our great staples of lumber, fish, cattle, cheese, wheat, etc. These things are talked of every day. But it is not so generally known what each Province exports. Let us pass over Ontario and Quebec, for the reason that Montreal, being a port of entry used largely by Ontario, it is difficult to distinguish with exactitude the exports of one Province from those of the other. But the other Provinces are rather apt to be overlooked in this connection. Nova Scotia's exports in 1897 were valued at \$11,300,000, and consisted principally of fish, lumber and agricultural produce. New Brunswick's exports amounted to \$9,500,000, the great bulk being lumber to Britain and the United States. Prince Edward Island's exports, amounting to \$1,300,000, were about equally divided between fish, animal products and agricultural products. It is impossible to figure out the exports of Manitoba and the western prairie Provinces from the official returns, because they ship chiefly through the ports of other Provinces. British Columbia, a sea Province, has its own ports, and the total export trade in 1897, of \$14,000,000, is likely to be much augmented in the near future. Minerals are the chief item, \$8,900,000; then fish, \$3,400,000; thirdly, lumber, \$750,000, with the rest divided between animals, agriculture and manufactures.

There are certain facts to be kept in mind. One is that some of our manufacturers are not anxious to make a noise about their sales abroad. They do not care to stir up fresh competition, and, doubtless, do not take much trouble to report all their sales abroad to the Customs authorities. Another fact is, that the great fall in agricultural prices the last ten years diminishes the total value of some exports in that line, although in bulk the exports have greatly increased. On the whole, the record is creditable. Partly by reason of a superior climate, and partly by excellent farming methods, our food products have acquired a good name abroad. Our factory-made articles, if produced cheap enough, may be compared with the products of older and larger countries. Wherever a Canadian mill or factory has a specialty, it can find a market for it abroad. Sometimes, I think this is not sufficiently developed by our manufacturers. This should be remedied. I believe Canada is in a favored position to do a larger slice of the world's trade, and that the skill, industry, and integrity of her workmen and farmers are equal to the competition of any other country.

**FRIENDS,** remember the old adage, "Goods well bought, etc.," and buy your dry goods for **SPRING 1899,** from

## **Brophy, Cains & Co.**

The Trade has recognized this firm for years past as

**"The Black Dress Goods House of the Dominion."**

All their previous efforts have been surpassed by purchases for the incoming season.

Their motto seems to be: **"Nothing is too rich or too handsome for Canada."**

They have the richest, handsomest goods ever brought into the Dominion by any wholesale house, designs and novelties that no other firm will have.

A question that has bothered many buyers for some weeks past is: **WHAT WILL BE WORN IN COLOURED DRESS GOODS?** Don't worry about them another moment, our mutual friends, B., C. & Co., have solved this difficult problem; for proof see their samples.

England and France nearly had a war, both countries **HAVE HAD** a revolution in their silk mills, if we may judge by the rare novelties in silks this house is offering.

From the completeness of their stock in every department this firm are properly classed as

**LADIES' OUTFITTERS.**

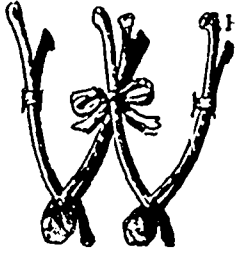
You will command the **BEST TRADE** by dealing with them.

Address,

**23 St. Helen St., MONTREAL**

## WINDOW DRESSING.

### WHAT MAY BE DONE IN JANUARY.



**WHAT** use shall be made of the windows now?

During the past couple of weeks they have been devoted to displays designed to attract Christmas and holiday trade. Trade has been good, but a falling off in the demand is anticipated, so now is the time when every energy, every device, every idea, should be called in play, that the decline in the volume of business may

be made as slight as possible.

A feature of the month of January in the larger centres and in many of the smaller places, is the white goods sale. The way these have been advertised in Toronto in past years is a lesson for retailers generally. It is difficult to determine whether the large advertisements in the city dailies, or the exquisitely arranged displays in the windows, have been the most potent factor in making this trade a feature of the season. It is unquestionably the case, however, that the white goods sale has proved a success in the past, and is worthy of repetition. For the benefit of those who intend to make, for the first time, a run on white goods, a suggestion or two may not be out of place. As a general rule, it is safe to lay down as an established fact, that it is good policy to have a full window. The taste of women differs radically regarding the style, price, etc., of whitewear, so the greater the range shown the better.

#### A Good Display.

In a display like this, a dark background is good; a mirror is better. I remember a display last winter.

Two mirrors, about eight feet high, formed the back and the north side of the window. The other side was of plate glass. At the corner of the two mirrors a wooden stand, about six feet high, had been constructed. At the base, it must have been fully seven feet from the front to the back. (Its form was much like a room corner flower-pot stand sometimes seen.) Steps, each about a foot or so high and 18 inches deep, formed platforms, which circled around from one mirror to the other. These platforms were covered so closely with whitewear that the effect was like that of a great pile of goods. The arrangement was such, though, that the different styles of goods shown were easily distinguished one from another. Besides the large pile, some of the daintiest goods were arranged in three small pyramids. There was only one card in the window. It read as follows: "The quality of these goods can be seen here. The prices are the feature, though. Come in and see."

#### A Blanket Idea.

But white goods are not the only goods that might well be made leaders of just now. Why not make a run on woollen blankets? Blankets are staples; yet, even

the best of housekeepers sometimes put off buying a pair or two of blankets, till a "bargain" presents itself. A short, brisk campaign should bring results in this direction. I recently saw a display which must have made many a housekeeper dissatisfied with her old blankets, and part with enough cash to change them for a new pair. At the back of the window was draped from the ceiling two pairs of fine, large, 8-lb. blankets. On two packing-boxes in front of this were piled four pairs of 7-lb. blankets, the bottom pairs completely hiding the top and front of the boxes. Nearer the front, six or eight 6-lb. blankets were piled. On top

of these a single blanket was arranged in pyramidal form. Similar pyramids of blankets covered all the floor space not taken up, except about 18 inches right at the front. Here, a nice line of comforters were shown. To all blankets a price ticket was attached. On the top of the 6-lb.

blanket pile a card remarked: "We are making a specialty of blankets just now."

There are few towns in Canada that cannot generally boast of enough cold to have skating and enough snow to have sleighing about the first of January. This fact suggests that furs and heavy woollen clothing will be wanted by boys and girls of all ages. Granted a want, it is a simple matter to reason out that an effort should be made to supply the want. And the merchant who makes the best efforts to have a good supply of heavy woollens, furs, etc., and keeps the public informed of this supply, finds, and deserves to find, the want a paying one to him.

#### Exhibits of Furs.

Furs will stand a lot of pushing. The last two years have been fruitful to the farmers of Canada. This being the case, it follows that in many ways the farmer and his wife will be using their surplus profits for luxuries which they have done without in past winters. Why not by persistent advertising and displaying fur coats, caps, mitts, muffs, boas, capes, jackets, rugs, etc., force home to the farmers in your vicinity that "now" is their opportunity to get these furs? The public do not know the value of furs, so there will be little use of cutting prices to create a demand. A better policy would be to advertise a discount of 5 per cent. or so "During January only." A good display can be made of furs. The staple of this department throughout Ontario, at least, is the 'coon coat. From three to six of these can be hung up about five feet from the window front. They should never be hung without a hanger to keep the shoulders well apart. In front of the coats three bust forms (I presume that every dry goods house has a supply of these dummies—they ought to) should be dressed with ladies' jackets. If the bust forms do not stand high enough to display the jackets well, small boxes covered with dark cloth might be used underneath them. Between the jackets a number of boas suspended from about the level of the shoulders of the jackets would make a pretty effect. About two feet from the window a row of fur rugs might be placed. These make a pretty display when stood up on one side forming a conical shape. The space between this row and the window front might be devoted to boas, mitts, caps, etc. One or both sides of the window could be covered with a variety of capes.

#### Men's Goods.

This is a good time, too, to make a specialty of men's furnishings—more particularly those frequently given as Christmas gifts. I know of so many young men who defer buying neckwear, handkerchiefs, gloves, etc., till they see what their friends send them at Christmas. It is in displaying such goods as these that up-to-date display stands prove especially valuable. The best I have seen consists of two steel or iron rods reaching from the floor up about eight feet. To these grooved steel arms are attached by screws which enable them to move up or down any distance. From the grooves of one of these arms to the grooves in the other, small steel rods run. If ties or gloves are displayed they are generally suspended over the rods, and five or six pairs of arms are used. If undershirts are shown only two or three pair of arms are used, giving a good view of the garments. Sometimes, when undershirts, and, generally, when white shirts are shown, two or three rods connect each pair of arms. This forms a stand upon which the shirts are excellently shown. This stand is similarly used for displaying

# THE LACE WAREHOUSE of CANADA

## SPRING 1899

Our complete line is now in our travellers' hands, and we confidently commend it to the kind consideration of our many friends in the trade.

### Dress Goods

This department is one of our **specialties**, and is fast becoming one of the most important branches of our business. Our aim in this line is to show only the **newest** goods and best values obtainable in the world's markets.

### Trimnings

Our collection in this department is unequalled, and the values we are offering defy competition.

### Our Exhibit

also comprises large and attractive assortments of Blouses, Golfers, Blouse Silks, Belts, Buckles, Embroidered Handkerchiefs, Embroidered Covers, Pillow Shams, Renaissance Mats, etc., Feather Boas, Fancy Combs, Chiffons, Chiffon Ruchings, Buttons, Embroideries, and a variety of **Fancy Dry Goods** too extensive to be named in detail.

**Laces, Lace Curtains** and **Veilings** are our **specialties**, and in these we are known as the **leaders** in this market.

---

**KYLE, CHEESBROUGH & CO.,**

16 St. Helen St.

**MONTREAL**

**WINDOW DRESSING—Continued.**

vests, and would be very useful for exhibiting boots, or in fact, any small article solid enough to "sit well."

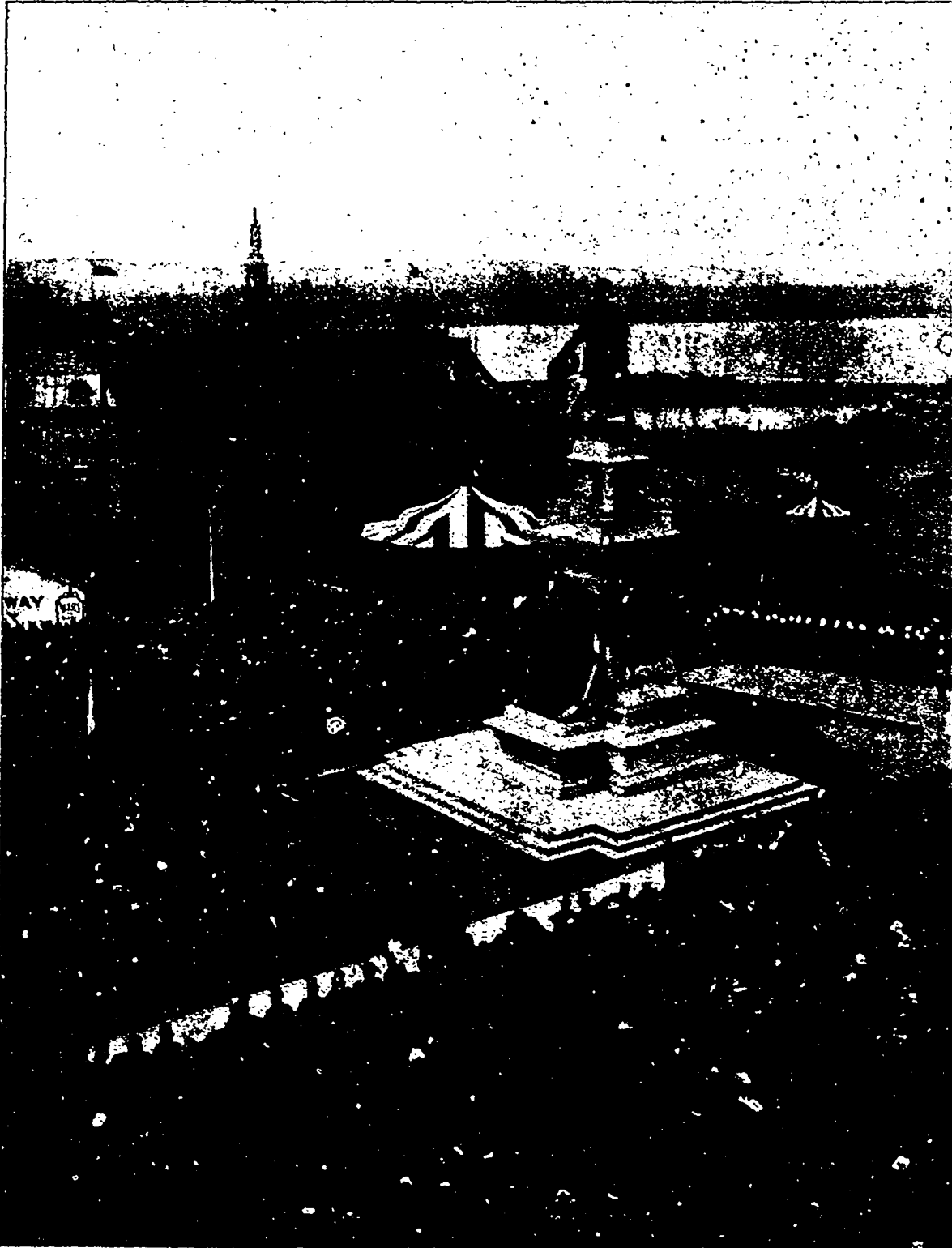
A stand is not necessary, however, to show off to advantage any lines of men's wear. I saw a striking display of gloves to-day, which, for simplicity, would be hard to excel. A stand slanted from the floor of the window, about a foot from the glass, to about four feet back, where it was about three feet high. The display comprised three divisions of about equal size. To the left, fur-lined gloves were shown in their boxes. On each box one pair of gloves

were placed, one of them being turned partly outside-in to show the lining. The centre division was devoted to cheap gloves. These were not in boxes, but were arranged in small piles. The top of each pile consisted of a pair of gloves arranged to show both their exterior and interior. To the right, boxes of wool lined and unlined gloves appeared. Samples of these gloves were shown in a similar manner to the exhibit of fur-lined gloves.

A very good display of silk mufflers and handkerchiefs can be made on a stand like this. To show off these goods well, the stand might be covered with alternate rows of dark and light crepe

tissue paper. On the dark paper, light-colored handkerchiefs can be nicely shown off by shaking them out from their folds and piling them in as large a compass as they can be made to take. Thus, with a dozen or two piles of light handkerchiefs on a dark ground, alternating with dark mufflers on a light ground the effect is striking, and should lead to sales, if it is understood that the prices are right.

It will be seen from the foregoing that I make no mention of an assorted display; I speak always of a special push in certain lines. An assorted display may be good at certain times of the year, but it is not the thing in January. This month is, generally speaking, a quiet one, or, in other words, the general demand is light. In a month like this, therefore, a special demand has to be created. And a special demand cannot be created without special effort, and it is decidedly



Recent Unveiling at Quebec of the Statue to Samuel de Champlain, Founder of the City of Quebec in 1608.

## IT IS NOT

*good sensible judgment for you to buy Neckwear because it looks like a tie (in the boxes), because it is cheap, because there is a large discount off the invoice, and in large quantities twice a year. If you do, don't complain about bad business.*

## IT IS

*better to buy from the manufacturer who aims at the highest quality and finish, latest styles, best sellers over your counter, and fair prices. Buy only American shapes and styles (not European), and let your purchases be small and often.*

*This is the advice of practical tie-makers, and we charge you nothing for it.*

---

# Niagara Neckwear Co.

Limited

NIAGARA FALLS

*Makers of American Shapes and  
Styles in Neckwear . . . . .*

*Spring Samples  
now ready for  
your inspection.*





**WINDOW DRESSING—Continued.**

easier to make a specialty of one or two, or even three, lines of goods than of a dozen. Two lines are as many as can be thoroughly pushed at a time in most country stores. And pushing is necessary—the end being to create in the mind the impression that one is making special offers in the lines pushed. Persistent advertising is necessary, but is hardly of more value than special window displays.

**A Small-Lot Sale.** A great many stores devote the next two or three weeks almost entirely to getting rid of stock accumulation, and, for that reason, postpone inventory until the first of February. These few weeks demand a great deal of work from the window-dresser who is anxious to assist in this necessary stock reduction. The concern recognizes the importance of this ante inventory clearing, and makes very great cuts in the prices of much worthy merchandise.

Here is an idea that may help to move small lots quickly: Trim the window with the surplus from one or more departments, make the displays as attractive as possible, and then work the following little scheme: Have the back wall of the window removed entirely; this can usually be done without a great deal of difficulty. Have a short section of counter placed immediately back of the window, allowing room enough for salespeople to move around.

A set of placards should announce that the goods in the display are all there is of the lot. Direct attention to the wonderfully low prices and state that shoppers will be served at the counter immediately back of the display.

Of course, the display must be of the simplest kind, and a boy will be needed to stay in the window to hand out the goods as wanted. By taking one or two departments at a time the idea can be carried out without confusing the department system where one exists.

The view that passers-by will have of the interior of the store will be sure to make them stop and look, while the novelty of the idea will undoubtedly help the sales. Some generous newspaper advertising ought to assist in the success of the plan. Its advantages are that bargain hunters can see a large array of goods before them and can select a few things that can be pointed out to the salesman on entering the store.

**January Window Display.** With January comes the annual sale of muslin underwear in many localities, and the window-dresser has much to do with its success or failure, though he needs the hearty cooperation of the manager of that department. To be successful, an effort should be made to combine style and quality with low prices.

Quality and beauty attract the eye, but price appeals to the purse, and to have a successful display these two factors must be presented.

One very successful underwear display came to the writer's notice during the underwear season last year. The background and bottom of the window were draped and tufted in pink cheese-cloth; an arch arrangement was built in the centre, and a pleasing mirror effect was arranged at the sides. Each garment was carefully papered in pink, the inexpensive garments being papered and arranged with as much care as the higher priced pieces. In the display the cheaper grades were mixed in with the fine goods, and had dainty price cards attached. The cards on the more expensive garments had the price omitted, showing, instead, appropriate reading matter. A centre sign told of "Style and Economy."

The result was a big trade in the underwear department, and

the sales were quite evenly distributed between high and medium grade goods. The interspersing of the cheap goods with price cards attracted and held the attention of those who might have otherwise been frightened away by the rich appearance of the goods. This idea is an important feature in any display. Beautiful and expensive goods are always attractive to the eye, but to make the exhibit productive of good business a bargain touch must be added.

A conversation bearing on this point, between two ladies, was overheard during the holiday season. They were carefully looking over the displays of fine bric-a-brac, jewelry and fancy goods in the windows of a high-class store, and one of them remarked: "I think they are very high-priced in this store, but the goods are lovely." "Yes," replied the other, "but I can't afford to trade here."

A moment later, however, they stepped in front of another window of the same store. This window contained various attractive articles that were effectively grouped in separate lots, bearing price cards. "Why, those aren't expensive," exclaimed one; "I didn't know they kept anything so reasonable in price. Possibly some of their other goods are not so high. Let's go in."

The writer was a little surprised to see one of the ladies buy not an inexpensive article, but a handsome and costly one.

In this case the little price signs merely served to remove that timid feeling caused by a dislike to examine goods which they believed were beyond their reach in price.

**Direct Results from Displays.** A proprietor of a certain department store which unfortunately had a limited number of show windows was once asked why he never made a window display of hosiery, gloves, and several other lines of which he carried a good stock. "Why!" he exclaimed, "nearly all our business is on dress goods and garments; we don't do business enough in the other departments to warrant our giving up window space to them." "But," said the questioner, "don't you realize that the success of your dress goods and garment departments is largely due to the display you make of them, and that a reasonable amount of display given to departments would increase their business accordingly?"

The old merchant was finally prevailed upon to make an attempt, and eventually procured suitable fixtures for the display of his other lines. The result was that the long-neglected departments enjoyed a most substantial increase in business, and, at the same time, his pet departments of dress goods and garments not only suffered no loss, but made a gain which could easily be accounted for by the fact that a great many more people came into the store.

One department helped the other, and the volume of the store's business was largely increased. By strengthening the weak links the whole was made strong.

Where people are constantly passing a window they naturally tire of seeing the same line continuously, and soon get in the habit of passing it without a glance. A frequent change in the nature of the goods displayed gives the window life, and regular passers cannot get by it without noticing the change.

The above is the advice of *The New York Dry Goods Economist*, intended, doubtless, for city stores. But it applies to smaller centres as well. In fact, I cannot see how the store in the smallest village in Canada can afford to neglect its windows. If no rush takes place to buy goods, you show your locality that you are up-to-date and save many a mail order from going past your town to city stores.

## THE ART OF PREDICTING STYLES.

IN the last analysis, there is but one class whose taste the producer of textiles is called upon to consult. The decision of that class is final, and woe betide the drygoodsman who fails to adjust his product or his purchases to its requirements.

The woman at the counter—the customer—makes or mars the success of mill or store. What she wants, in the way of weaves, colors and other details, is the great question which the man who manufactures textiles or deals in them is called upon to solve.

One of the most prominent dress goods buyers in America, connected with a large store in New York doing a retail and jobbing business—the former branch catering to a fine trade—in discussing this subject the other day instanced his experience with crepons. He said that just before that very successful fabric caught on in this country he had his eye on the acclaim with which it had been received in Paris, but was not sure as to how it would take here.

He was seeking indications as to the probability of the adoption of crepons by American women, when one morning he was informed that a lady had inquired for crepons at the retail counter. The next day another inquiry was received. Our friend hesitated no longer. Cabling at once to Paris, he had the goods on sale in New York before any of his competitors. He obtained the cream of the crepon business, while numbers got only the skim milk. He did this because, being fully familiar with the other conditions, he was the first to foresee the direction in which the consumer's taste would assert itself.

Too many manufacturers and too many buyers fail to gauge the demand sufficiently soon. Like the "dear public," when it goes into the stock market, they produce or buy when the tide is at the

flood. And the result, too frequently, is the unloading of goods far, far below flood-tide values.

Another mistake frequently made is the production or purchase of too many goods of one kind.

The silver-tongued salesman goes forth, full of enthusiasm for his lines. This enthusiasm he imparts to the buyer, who orders, we will say, 30 pieces of a certain design. The manufacturer, reasoning that the buyer must know what he is about, proceeds to turn out 100 pieces additional, for which he has no immediate market, and which he is often compelled to sell at a loss. If this be done by every manufacturer in connection with the majority of orders received, one can readily see how the market becomes lumbered up with goods.

This overproduction of goods of one kind is one of the chief causes of industrial depression. The difficulties with which the manufacturer has to cope can be realized only by those familiar with the manufacturing business. His looms must run on goods of some kind, be those goods successful or not. Many a manufacturer has awoken in the night in a cold sweat as, even in his sleep, the persistent throb of the tireless machinery seemed to sound in his ear, and has asked himself, "What on earth can my looms make to earn a profit?"

The way out of the difficulty—the diversification of product, the prompt production of goods that will temporarily be in vogue—must lie in a more careful study of the tastes and ideas of the consumer. Find out what the woman at the counter is going to want; make it; then promptly drop it and go on to something else to which fickle fashion is turning her attention. The manufacturer who does this may have to study many things which to-day seem far beyond—perhaps, in his opinion, beneath—his ken. But such study spells success.—Economist.

To Lady Cyclists (and others)

INDISPENSABLE FOR  
OUTDOOR WEAR.

# A "PIRLE" Costume

Always looks Fresh.

It is unharmed by dirt or rain, it does not "mark" or "shrink," and when dried and brushed

Looks as good as new.

MADGE in "Truth" April 7, 1898, says:

"When you are choosing materials for dresses, be sure to ask for those with the 'PIRLE' finish. Don't forget the word, which is an unusual one. It means a finish which not only enables the fabrics to which it is applied to retain their gloss for ever so long, but preserves them from the ill effects of a shower of rain."

From the Leading Drapers, or full particulars from

E. RIPLEY and SON,  
100c Queen Victoria St., LONDON, ENG.

## THE SPRING COLOR OUTLOOK.

NEW SHADES COMING IN AND OLD SHADES STILL POPULAR



HE color card issued by the Union des Syndicates has the usual number of shades (156). Of these 21 are either new or, being revivals of tints current at least two seasons ago, may be regarded as novelties.

Upon opening the card the combination of pink and purple is at once in evidence, 21 tints being strongly purple and five red.

It should be remembered that this card is not intended as a guide for dress goods, but is for silk combinations, ribbons, artificial flowers, trimming velvets, lining taffetas and all other dress accessories. The extreme brightness of the shades shown indicates the use of soft-toned grays, beiges, fawns, modes and similar tones for the larger part of the costume.

Of these softer shades the card shows a beige, two grays—argent and platine—and two light golden browns—maryland and tabac—as well as the favorite national blue, called royal on the card. This is the only ordinary, everyday blue shown, except ciel, or baby blue, and one turquoise, called marjolaine.

## THE EXTREME NOVELTIES

The fuchsia shades which head the list are of a strong pinkish or reddish cast that has been out for several seasons. They commence with flore and proceed through amaryllis, cyclamen, fuchsia and amaranthe to bordeaux. The last-named is the old dregs-of-wine shade of many seasons ago, while the first is as light as a rose-pink, except that the purplish cast is over it.

This range of colors is not generally becoming, but the darker shades are very handsome in cloth, silk or velvet, a fact which makes the list a valuable one for combinations—the bugbear of all manufacturers.

Two crushed-strawberry shades are pampas and lotus.

Two bluish violet shades have been revamped under their former names, parme and pensee, medium in tone and sure to be used as a relief from the many reddish tones, which are apt to pall when a Summer sun gets overhead.

Two light blues, deeper and more pronounced than the familiar baby blue, are luciole and rouen. These are good shades for ribbons, taffeta and velvet accessories on summer toilettes. The darker shade resembles the Marie Louise blue worn in the early 60's. These blues are also called china shades, though really too deep to quite match that appellation.

Three handsome mauve shades deepening into a purple are clematite, volubilis and iris. The deeper mauves are represented by gracieuse, ophelia and veloutine, also found on the previous card.

The crushed raspberry shades of the winter card reappear as colineite and medee. The stem greens of two years ago are put second on the card, and will be useful in combinations and trimmings. The winter card contained the lightest and a medium shade, but now the list includes roseau, amandier, saule, mahonia, capillaire and houx. The first named is lighter and yellower than nil, and the series deepens gradually till it reaches a dark leaf shade, but adhering to the slightly yellow tint.

## SHADES SEEN BEFORE.

The foregoing list comprises the new and revised shades, but there are several tones too important to be forgotten though no longer sufficiently fresh to be classed with the novelties.

Among these are two of the lavender blues—pervenche and liserou. These did not take especially well last Spring, but, as

light blue is evidently a winning shade for 1899, this particular tint may catch some of the reflected glory.

Two light, very yellowish greens are muguet and caspienne.

The cream and yellow shades are unchanged. They range from creme to the orange capaucine, including paille, cystise, or, and calceolaire. The orange was known formerly as coq de roche.

Coral pinks are corail and geranium. Coquelicot and pavot greet us in the same brilliant coloring as of old.

Two favorite greens are oural and emeraude, Nos. 2637 and 2638 on Winter card.

The rose tones cannot be improved upon. They run from the light pink, bengale, to the deep jacqueminot, with Laurier, reine and roi in between.

Three samples of ribbon at the end are given as containing some taking features. These show dots on a two-toned black plaid with one solid satin edge.

## THE LARGE SILK CARD.

The large silk card of Claud Freres commences with crushed strawberry shades, not as purplish as those given us in the card just described. They deepen to a garnet rather than to a wine shade, and are not as novel in effect as those in the small card.

Following these are the pervenche shades, carried down to tints less on the lavender order, so as to include royal.

A lot of light empire shades are given in blue, gray, mode, lavender, and green. Two exquisite pinks are pompadour and dubarry.

Six of the coquelicot reds are given and six deep burnt-orange shades. The cherry shades are well represented, and six beige and golden-brown shades are seen.

A line of China blues are faience, choisy-le roi, sevres, gien, limoges and rouen, and a deeper line of blues includes euncelle, safre, lobelia, bleu hortensia, corvette and commodore, the latter the brightest navy ever seen. There are both steel and clear grays represented, as well as the revived stem-green tints.

Very pinkish mauves are lilas, perse, azalee, orchydee, campanule and pensee, the latter corresponding with the better-known iris.

This card advances many shades as ideas only, since, of course, but few of the 156 shades shown can be adopted.

## THE FLOWER AND FEATHER CARD.

Another card issued by manufacturers of flowers and feathers closely resembles the small card first described in its mauve, purple, cherry, fuchsia and bright blue shades. It opens with brownish reds on the automobile order.

There are 63 shades on this card, and of these 23 are of the red tones and 14 purple, which indicates how the popular fancy is expected to go.

Some handsome tans and golden brown shades are manille, philippines palmer and fashoda.

No deep blues, greens, royal purples or orange tints appear here.

If this collection were a fair indication, the artificial flowers of next season might be expected to be bright, but the favor which will be shown to neutral tints in dress goods will tone down any undue brightness of coloring in the accessories and millinery.

Pinkish mauve, light reddish purple, china and royal blues, pink verging on the raspberry and strawberry hues, black and white, gray, beige and true violet tones are the coming Spring shades indicated by current ideas and these cards.—New York Dry Goods Economist.

# For Spring, 1899

BRIGGS PRIESTLEY & SONS

are showing the following lines in

## Plain Goods...

Silk and Wool Eudoras.  
Silk and Wool Melrose.  
All Wool Habit Cloths.  
All Wool Bengalines  
All Wool Soleils.  
All Wool Sateens.

## Fancies...

Crepoline Cords.  
Blister Crepons.  
Fancy Mohairs.  
Moire Effects.  
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Plain Mixtures, Checks and Stripes.

## S. GREENSHIELDS, SON & CO.

Sole Selling Agents for Canada.

# THE BAGLEY & WRIGHT MFG. CO.

Canadian Branch:

OLDHAM,  
ENGLAND

318 St. James Street MONTREAL

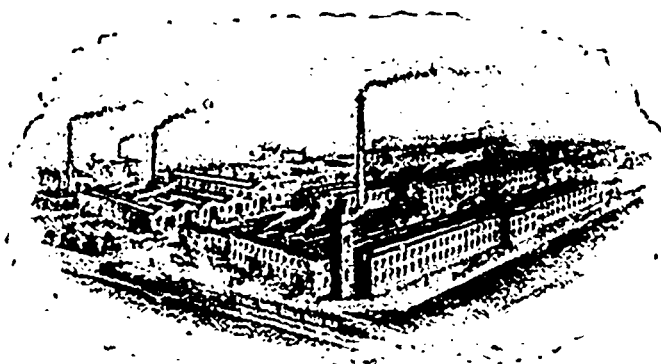
If you have not already placed your Spring orders, wait to see our travellers before doing so, otherwise you will be sorry afterwards. . . . .



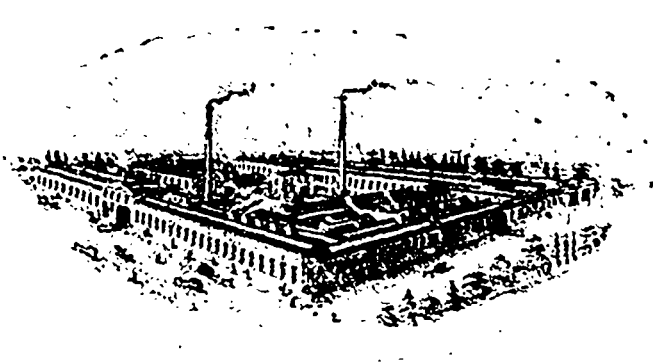
### SPECIALTIES:

Linen Towels  
Table Cloths, etc., etc.

Cashmere and Cotton Hosiery  
Handkerchiefs  
Tailors' Trimmings, etc., etc.



*The Towers Dyeworks, Low Moor*



*Orchard Dyeworks, Heckmondwike.*

# The Patent Permanent Silk Finish

ON \_\_\_\_\_

*By Her Majesty's Royal Letters Patent  
Nos. 16,746 and 15,169.*

## Cotton Italians and Linings.

The Superiority of Goods finished by this method is in

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

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

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

PATTERNS WILL BE SENT ON APPLICATION.

Dyed and Finished  
only by

# JAMES & M.S. SHARP & CO., Limited

The Towers Dyeworks,

AND

Orchard Dyeworks,

Low Moor, Nr. BRADFORD,

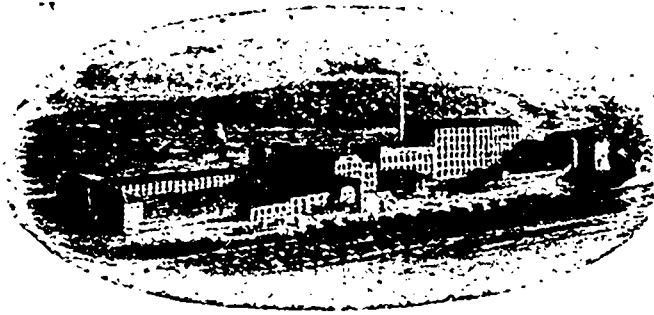
HECKMONDWIKE,

ENGLAND.

# Foster & Clay

Scotch Fingerings,  
Shetland, Andalusian,  
Petticoat, Vest and  
Shawl Wools.

Cable Cord and Soft  
Knitting Worsteds.



**HOLLINGS MILLS, SOWERBY BRIDGE, ENGLAND.**

Samples and List of Shades kept in stock in each quality, can be had on application, also  
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Agent for Canada: Wholesale Trade only supplied.

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# THE PIONEERS

of the LADIES' SHIRT-WAIST TRADE  
are the well-known Firm

## E. & H. Tidswell & Co.

3 and 2  
WOOD STREET LONDON, Eng.

Who manufacture and distribute the following  
goods (as well as Shirt-Waists):

Women's Blouses;  
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Aprons, Silk Fronts, Frillings;  
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Canadian buyers when in England should call at 3 Wood  
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# The Celebrated Oxford

**FLANNELETTE and FLANNEL  
UNDERCLOTHING and  
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Factories:

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"Oxford" Underclothing.  
902r.



NEW PRICE LISTS  
UPON APPLICATION.

**W. F. LUCAS & CO.**

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LONDON, ENGLAND.



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1162.

**SOMETHING NEW**

MADE IN ENGLAND  
No connection with any American Corset House.



MADE IN ENGLAND  
No connection with any American Corset House.

**Thomson's NEW "GLOVE-FITTING" Corsets.**

Transformed, re-modelled, and brought up to date, and a delight to all who wear them.

Mrs. W. writes,—"I find your New 'GLOVE-FITTING' Corset perfect, most comfortable to wear and beautifully finished. I can think of no words that would describe its perfection."

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To be had of all Dealers Throughout the World.

**ASK FOR THOMSON'S NEW "GLOVE-FITTING" AND TAKE NO OTHER.**

A large stock of these Corsets always on hand at  
**JOHN MACDONALD & CO.'S, Toronto.**

World Wide Popularity

The Delicious Perfume.



**Crab Apple Blossoms**

EXTRA CONCENTRATED  
Put up in 1, 2, 3, 4, 6, 8, and 16 ounce bottles.

And the Celebrated

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Annual sales exceed 500,000 bottles. Sold everywhere.

**THE CROWN PERFUMERY CO.**

177 New Bond St., LONDON, ENG.

By all principal dealers in perfumery.



Medals taken at all Exhibitions.

**THOS. HEMMING & SON, Ltd.**

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**NEEDLES FISH HOOKS and FISHING TACKLE.**

**WINDSOR MILLS - REDDITCH, ENGLAND.**

Write for Samples, which will be mailed to you free on receipt of Trade Card.

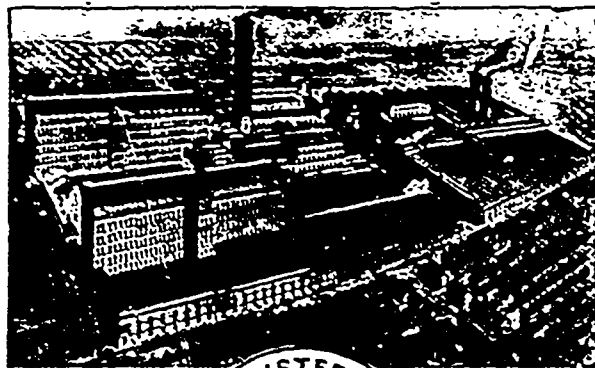
**FOR \$267.50** I will insert a fifty line advertisement twenty times in fourteen (14) of the best papers, in the 11 largest cities in Canada. A snap for Holiday and Winter Goods. All good mediums, representing a circulation of over 150,000 copies per issue. Write at once for details to THE E. DESBARATS ADVERTISING AGENCY, MONTREAL.

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*Silk Velvets*

FOR ...

Millinery and Dress Trimmings.



*Silk Plushes*

FOR ...

Upholstering, Etc.

**Mantle Velvets**

AND

**Silk Sealettes**



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FOR ...

Railway and Street Cars, Etc.

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LIMITED.

Glasgow, Scotland.

ESTABLISHED ALMOST A CENTURY.

Mills and  
Stitching Factories, **KELVINHAUGH.**Warehouse, **Standard Bl'gs  
HOPE STREET.**

8 LINEN HALL STREET, BELFAST

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Manufacturers of

Every description of

## Cotton Handkerchiefs

For Ladies, Gents, Boys and Girls

The following are special classes,

Children's Picture Handkerchiefs, Colored, Printed and Woven Borders.Mourning and White Lawns

All in Machine-hemmed, Broad-hemmed and Hemstitched.

Embroideries, Tucks, Insertions, Lace Edges  
Brocades, Reverses, Scollops, and Initials.Proprietors of **"THE EUCORAH" HDKFS.**

and

**"THE CLIMAX" HDKFS.****NOVELTY**  
FOR  
**1899****"Pure Egyptian Lawn Hdkfs."** Eighteen numbers  
of  $\frac{3}{8}$ ,  $\frac{1}{2}$  and  $\frac{3}{4}$ .

Made from Pure Egyptian Selected Yarns.

— WHOLESALE ONLY SUPPLIED. —



# The Celluloid Company

30, 32, 34, 36  
Washington Place

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ORIGINAL and ONLY  
Manufacturers of

"CELLULOID" Interlined Waterproof  
Collars and Cuffs . . .

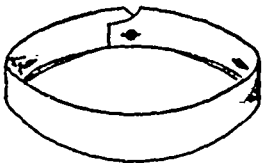
All goods made by us are stamped as follows :

Absolutely No

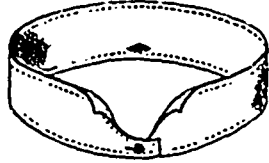


TRADE  
MARK.

Others Genuine



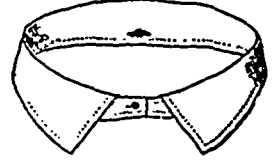
**ROMAN**  
Sizes 15 to 17 1/2 in.  
Front 1 3/8 in.  
Back 1 in.



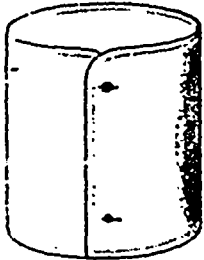
**VULCAN**  
Sizes 13 to 18 1/2 in.  
Front 1 1/4 in.  
Back 1 1/2 in.



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



**ROYAL**  
Sizes 12 1/2 to 20 in.  
Front 1 7/8 in.

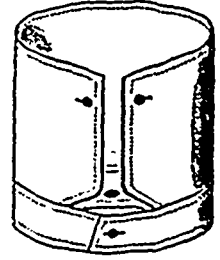


**EXCELSIOR.**  
Sizes 8 to 11 1/2 in.  
Width 3 1/2 in.

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

**CAUTION**

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



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

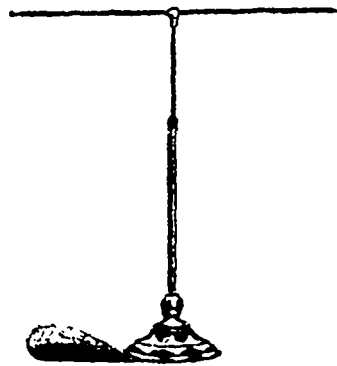
The Celluloid Company

## DISPLAY FIXTURES

Of all kinds for all purposes.

## WAX FIGURES

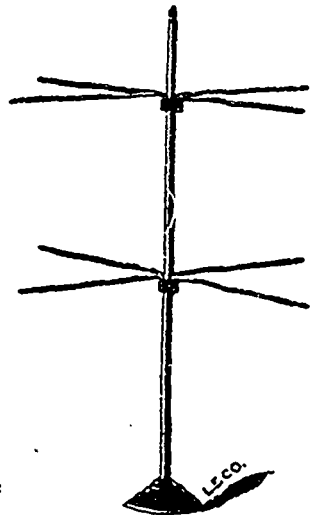
The finest produced anywhere on Earth.



## FLEXIBLE AND PAPIER MACHE FORMS . . .

The best in the World.

TRIPPLICATE MIRRORS  
STORE STOOLS  
AND CLOAK RACKS



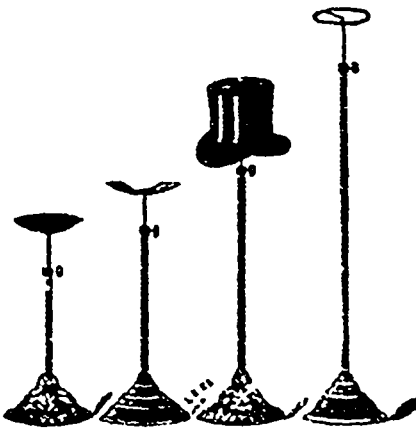
IN FACT we manufacture the most complete line of goods for display purposes to be found anywhere, and sell them at prices as low as goods of like quality of design and finish can be produced for.

Our large Illustrated CATALOGUE is FREE.

LET US HEAR FROM YOU.

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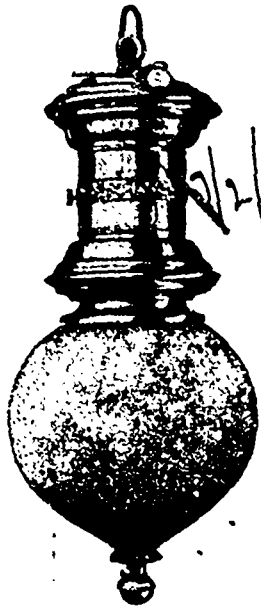
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**The Perfect Light  
for Stores.**



**ENCLOSED  
ARC LAMPS**

For all Circuits,  
Indoors and Outdoors.

100 hours' light with One  
Carbon. Ornamental Casings  
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Double Globe Type  
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Write for our BOOKLET on store and store-  
window lighting, free.

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**CANADIAN COLORED  
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Cottonades, Tickings, Denims, Awn-  
ings, Shirtings, Flannelettes, Ging-  
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Goods, Lawns, Cotton Blankets,  
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Only Wholesale  
Trade supplied.

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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 Garmert Work of all kinds.

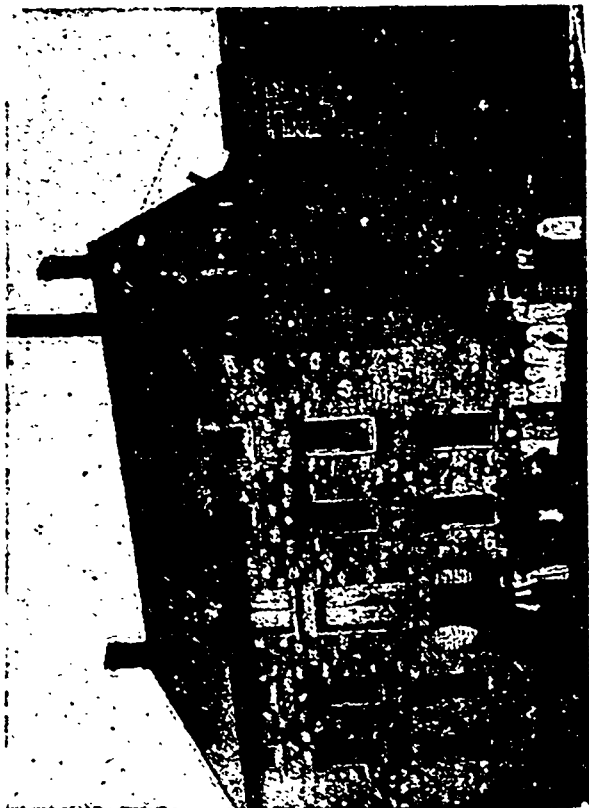
**BRITISH AMERICAN DYEING CO.**

Technical, Chemical Dyers and Finishers

JOSEPH ALLEN, Managing Partner.

Principal Offices—215 McGill St., Montreal.  
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123 Bank St., Ottawa.  
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Manufacturer of the famous  
"Duplex" and "Alaska" Underwear.

**KNIT GOODS**

**BEAVER WOOLLEN MILLS**

WILLIAM ALGIE, Alton, Ont.

**Putnam's Cloth Chart**

PRICE, \$4.00



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

Works just like a Lumberman's Board Rule, just as simple.  
In use throughout the United States, in Canada, in England and South Africa.  
A great labor-saver in taking stock, and also very useful in checking invoices.

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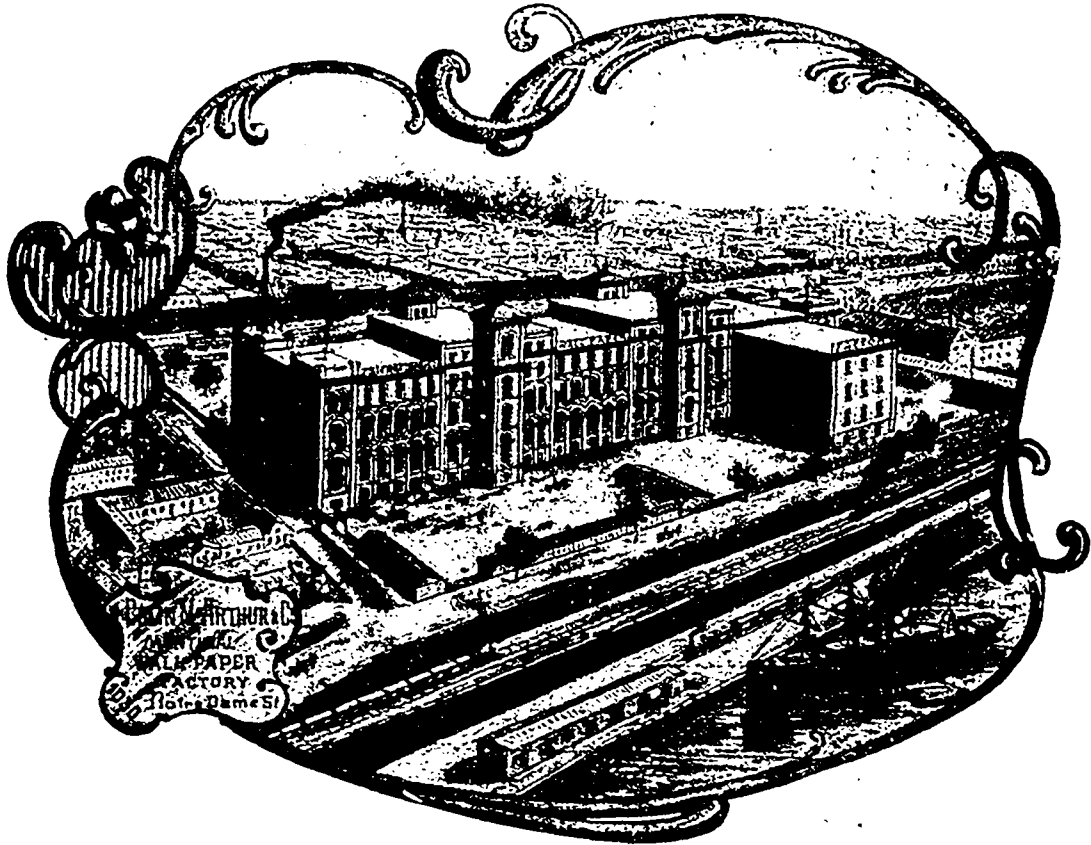
33 Melinda St., Toronto, Ont.

Manufacturer:

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Canadian Patent, June 25, '97. RIGHTS FOR SALE.

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New designs of

# WALL PAPERS

for 1899. Our line is now complete, and embraces everything necessary to fill all requirements.

Samples sent to the trade on application.

## COLIN McARTHUR & CO.

Manufacturers

1030 Notre Dame Street

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Things Seen are Greater than Things Heard of.

# THE PRESIDENT SUSPENDER

THE WORLD



OF FASHION.

THE MOST STYLISH

THE BEST FITTING

THE ACME OF EASE

THE MOST ELEGANT

THE LATEST FASHION

THE GREATEST COMFORT

THE HEIGHT OF PERFECTION

THE MOST SIMPLE

*"Doubt thou the stars are fire  
Doubt that the sun doth move  
Doubt truth to be a liar"  
But never doubt this brace is smooth.*

© 1889-1890

**DOMINION SUSPENDER CO., NIAGARA FALLS,** Sole Manufacturers and Controlers of the Patent.





## THE KEENEST SCRUTINY

of a piece of goods redyed by us fails to reveal the fact that it has been twice dyed.

Our system is perfect—the result of years of hard work, study and experiment. Our dyes and chemicals are the best. Our workmen are the most skillful money can hire.

There is no better dyeing done anywhere on earth. We save thousands upon thousands of dollars every year for the best and shrewdest merchants in Canada.

When their dress goods prove unpopular in color, or the style changes, they send the whole lot to us. We redye them. We make them every whit as good as new. We give them the latest and most fashionable shade.

No one can tell the difference. The weather does not show it. The goods we redye look and feel and wear just as though they had been dyed but once.

Ask for circular and price lists.

# R. PARKER & CO.

Head Office and Works:

MONTREAL BRANCH:  
1958 Notre Dame Street.

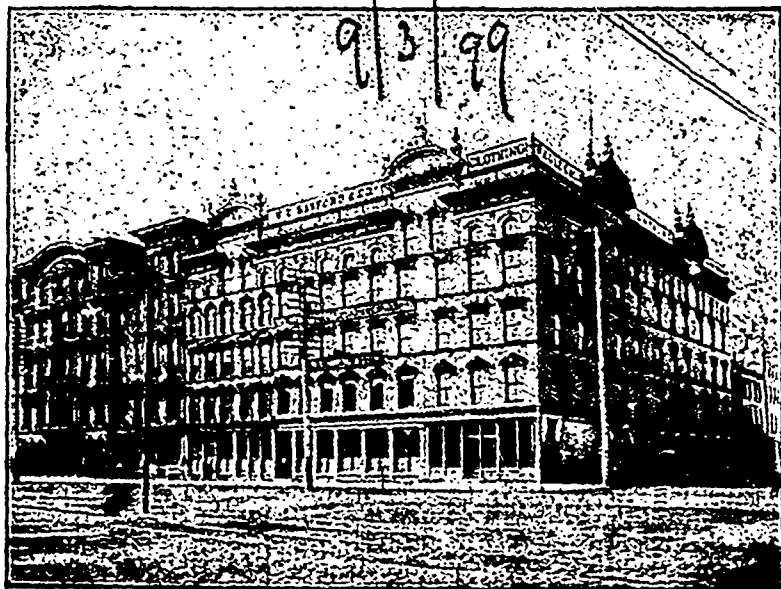
787-791 Yonge St., TORONTO.

# W. E. Sanford Manufacturing Co.

LIMITED

HAMILTON, ONT.

Wholesale Manufacturers of



## CLOTHING

Correspondence Solicited.

Samples and quotations cheerfully submitted.

Bay St., TORONTO  
303 St. James St., MONTREAL.

Cor. Princess and Bannatyne Sts., WINNIPEG, MAN.

53-55 Douglas St., VICTORIA, B.C.

## DEPARTMENT STORES.

THE department store, as we have it to-day, is accepted by the casual observer as the giant offspring of the antiquated general store of primitive days, and the result of natural evolution in trade. For this reason people are led to remark when these great concerns are criticized, "How can we prevent business from following the natural channels of trade without blocking the wheels of progress?" If this assumption were correct, their point would be well taken. On the contrary, natural evolution tends to separate and classify rather than to concentrate and combine. The natural evolution of trade is more accurately illustrated in the specialty store—as the drug store, the dry goods store, the crockery store, the candy store, the grocery store, etc. That the idea of a department store was not the conception of a mind experienced in the trades is proved by the fact that R. H. Macy, the founder of the first New York department store, was a mariner instead of a "counter jumper." So quietly and unostentatiously did this institution slip into a niche in the great business world, that, like Shakespeare, its natal day is now shrouded in mystery, if it were ever definitely known.

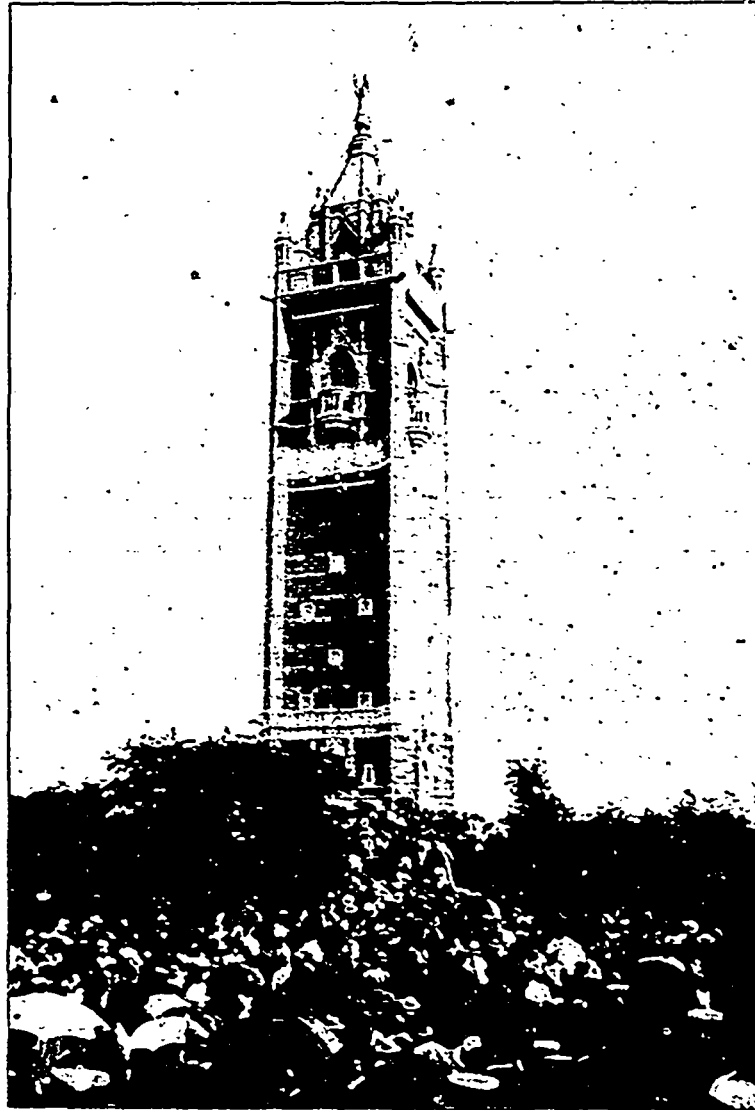
The prime motives that led to the organization of the department store were economy and selfishness, with, perhaps, the convenience of the shopper as a very remote consideration. A grand economy was instituted in the concentration of many interests under one general management, thereby dispensing with a multitude of small proprietors, distributing the expense of rent, light, heat and other incidentals, and, at the same time, making a magnificent establishment possible. The selfish motive was to overcome competition, stifle it, if such a result were incident to success, with an instrument that was above competition.

Wanamaker refuses to classify his business as a department store, choosing rather to designate it in his advertisements "a collection of stores, each complete in itself." This is, perhaps, true, as his store, when compared with the many thousands marching under the banner "department stores," is recognized as being

more of a cooperative store, where the employe shares the gains in addition to his salary for immediate services rendered. This is one great step in progress toward the recognition by employers of the brotherhood of man. Thus, we see that the seeds of the "Golden Rule" have been planted even in the business world, and perhaps the dormant sunshine of some great master hearts will awaken, warming them into being till there shall be a general drift toward the nobler relations between the servant and the master.

How well the department store answered the designs of its founders, the recent efforts in the State of Illinois to effect legislation directly against it attests. War was declared against the Chicago department stores by the smaller traders in and out of the city, the fight being watched with the keenest interest by merchants of every class throughout the United States. Here, as on the real field of battle, victory for one meant defeat for the other, hence the paramount importance of the decision of this the first charge, as upon it depended the future life or death of the department store.

The smaller merchants combined to the number of 6,000, as the Cook County Business Men's Association, with the avowed determination to sweep the department store from the face of the earth—Chicago—with the legislative broom. With this brilliant picture before the mind's eye, a bill was prepared, the provisions being "that no man or firm should conduct more than one line of business under one roof and within four walls. It graded the art of merchandising into about 60 groups. Grocers were to be allowed to sell some articles that did not strictly come under the head of groceries. Butchers were to have similar small privileges, but they were not to go beyond certain limits, etc." A committee of 300 were appointed, who, headed by a brass band, made the trip to Springfield to present to that august body—the Illinois



The Cabot Memorial Tower, erected at Bristol, Eng., in memory of the discoverer of America.

Legislature—their golden treasure for consideration and passage. But, alas and alack, these legislative bodies are as versatile, capricious and coquetting as is the Kansas weather. Like the Irishman's flea, one never knows just when he has his thumb securely fastened upon one—as this presumptuous "noble 300" learned to their sorrow when this cold and heartless body most un pityingly cast aside their hearts' idol. The bill did not pass. The bright plumage droops; drum is muffled; the quick, elastic step is changed for one of inelasticity as the "300 homeward plod their weary way."

Had the effort prevailed, certain Chicago department stores would have been obliged to pay an annual tax of \$100,000 to

*With every indication of a heavy trade  
in . . . . .*

## LEATHER BELTS

*during the coming season, we shall, as usual, place before the trade a very complete line about January 1st. Anticipating your approval, and soliciting your orders,*

*We are, respectfully,*

**The Julian Sale Leather Goods Co.**

OF TORONTO, LIMITED.

## The Question of Paper Patterns

FOR THE NEXT YEAR OR MORE

will be agitating the minds of many merchants between now and February. That a great many old contracts are expiring about this time we are thoroughly advised of, and in numbers of cases **we know** they will never be renewed on the old basis.

Reductions in prices alone have not been satisfactory to the long-suffering merchant.

---- **THE NEW IDEA PATTERN** ----

### The Original TEN CENT Article

is one the people are clamoring for, and will have no other. It's **GUARANTEED** to **FIT**.

No other pattern, no matter what its name or price, can do any better than that.

It does not allow for seams, consequently it's the most economical in the use of material, and the illustrations prove it to be of the **VERY LATEST STYLES**, hence, the people want it.

### THE MERCHANT

who handles **THE NEW IDEA** need sign **NO CONTRACT**; may buy as small a stock as he chooses, and quit any time if he don't like the pattern, the price or the plan. Our advice would be, see us before you renew any old contract or make any new deal in paper patterns.

## THE NEW IDEA PATTERN CO.

233, 235 and 237 Fifth Ave.  
CHICAGO, Ill.

636 and 638 Broadway  
NEW YORK.

75 and 77 Victoria Street  
TORONTO, Ont.



**DEPARTMENT STORES—Continued.**

\$160,000 in order to do business, besides going to the enormous expense of erecting partition walls to enclose each branch of their business. Being unable to pay the heavy tax, plus the additional expense, they would have been forced out of business.

This widespread enmity of smaller dealers toward department stores is quite conclusive evidence of damage done them. The department store is a great business enterprise, and as such its dominant idea is to make money, make it honestly and honorably perhaps, yet to make money. Its shelves and counters are filled with goods of the best quality, every article warranted to be all that is claimed for it. This inspires confidence and gravitates trade. In the many departments can be found almost any article desired. The salesmen are accommodating, courteous, pleasant, making inquiry a pleasure to the shopper. Tidiness and order, with beauty and elegance contributed by artistic display and special decorations, makes it a "place of beauty and a joy forever"—all ostensibly to please the purchaser, but really to further the motive previously mentioned. In all these is the department store pre-eminent to the smaller one: then, in addition, it is a great and glorious advertiser. Herein does it receive the great share, if not the bulk of its trade. There is enough divergence in this one feature alone to account for at least half of the drift of the trade away from the one to the other. Most of the advertising that is done by the "one-line dealer" is inattentively, unskillfully and poorly done, while these mammoth department stores keep men to whom they pay large salaries, who devote their whole time, brain and artistic skill to the exclusive study of how to present the offerings of these firms in the most flattering and oftentimes misleading manner.

"When we reflect that a store and goods and clerks and signs are but a short arm reaching only the passers on a single street, and that advertising is a long arm, reaching all the inhabitants of the city and a great region around about, it is easy to understand why the stores that wield this giant influence grow and grow and grow." It is equally clear, too, that these smaller dealers cannot hope to compete on an equal footing with an organization that can afford these expert advertisers and store decorators, expensive and prominent locations, liveried attendants, attractive entertainments, picture galleries, music, waiting rooms, nurseries and various innovations that go to make up their seductive surroundings.

This wonderful convenience to the shopper, and their extraordinarily low prices are the public excuses for the existence of these department stores. In the first-class or high-grade department stores, the prices are but little, if any, below the level of the smaller stores; but the department store policy of advertising certain goods at a fraction of their worth, in order to stimulate trade in other goods, seems to satisfy the general public that all their prices are lower, and furnishes the crushing argument that confounds the smaller storekeeper. Then, too, their own clearing sales, job lots and manufacturers' clearing sales furnish them with material for extraordinary sales between seasons that keep them busy when smaller stores are idle because of the lion's activity.

However, the future of the department store seems assured in spite of the opposers. It appeals to the individual in a practical manner, and in line with the selfish spirit of the age, claims to put something into the individual pocket. Once convinced of this—and the people are eager to be convinced—no sentiment can prevail against it. With the department store as such, the people have no quarrel; but because of the methods of some, in squeezing prices to a minimum, many are disposed to believe that much misery to the poor is caused by them. The department store is likely to multiply rapidly—evidenced by many of the merchants in our own little city of Manhattan—as self-protection

must necessarily lead to their establishment by our merchants in smaller cities, in order to combat the inroads of large city department stores into their territory.

Some of the department stores in New York, Chicago, Denver and San Francisco are veritable paradises for the shoppers. Hypnotic arches seem suspended above the doors, and why not give them the preference, when in the department store the purchaser may leave her baby in the nursery, have a tooth pulled or filled, consult a physician, open a bank account, express a parcel, write a letter, mail it, send money order, be manicured, engage cook or maid, a piano tuner, or almost any other help, have her picture taken, have her watch cleaned, order her laundry called for, get her dinner or lunch from free samples of "pure food," buy almost anything under the sun that is sold, from an unset diamond to a menagerie, from a Chinese scent stick to a heathen god. In the meantime, her husband may be getting a shave or a hair cut, a bottle of whiskey or a box of cigars, a set of harness or a wagon, athletic paraphernalia and boxing instruments, also a lawyer to draw up his will. All sorts of transactions done "while you wait." From the observatory on the roof or the conservatory next it, to the electric light or power plant in the sub-basement, the entire establishment is one grand, interesting, entertaining and instructive show.

Another phase of this subject is the influence of these big establishments upon the wholesale trade. There is no denying the fact that the jobber is injured by having his field contracted by the machinations of the department store, having a few mammoths of this kind substituted for hundreds of independent smaller dealers with a multiplicity of opportunities. Formerly one man could "drum" many stores in the course of a day; now he considers himself favored if he succeeds in getting an audience from one or two. The result is eager sellers, fierce rivalry and bitter competition for the favor of those few great stores; and the handle of the situation is held firmly in their hands so that they may dictate terms according to the necessity of the wholesaler. Here, again, the small dealer argues he must make good to the wholesaler the profits the department store grinds from him.

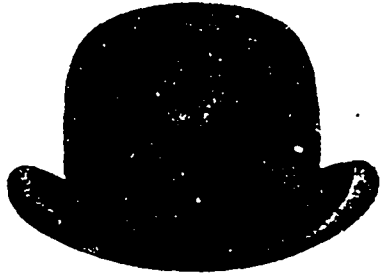
Macy's, New York, is an example of the department store as a manufacturer. It has a china factory in France, porcelain works in Bohemia, a pottery in Thuringia, a glass factory in Bohemia, a linen mill in Ireland, glass cutting shops in Jersey City, bicycle factory at Paterson; glass cutting and china decorating shops, a silk waist and a silk underwear factory, a cigar factory and a harness factory, all in New York; a shirt factory in Poughkeepsie, and a ladies' underwear factory in Connecticut. As an illustration of the possibilities, not to say probabilities, of the department store in the future, Macy's producing capacity is not encouraging to competition.—Alice Rupp, of the Kansas Agricultural College staff.

**APPRECIATE THE REVIEW.**

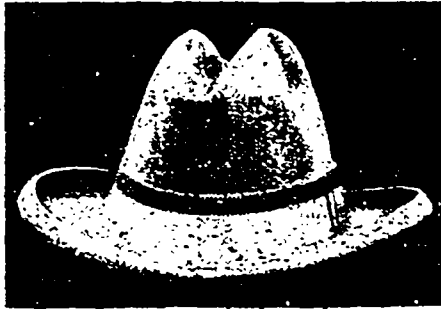
Jackson Bros., Clinton, Ont., do a large local business as merchant tailors and dealers in men's furnishings, but they also do quite a large trade in men's ready-to-wear clothing, and are, consequently, known as a bright, enterprising firm, not only throughout western Ontario, but in Manitoba and the Northwest Territories. A member of THE REVIEW staff was informed by Jackson Bros. the other day: "THE REVIEW is a remarkably useful and interesting publication to us. Besides its valuable reports regarding the goods in season and the hints on store management, etc., it has a department of real value to the trade in the reports and communications regarding trade, the business outlook, etc., in the various Provinces. It is a valuable production, and we are not surprised you take some pride in it."

# LEADERS IN HATS

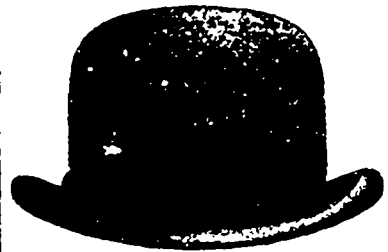
For Spring  
1899



MINTO—Black and Colors.  
\$9.00 to \$18.00.



KITCHENER



GIROUARD—Black and Colors.  
\$8.00 to \$18.00.

## Waldron, Drouin & Co.

Wholesale  
Hatters and Furriers

507 St. Paul St., MONTREAL.

# Patent Lock Stitch Hose

For MEN, WOMEN and CHILDREN.

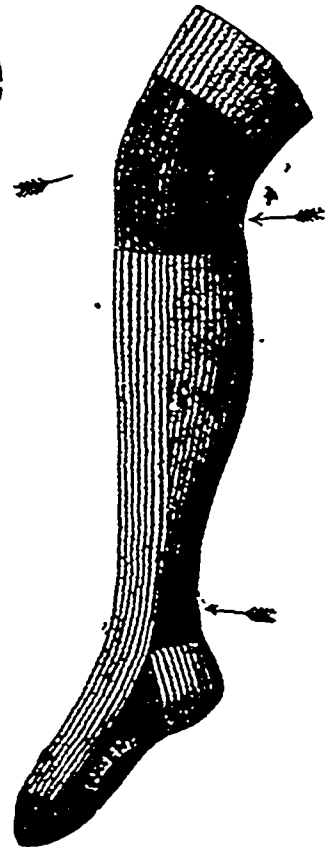
10 FOLD KNEES and 6 FOLD ANKLES.



Buy these from the Wholesale,  
they will Double Your Hosiery  
Trade. \* \* \* \* \*

Just Think

10 FOLD  
KNEES



WILLIAMS & BELL - - MONTREAL

## THE ORIGIN OF THE DRY GOODS TRADE.

Specially written for THE DRY GOODS REVIEW.

The Canadian dry goods merchant belongs to a very ancient and honorable branch of business. In Great Britain, where the term draper is employed to designate the modern dry goods man, the trade dates back to the early centuries. Its origin would probably be due to the extensive nature of the English wool industry, the country being for centuries a prosperous wool exporting centre, some of it being made up into piece goods and clothing for home use, to be sold by the drapers, who were thus, at first, dealers in cloth. Early statutes of the English Parliament distinguish various classes of dry goods merchants, such as linen drapers, woollen drapers, haberdashers and mercers. The trade, like other English trades, was constituted a monopoly: In 1364 the drapers were given a charter, having become, previously, an influential and important body of men. Bartholomew Fair was frequented by clothiers and drapers, who seem, at this time, to have made the cloths they sold. There is an item in one of the old chronicles, dated 1339, which indicates that the district about St. Paul's Cathedral was then, as now, closely identified with the drapers. The Record says: "Cornhill ward was assessed at £315, whereof John Colynge and Richard Manhall, drapers, bore one a hundred pounds and the other 100 marks, and the rest was levied of 20 persons of the said ward." Mr. John Collins must have been a pretty rich man in his day. The Drapers' Company was duly incorporated by King Henry VI., in 1439, as a guild or fraternity. It must have prospered greatly up to this period by the policy of previous Kings who forbade the export of wool and ordained that the staple should be made up at home and be sold abroad as cloth or clothing. These protective measures nourished a great industry. At first the drapers tried to get round the enactment by having the wool spun into yarn and exporting it in that state, but a later measure struck at this, too. But this policy was changed from time to time, and many a monarch found an export duty on wool a very convenient means of raising money. Nominally, however, export of wool was illegal until 1825, although a great deal of contraband trade went on.

The London drapers, as has been said, grew into a rich corporation. They had their livery, their special festivals or ceremonies for religious purposes, for funerals, for elections, etc., and no body of merchants were more friendly and sociable than they. The Company had its own clergy and chapels in many London churches. They pensioned their needy members in old age, and gave bounty freely to the poor. The Company had the power to stamp out any who infringed on their monopoly, and exercised this power rigidly. They had searchers, who visited the fairs held in London and made a trade search, and measured doubtful goods by the draper's sell, a standard as old as the days of King Edward III. As individual drapers grew wealthy, they became political personages, and, marrying into the peerage, founded noble families themselves. Between 1531 and 1714, no less than 53 Lord Mayors of London were drapers. Of these, eight founded noble families, and the Earl of Bath, the Earl of Essex, Baron Wotton and the Duke of Chandos derived their descent from members of the illustrious Company of Drapers. During this same period, 43 drapers were knights or baronets, 15 represented the city of London in Parliament, and seven founded churches and public institutions. The present Drapers' Hall, on Throgmorton street, London, was partly rebuilt in 1874, after a fire,

and again restored in 1870. It is a fine old building, with a large quadrangle surrounded by an impressive row of pillars supporting the open arches on the first floor. It resembles the mansion of a person of high rank. The new improvements made in 1870 added a splendid court and a marble staircase, and many interior ornamentations of a rich and tasteful character.

Why Dry Goods? The term "dry goods merchant," instead of "draper," is not of American origin, although always used on this continent to denote those engaged in this branch of business. The name was probably in common use in England during the centuries when the early emigrations to America took place. There is a passage in the report of a committee of the British House of Commons, appointed in 1745 to inquire into the practice of smuggling, which says: "From Yarmouth, the principal officers give account that, on October 22, 112 horses were laden, on the beach near Benacre, with dry goods by upwards of 90 men, guarded by 10 persons with firearms; and, on the 20th of the same month, 40 horses were laden with dry goods at Kartley by riders well armed."

The use of the term "dry goods," while not so ancient as "draper," is equally convenient, perhaps more so, and has become practically universal in Canada as well as the United States. Here and there a Canadian merchant may style himself a draper, but it is an exception, and is done to denote that he professes to sell imported goods only. The dry goods trade in Canada was carried on extensively by the fur-trading companies, and the Hudson's Bay Company is still one of the greatest trading corporations in the country, with its fine stores in western cities. The old importing merchants of Montreal were, perhaps, the first to confine themselves strictly to dry goods, and firms are still in existence dating from the early years of this century, or have succeeded houses which carried on business in the last century. The story of the trade in Canada would be an interesting one, as it has been, and still is, one of the most important and prosperous in the Dominion.

X.

### FINDINGS FOR A DRESS.

AS IMPORTANT as the dress goods or silk may be nowadays, the linings, or findings, as the dressmakers term them, are equally as prominent. It is an excellent plan, started by some city merchants, to put a slip of paper in each dress pattern containing a list of the necessary findings for the gown and their cost.

In trying this plan, give the cost of percaline and of cambric as well, as everyone does not wish the cheapest goods for the purpose. Twelve yards of taffeta will line an entire dress, or eight yards for the skirt; six yards of percaline or cambric and two yards of silesia or percaline for the waist; three yards of haircloth make a sufficiently deep interfacing, and a piece of skirt binding, or four yards if bought by the yard.

To this list add two spools of sewing silk, one of twist and one of cotton, No. 60; continue with a card of hooks and eyes, a pair of dress shields,  $\frac{1}{4}$  yard belting, a dozen stays,  $\frac{1}{2}$  yard of collar canvas, shaped, and a piece of silk seam binding. Everyone does not buy as complete an assortment as this, but put it all before customers and attract their attention to the many conveniences now on hand for dressmaking.

During the present season, while every woman is interested in dressmaking, it is well to have a notion window occasionally and mention this important department in your advertisements. Every piece of dress goods and silk sold should be followed by a visit to the notion counter, but remind people of it sometimes.—Dry Goods Economist.

# The Following Superb Novelties

WILL BE PRESENTED BY THE

## GILBERT MFG. COMPANY for the Spring of 1899.

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

**Silver Sheen; a great success.**

**Satin Antique; a great success.**

**XXX Sublime Silk Premier; superb goods.**

**Commodore Fabric; a great novelty for waist linings.**

**No. 10 Sea Island Silk; no further use for real silk.**

**Waldorf Skirting; great novelty.**

**Astoria Skirting; great novelty.**

**Sea Island Silk Skirting; wanted by every lady in the land.**

**Satin Duplex Skirting; as handsome as a woven fabric.**

**Sublime Illuminated Skirting; excelling them all.**

We shall also offer our regular representative goods, a few of which are as follows:

Brocade Silk Premier,

F. S. Skirting,

Sublime Italians, a mercerized fabric.

Mineola Skirting,

Roman "A" Skirting,

Sublime Fancy Skirting.

Also a line of our justly celebrated Gilbert fast black Henriettas and fast black Linings.

Also a full range of colors of our 3-leaf Twills.

Also a new range of patterns in fast black Padded Goods.

In Satines we make: SATIN MARQUISE, SATIN SURAH, SUPER SATIN SURAH.

Making altogether a line of Linings unapproached in this or any other country.

# Gilbert Mfg. Company

380-382 Broadway   NEW YORK

# A GOOD THING

Adjustable Front Blouse Waists  
WILL FIT ANY FORM.

A  
Necessary  
Reform  
for  
1899



You  
Need  
Them

To complete your stock

TO RETAIL 75c. to \$3.

## The Thin, Medium or Stout

now fitted easily---front made in two pieces---no gathering  
at waist---easily laundered, and can be worn tight to  
figure or full Russian front---pleated back with tape hold-  
ing firmly to waist.

(Manufacturers)

# BOULTER &

**3 ——— 5 ——— 7**

**GORE**

**Tailor Made —  
— Wash Skirts**

(FIT GUARANTEED.)

**White Pique.** TO RETAIL  
\$2 to \$3

**White Duck.** TO RETAIL  
\$1 to \$2

**Shrunk Crashes.** TO RETAIL  
\$1.50 to \$2



{ We make }  
{ correct fitting } **Spanish Flounce Skirts.**

(THESE ARE IN GREAT DEMAND.)

**See Our 3-Gore Leader** (A Perfect Fit)  
(—Fan Back—)

**CAN BE SOLD, \$1.50 and \$2.**

**& STEWART**

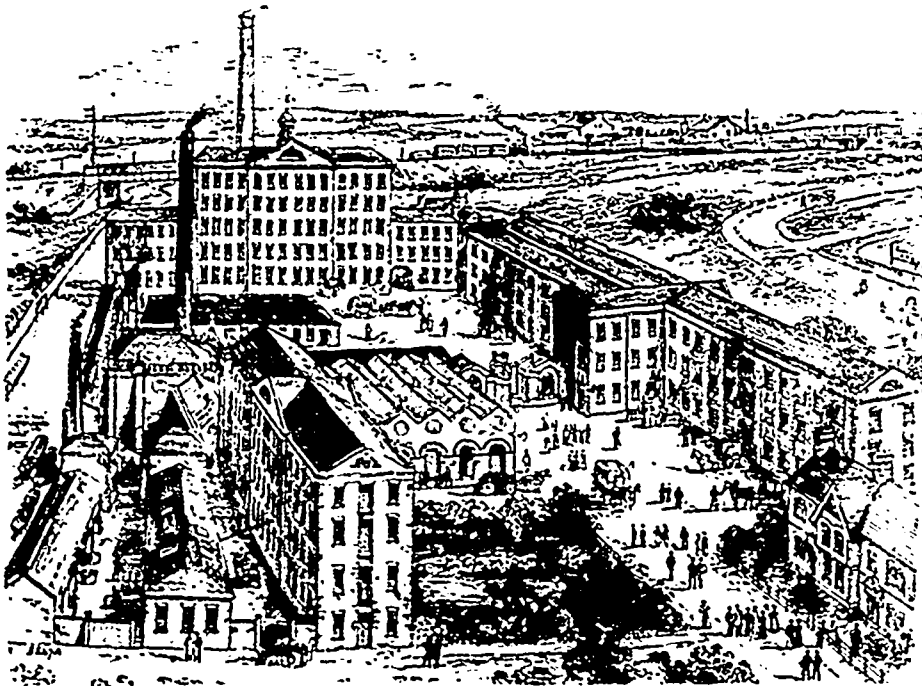
30 Wellington East

**...TORONTO**

## HOSIERY MAKING IN ENGLAND.

THE manufacture of woollen hosiery has reached a high standard of excellence in England. It is appreciated in Canada, where, of late, the German article has endeavored to push it hard without success. Under the preferential tariff, English hosiery bids fair to secure an even stronger hold on this market, and the visit of an English journalist, recently, to one of the most extensive hosiery manufactories in England, has a special interest for the Canadian trade.

The works in question are situated at Loughborough, England, and are those of Messrs. Cartwright & Warners, one of the oldest and most solidly established hosiery manufacturing firms in Great Britain. In 1794, Mr. Richard Cartwright, the founder of this famous concern, patented a process for making warm, durable and



The Loughborough, England, Hosiery Works of Messrs. Cartwright & Warners, Limited.

unshrinkable underwear, and from this time onward the factories making up this large establishment, an illustration of which is given herewith, have been noted for their knitted goods. They are particularly famous as makers of merino and all wool hosiery, and the processes of manufacture are conducted on the most modern methods, carried out by carefully constructed machinery, improved by many of the firm's own patented inventions, both in the spinning and knitting processes. These patents and improvements in mechanism enable them to make from two to twenty-four pieces of hosiery at one and the same time, instead of the single pieces which used to be turned out in the early days.

A feature of the goods made in these English factories is that they always embody the best, newest and most artistic ideas in vogue, so that this principle of studying the tastes as well as the requirements of the times, combined with the facilities possessed by the firm of manufacturing goods of such varied elegancies, and at the same time durable, is undoubtedly the secret of the success which has attended the efforts of Messrs. Cartwright & Warners to supply exactly the respective class of hosiery which meets the wants

of every wearer. It would be impossible to give in any available space the enormous number of shapes, sizes, varieties and qualities of material in which the underwear is made; indeed, there is scarcely a woven or knited article in wool, merino, or silk, that the firm do not manufacture.

The factories, as will be seen in the illustration, stand in their own grounds, so to speak, and are conveniently situated, being in direct carriage communication with road, river and rail. This fine range of buildings was not, of course, in existence in 1794, when Mr. Cartwright patented his invention, but the blocks, one after the other, were added as the business grew, the increase at one time being with a bound. This was when the merino hosiery first asserted its superiority.

The processes of hosiery making are not familiar even to those who have sold the made articles for many years, unless they have actually witnessed the various manufacturing operations. The raw wool and cotton are brought in from abroad, are passed through the scutching machines and other appliances until ready for the carding-room. The wool being fuller of impurities than the cotton, goes through more cleaning operations. When the wool and cotton are both ready for carding, the quality of merino to be made is decided upon, and then the yarn is spun in the proportions of each material desired. There are several processes before the yarn is spun, wound upon bobbins, and run into hanks for bleaching and dyeing purposes. Automatic machinery is employed throughout, until the hanks each contain the same exact quantity of yarn. The dyeing and bleaching being done, the yarn is then rewound upon bobbins, and the full bobbins are carried off to the store-room where they are systematically arranged, method being necessary when it is remembered that knitted underwear in every color, size, quality, and in almost every material from pure silk to cotton, is produced in these factories. The weight and consequent cost of production of hosiery goods is determined by the number and quality of threads used per inch in any given article, hence the care that is necessary

in the storing, sorting and selection of these bobbins.

The knitting machines of Messrs. Cartwright & Warners' factories are of the latest production and invention. The department is an extensive one, as knitting in seven different patterns is required to be done, and the firm have patented several of their own inventions both for spinning and knitting; they have also improved Lee's well-known stocking frame again and again. These mechanical improvements are worked out in the workshops of the company by their own staff. Underwear garments are knitted in sections, in sections they are washed, and, in the process of drying, are shrunk to the fullest limit.

The washing process is elaborate and systematic, special apparatus being provided for special goods. The finishing of all goods, and the pressing and ironing, is attended to with the greatest care by experts, and thus the hosiery and underwear of the firm acquired and has retained its high reputation all over the world. Messrs. Cartwright & Warners' chief specialties are the "Premier Finish" hosiery and underwear; these are all wool, and will not shrink under any circumstances. The firm have prepared, based on long experience, a printed direction for washing garments, and this the Canadian will be interested in and may care to send for.

**THE CORSETS THAT  
INTEREST WEARERS  
INTEREST MERCHANTS.**

The most stylish lines to hold the attention of discriminating purchasers, because of their perfect fit, solid comfort, unapproachable wearing qualities and popular price, are:



The Victoria, Contour, Queen Moo, Magnetic and Yalisi Corsets; and the celebrated Hygeian Waists.

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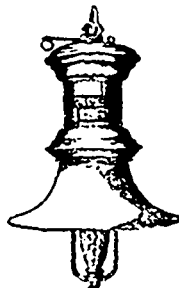
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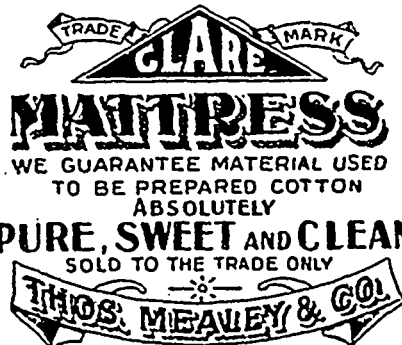
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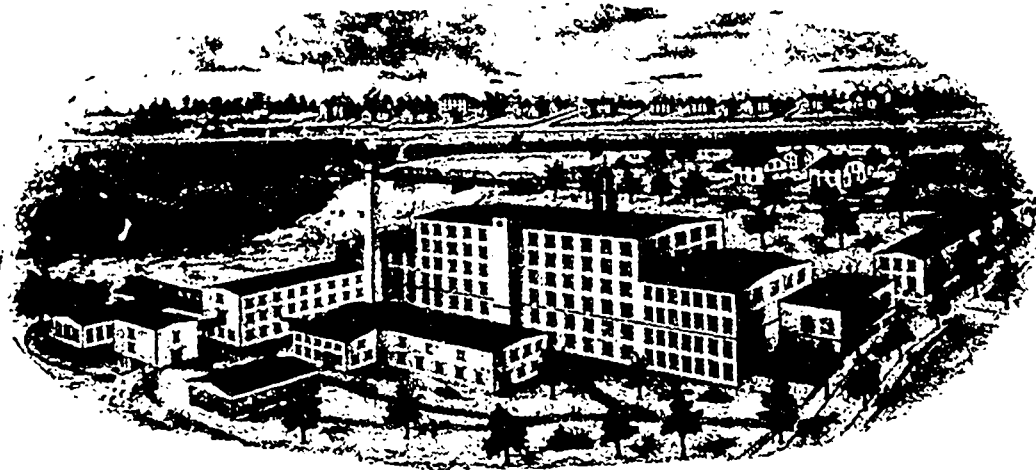
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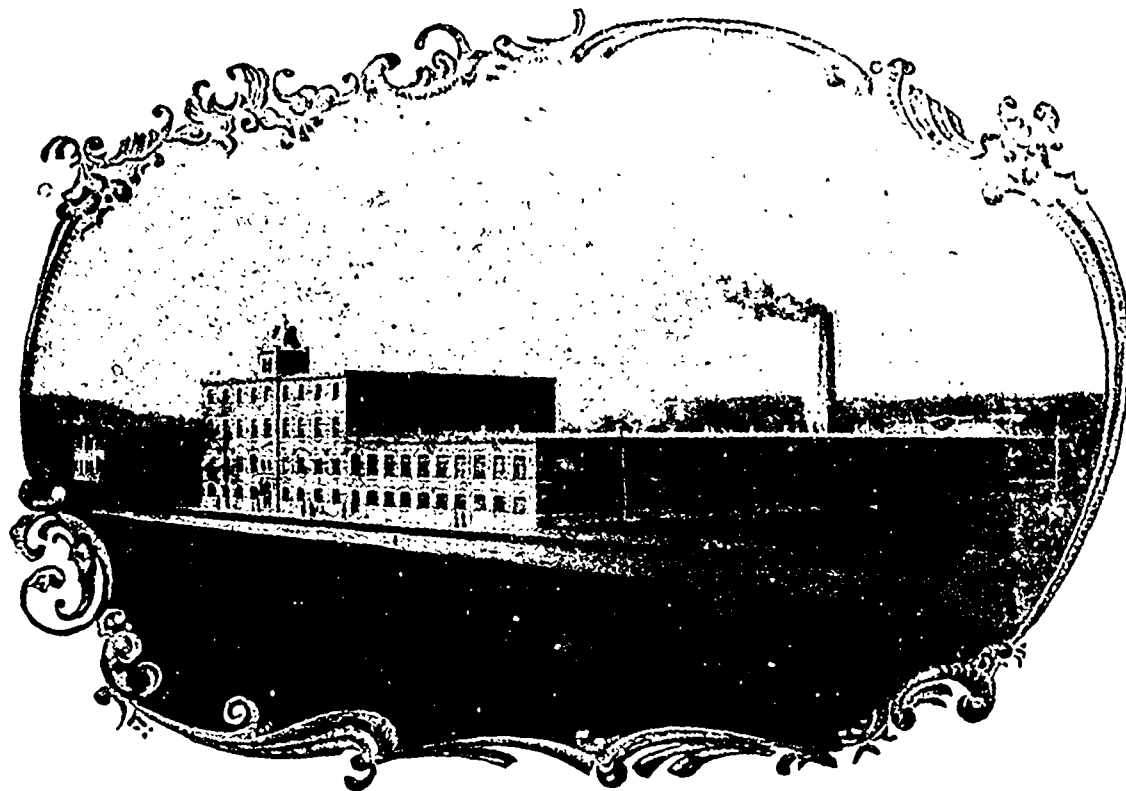
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## FACTS AND FASHIONS.

By a Fashion Authority.

Specially written for THE DRY GOODS REVIEW.

**S**ILK merchants should have no occasion to grumble over their prospects this season, for they never were better, particularly as regards black silk.

A gown of this sombre hue is a necessity in the fashionable wardrobe to-day, and light silks for whole costumes, as well as for shirt waists, will be in heavy demand as the Spring advances.

The fashionable world is giving itself up to the purchase and wearing of silks, glace, taffetas in all fancy styles, dettings, velvet figures and warp prints. The chine promises to be well worn as the season advances. Fashion is leaning in that direction, and fine effects will be shown towards Spring.

The black silk gown, however, at the present time, is the great consideration. They are to be lined, of course, with any bright shade of taffeta, the lining being separate. The skirts are long and full, about four and a half yards in width, and many have a demi-train, from 6 to 15 inches in length. If a flounce is put on, it must be very carefully stiffened, and the edge bound with velveteen to set it out well. The top of the skirt is now invariably tight at the waist, and down to about 6 inches, where it flares out gracefully to the hem. A very smart effect can be produced by a black skirt, with bodice of white silk, with collar, belt and cuffs of black.

Mousseline de soie enters largely into dress trimming this season, and a half low bodice of this material, with bands of pink, petunia, or blue velvet, and some jet, is most effective. A long scarf, with double ruffle at the ends, must always accompany the costume.

Quantities of jet are put on; sometimes, an entire front is composed of it. A handsome imported afternoon black silk gown was shown lately—heavy gros-grain, with raised bayadere stripes about half an inch apart. The skirt was absolutely tight for about six inches from the waist. Then it flared well out, and had a train of about six inches. Lining separate of burnt orange taffeta, with ruffles at the edge. The bodice had a full front of burnt orange velvet, held close by an open work of jet. A pale shade of shirred burnt orange chiffon formed a yoke to meet the velvet and jet. The collar was very high of the chiffon, with tabs of the velvet edged with jet. A narrow fold of velvet edged the waist, which formed a sharp point. The sleeves were skin-tight, and had a small fold of the same, to take off the perfectly plain appearance at the shoulder.

Broche silks are worn to a certain extent, but the plain style is far the more artistic, and allows of the most tasteful and varied ornamentation. Merchants can confidently expect a good demand for black silks, as well as broad-cloths and mixtures of silks and wool. The present fashion is sure to be a favorite for a reasonable time to come. Slimness is the order of the day, and as black accentuates this it will be worn extensively.

Many modistes are turning out black skirts with two bodices, one for day use and another for demi-toilette.

Jet, spangles and flitter can be used to a lavish extent, and all kinds of black and white combinations, which are so artistic and becoming, will be worn extensively.

Entire velvet gowns or velvet in part run the silk costumes closely. Vests and revers of velvet are now entire waists of this lovely material. Basque tails are getting longer and evolving into

coat tails all made of velvet. Sometimes, instead of an entire velvet skirt, it is made of moire, armure or bengaline, with the trimming laid on in folds or coming up knee deep in application. In fact, the designer can elaborate and ornament as much as she desires in this material, or she can build

severely plain gowns entirely of one material. A good quality of velvet is now to be had of a light weight which makes it more comfortable to carry than formerly when its weight was always against it.

Although there is such a demand for rich material it must not be supposed that there is no room for woollen costumes that are equally handsome in their own way and quite as effective. The New York Horse Show, which is to fashion on this side of the water what the Grand Prix is to Paris, showed any number of splendid wool gowns, which were quite as much admired as their silken sisters. The prevailing color was pale gray and next came the light fawns and browns.

Gray will undoubtedly be a strong color for this Spring. For this time of the year, the blues and purples are having the strongest run, and will go well through the season. In Canada, there are not such rapid changes in fashions, the wealth is not so great, and the high pressure and demand for variety not so excessive, and a fashion started in the Autumn will run well through the Winter months with very little variation.

Round waists are the order of the day and have a slight fullness brought well to the centre. The front is slightly pointed to give the waist band the proper set. The fronts can open either at side or down the centre. Yokes are square and run bolero effects close. Skirts are glove-fitting over the hips and flare well to the ground and are lined with hair cloth to give them the desired firmness. Every woman desires to have broad shoulders, a long, round waist, and medium hips, and designers must do their best to aid and supplement where Nature has been deficient.

Sleeves are close, long over the hands, but none are perfectly plain at the top. All have something to take off the plainness there; either a few tucks, an epaulette, etc., and all have a few gathers.

A good deal of fur can be used for trimming cloth winter gowns, a three-inch band round the skirt with medici collar to the coat and cuffs to match.

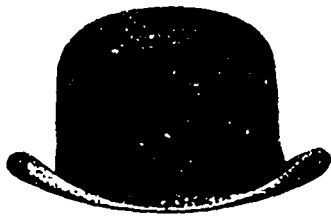
The tailor-made skirt proper is still clear of the ground, and a well-cut skirt can just barely touch and still keep clean. Long skirts, to be worn in their proper place, are long in front as well, but the short walking skirt is in still, and will remain in for the Winter. It fits snugly around the hips, and flares well out into a fine fullness below, and can be either flounced or trimmed.

Hopsack is still a favorite; a blue over orange silk, and trimmed with jet passamenterie, makes a charming gown for house wear. A vest of burnt orange, veiled either in black or cream lace, trims the bodice.

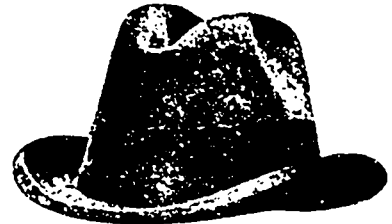
Tailor-made gowns are once more severely plain, as they should be, and are trimmed often with simple rows of stitching and nothing else.

Many evening gowns have long sleeves made of gathered chiffon or mousseline de soie. They are made very long, and fall over the hands, and are very graceful.

A great deal of lace, net, mousseline de soie, etc., is worn this Winter for ball dresses. A lovely imported gown for a young girl was shown in pink silk, with all-over of white chiffon, embroidered with silver sequins; the bodice had folds of pink velvet around the top, and the full chiffon came up to meet it; the sleeves were small



# There is Style

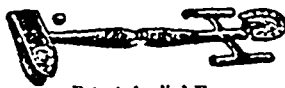


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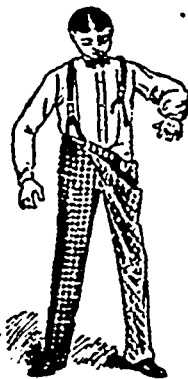
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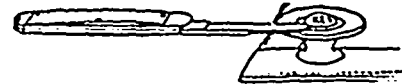
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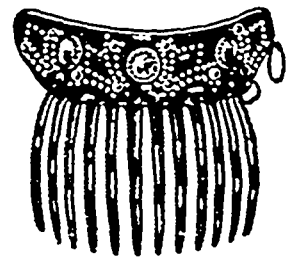
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**FACTS AND FASHIONS—Continued.**

puffs with a frill over them, and wired knots of velvet. A black silk and jetted net came with this; the bodice was full, with pointed revers on each side and small black plumes at the shoulders; the sleeves of this gown were long, and finished over the hand in two deep scallops.

All evening bodices are full or in folds except where a cuirass bodice of jet or spangles is worn. Deep revers are worn on many evening bodices and are very suitable for young figures. They are put on both in front and back, trimmed with one deep frill of chiffon edged with baby ribbon, and the centre filled in either with fine ruchings of chiffon or ribbon. These dainty bodices are useful to go with black or colored skirts for dinner toilette, for theatres etc. Panne, the new plush, is much used for trimming, just now, in Paris, London and New York. It is very soft and looks like beaver. Whole house gowns are sometimes made of it. It looks best in plain colors.

A great deal of black net is worn over colored silk skirts, and evening sleeves, when they are not long, are smaller than ever, and often are only a strap.

Bodices are cut very low this season, but it is not absolutely necessary for women to follow this edict of fashion, and the "unknown is life" to more than "love, religion, poetry," in the minds of many.

**WOMEN'S WEAR.****STOCKS.**

A great deal of attention is given this season to the variety and elaboration of belts, stocks, and collars. Every style and possible conceit is used. The collar proper is high, as high as it can go, and this allows for endless ornamentation. A great favorite is the narrow tucked effect, with small revers of a deeper or paler shade, or of a contrasting color, laid on either side; the idea of this is to give width to the back of the neck.

In tailor-made gowns, some have the plain neck band of some years ago, simply hooked at the back, and there are many made of a band of silk or velvet, with a frill of lace or chiffon at the back, and running down the hook over seam.

An eighth of a yard of velvet will make a band, and five-eighths a band and tie to cross behind and tie in front. These can be turned out in an endless variety, and are stylish and becoming.

Stocks are made of heavy lace to match the yoke trimming of gowns, and lace or mull scarfs go twice about the neck and are tied in a close, fluffy bow under the chin. Jabots of costly lace trim all silk gowns, and silk shirt waists even have their knot of lace at the neck.

There is no question that all this lace trimming has a most becoming effect, and even faded faces seem freshened up by a judicious treatment of the proper shade of velvet and lace.

The new Windsor tie is made of silk, is hemstitched, and is long enough to go twice round the neck and form a large bow and end on each side.

**RIBBON.**

Although the wide ribbons are not in great demand, the call for the narrower is so great that no dullness can be said to trouble this branch of the dry goods business. Baby ribbon is more used than ever. It is, first of all, crumpled on the loose crowns of most of the picture hats. Then it is used to outline designs on many of the ball dresses, garlands of flowers, true lover's-knots, this last a favorite in the extreme, and three or four rows edge narrow flounces. To add to the elaboration, the ribbons are often studded

with sequins and spangles, and mixed with silver galloon of the same width.

All underclothing, above the very plain, is lavishly ornamented with baby ribbon, and enormous rosettes of it trim children's hats. A quantity of it is also used for the chiffon neckwear that is having such a run just now.

A narrower width, about half that of baby ribbon, is coming in, and, in spite of its narrow width, it sometimes has three or four shades. One, a great beauty, shades from pale yellow down to jet black. Most of these ribbons are corded, but some come in moire effects and some in satin. A great deal of ribbon is used to trim cloth gowns. Nos. 5, 7, or 9, are the favorites. It is generally ruched on, not too full, but not scant. Thirty yards of No. 7 will trim a gown well. A blue armure trimmed with black satin has two rows set close together and running from the waist down to the hem in front and all round, bolero and sleeves trimmed to match. Pale gray with white ribbon is also very smart and in fashion. The sleeves can have rows of the ruched ribbon running from shoulder to wrist, the frill over the shoulder also edged, and, if the bolero effect is not desired, lines can run up from the waist to a yoke of lace or velvet.

**LINGERIE.**

There is a constantly growing demand for flannelette undergarments, but not much change in style or weave. The plain colors are quite as much asked for as the striped or checked. It would appear, however, that the narrower stripes and fine checks are greater favorites than the heretofore larger patterns. In low-price goods, such as these, the styles vary very little. The empire and the mother hubbard night dresses, with the full sleeve drawn in at the wrist either to a frill of washing lace, or one of the same material, embroidered in a deeper or corresponding shade of silk, are most worn.

Corset-covers are made entirely of insertion and fine lawn. Some have frills coming well down over the hips and a frill round the shoulders of those that are cut low, which are held down by a runner of baby ribbon.

A new night robe has the yoke made entirely of bands of embroidery and tucked lawn, and just below it a band that is attached to the lower edge of the yoke and runs round the garment. It is also made of tucks and insertion. To the lower line of this band, which comes just below the bust, is gathered the skirt of the robe. The sleeves have bands of insertion at intervals, with the mull in puffs between. Of course, a lavish use of baby ribbon is called for as well.

Another robe is exquisitely pretty with a tucked yoke coming to a point in front and outlined with a band of insertion. A dainty frill of nainsook edged with lace comes half way across the front to meet the points, and is fastened with a pretty bow of ribbon. The sleeves are full, with a simple frill and band of insertion.

A new corset-cover is all in one piece, and comes both in high and low patterns. It is drawn close with a string at the waist, and is prettily trimmed with embroidery or lace.

Taffeta skirts are in as much demand as ever, and are more and more trimmed. Watermelon is a very pretty and harmonizing color. The flounces are vandyked, tucked lengthwise and trimmed with lace and fall over small underneath ruffles. Cording still obtains.

It is announced from Halifax that the old firm of T. & E. Kenny, whose present partnership expires with January, and who were reported to be retiring from business, will continue as Kenny & Co. for the future. The firm is an old one with the highest reputation, and Halifax is well pleased with the announcement that it is not going to lose one of its best known wholesale dry goods establishments.

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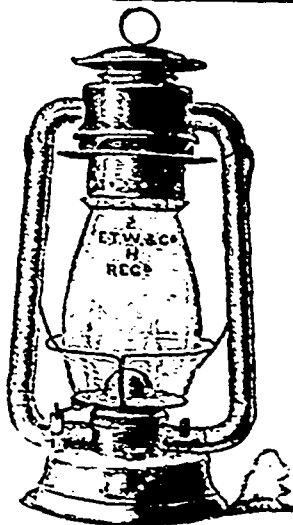
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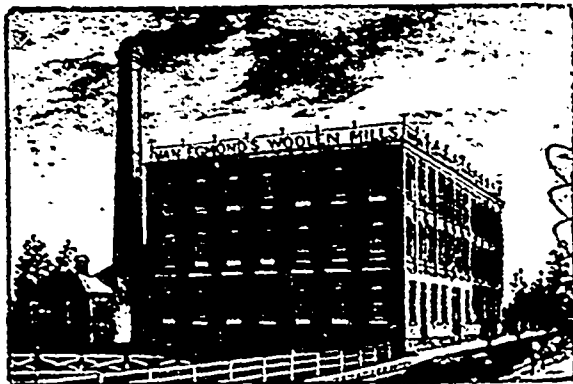
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## BUILDING A MODERN STORE.



It is difficult to advise merchants who intend rebuilding, as circumstances in each case usually determine what is to be done. An article in *The Economist*, by McNeill & Tuttle, architects, contains a plan and some hints which may prove useful.

The most noteworthy feature of the accompanying plan is that the columns supporting the floors above come in the middle of the shelving, and not in the aisle or on the edge of a counter. They are in the least annoying positions, and yet are spaced for an economical arrangement of girders and floor beams of the tiers above. The two columns at the front and the two at the rear are the only ones standing in open floor space; but they are turned to advantage in both instances. In the millinery department there are seats around them, and at the front of the building they form centres for special display.

They are treated as military masts with fighting tops, covered with lace curtains, rugs or tapestry, draped to hang down to within 7 feet of the floor.

Directly opposite the main entrance there is a counter for special sales, which challenges every customer that enters the store. At first sight it might appear that it blocked the central aisle, and for this reason was a disadvantage. This is not the case, for it serves an important use by deflecting the crowd immediately to the two side aisles, and those who do not pass down the centre aisle pass the sweeping curves of the counters immediately in the rear which display the goods so effectually.

Another good feature is the placing of glass cases in the corners back of the show windows on either side of the store. As their position is one that receives no direct daylight, electric lights are concealed above the glass and throw a flood of light upon the goods.

The counters do not continue to the door, but stop six feet short on either side to give access to the show-windows, to increase the space around the entrance and to allow room for two large radiators, which counteract the cold air at this part of the store in Winter. The remainder of the store can be amply heated by foot coils running in front of the counters.

The counters have no sharp corners, and, with the shelving, are of simple design. Carving and elaborate brackets serve to hold the dust, and are not as pleasing as the simple curves of plain moldings. The carved ornament and ornate design should be reserved for the special display cases.

As the floors above and the basement beneath are used for selling purposes, all the stock carried is not provided for on the ground floor. There are two elevators in the middle of the store, and they are rendered even more accessible by the broad aisle which

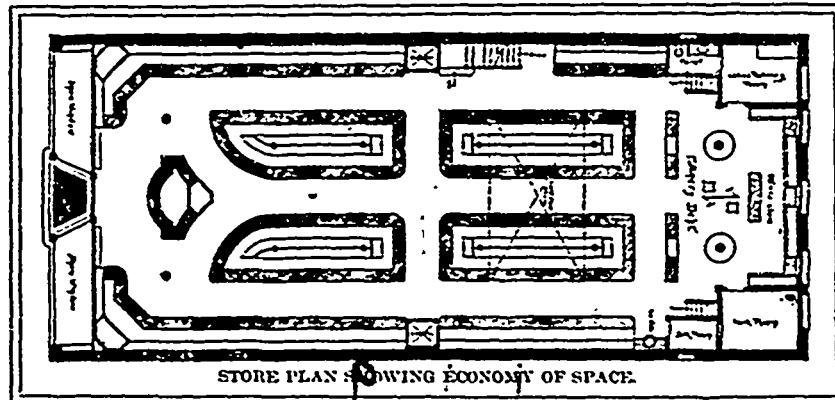
connects them. The position of the elevators, like that of the columns, is a most important one, and should not be selected at random before the plan of the counters has been determined. As the structure of the building depends upon their position, it is difficult to alter it after the building is completed; and, in the majority of cases, the price paid for not considering this detail at the start and laying out the plan of the counters at the time the building is designed is a makeshift arrangement, and sacrifices needed room.

With elevators in a building the stairs do not need an important position, as they are used only in case of an emergency. In the position we have shown them they are accessible and do not interfere with the direct planning of the floor space.

The silkroom, where goods can be seen by artificial light, makes good use of the darkest corner of the store, and is not far removed from the section under the skylight, which is devoted to the sale of dress goods.

The millinery department is flanked by the ladies' retiring-room and the millinery workroom. Both of these rooms have good light from the large rear windows.

This department is very happily arranged. Long, narrow tables separate it from the rest of the store, and, upon these untrimmed hats, sailor hats and the cheaper class of stock can be carried. In the centre of the room is a large cheval glass with adjustable mirrors on either side, and two small tables to hold a bonnet that is about to be tried on.



### A NOVEL COUNTER

The same authorities describe a counter with shelving, which would not occupy too much space; that could be increased or diminished in size at will, and would look well when either partially or entirely filled with goods.

The counters are built in three sections, any one of which can be removed and placed elsewhere in the store. The curved lines add grace, and they also allow more room in the aisle, for sharp corners obstruct easy passage.

When it is desirable to keep the cost low, hardwood, except for the counters, cannot be thought of, and what is sacrificed by using a cheaper material must be used in the color scheme. On this as much depends as on any other item. Pine, whitewood and cypress are all cheap woods, quite as much on account of being easily worked as on account of a low market price.

If hardwood is used it is always pleasing. The grain of the wood, when carefully brought out by an expert, is a decoration in itself, and the high polish which is possible keeps the furniture freer from dust and makes it easier to clean.

There are many combinations in the treatment of hardwood that are pleasing from an artistic standpoint. A rich effect is obtained by making the main portions of cherry, stained to imitate mahogany, and the counters of dark oak, or quartered oak, can be used throughout and stained green, while the high lights of the ornament are touched with gold.

Another idea is the use of dark bottle-green with the trimmings of silver. The silver must be carefully applied and not used too plentifully. If it appears on the high lights of the ornament and in an occasional line here and there, it will suffice.



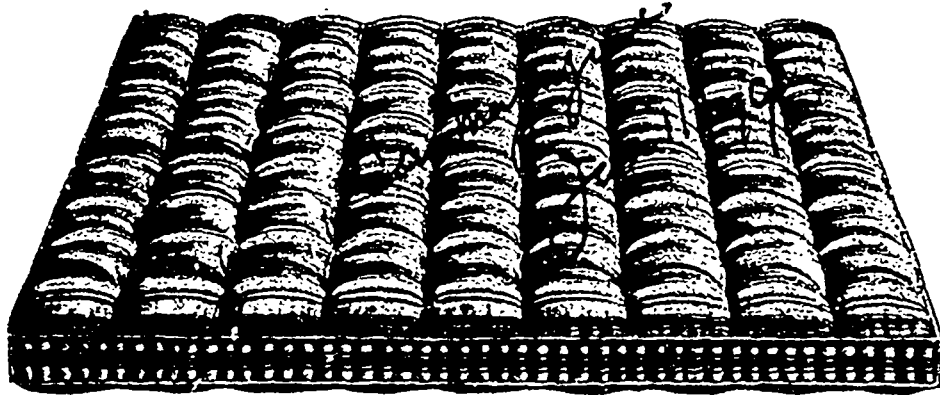
# THE SHEET COVERS A MULTITUDE OF SINS



This shows the mattress in course of construction: seven layers of pure white elastic felt.

when spread over a HAIR mattress. A microscopic examination of even the best quality of hair would fill you with horror untold, and the old idea that "it must be hair" is a relic of the dark ages.

SEND US A POSTAL CARD TO-DAY and we will send you by return of mail full particulars regarding The Ostermoor Patent Elastic Felt Mattress, \$16.00, a product of modern science and sanitary teaching (size 6-ft. 3-in. long by 4-ft. 6 in. wide—express charges paid anywhere east of Winnipeg), which consists of airy, interlacing, fibrous sheets of snowy whiteness and great elasticity; closed in the tick by hand, and never mats, loses shape or gets lumpy, is perfectly dry, non-absorbent, and is warranted vermin-proof. Tick may be removed for washing without trouble. Softer and purer than hair can be, no re-picking or re-stuffing necessary. Made in all sizes. Sold at the same price as the Ostermoor mattress is in U.S.A., thus saving the purchaser 35 per cent. duty.



THE PATENT ELASTIC FELT MATTRESS—4-ft. 6-in. x 6-ft. 3-in. \$15.00.

**GUARANTEE**  
Sleep on it for a month, and if it isn't all you have hoped for in the way of a mattress—if you don't believe it to be the equal in cleanliness, durability and comfort of any \$10 hair mattress ever made, you can get your money back by return mail. "No questions asked"

Dealers who desire the exclusive agency for this mattress in their town, apply for terms.

SOLE MANUFACTURERS AND PATENTEES FOR CANADA

The Alaska Feather and Down Co., Limited 290 GUY ST., Montreal

BRUSH'S B&C

BRUSH'S B&C BROAD

BRUSH'S COMFORT

BRUSH'S ATHLETIC

**The B. & C. Corsets**

**AND**

**Waists**

**BRAIDED WIRE BUSTLES**

Give Satisfaction to the Wearer.

Manufactured only by

**BRUSH & CO. - TORONTO**

## COMPETITION IN DRY GOODS.

GREAT BRITAIN VS. THE UNITED STATES.

Specially written for THE DRY GOODS REVIEW.

THE question arises whether the competition of the United States affects Great Britain in the Canadian dry goods trade as it undoubtedly does in other trades. The examination of the figures for the past few years shows some results which are worth noting in regard to the substitution of American for British goods.

In the great staples of dry goods—woollens and cottons—England is undoubtedly supreme. The only rival she has in woollens is the German, and this chiefly in ready-made clothing and certain novelties of dress goods. In cottons, the protective policy in Canada has thrown nearly the whole of the business into the hands of Canadian mills, which, by reason of the high rates of duty, have hitherto been able to keep their own market. But, where the Canadian merchant wants to import cotton he usually prefers an English to an American. So that, speaking broadly, the English manufacturers of woollens and cottons had not, previous to the Canadian preferential tariff, done any worse in this market during the past ten years.

In fact, it might be said that, in some measure, the growth of Canadian industries themselves has done more to take away the

in some cases, they do not prove it very conclusively. But, in going over the records, I just picked out haphazard a few lines for the purpose of finding out how far American competition was going, and the results are incorporated in the accompanying tables. These ten different lines, it will be observed, pretty generally cover the whole dry goods business. There are staples, and smallwares, and dress goods, and men's and women's headgear. The item of buttons shows that this line is affected by fashion and that some years we import a great many more than others, and it is quite probable that the falling-off in the purchase of this article, both in England and the United States, is partly due to the growth of the button industry in Canada. In the matter of cotton prints the import from the United States has practically doubled, and anyone familiar with the dry goods trade of the last few years would know this without looking up the figures at all. The retail merchant may not always be aware that the prints sold to him are American, but the jobber knows that New England prints, owing to the abnormally low prices prevailing across the border, have been unloaded on this market to a very great extent. While I admire some of the patterns in prints made in the United States, I admire still more the magnificent and colossal impudence of the one cotton print mill in Canada which has been able to keep out a great deal of outside competition by a high rate of duty. But surely it must be admitted that for range, value, and appearance English prints are not rivaled in the world, and, under the preferential tariff, there is no reason to doubt that their import must increase largely.

SOME CANADIAN PURCHASES OF DRY GOODS DURING FIVE YEARS.

	1893.		1894.		1895.		1896.		1897.	
	G. B.	U. S.	G. B.	U. S.	G. B.	U. S.	G. B.	U. S.	G. B.	U. S.
Buttons, of all kinds .....	\$ 38,501	\$ 135,030	\$ 60,116	\$ 101,136	\$ 42,531	\$ 41,799	\$ 47,227	\$ 46,859	\$ 31,112	\$ 45,723
Cotton prints .....	1,437,461	247,369	1,285,088	214,272	1,818,787	375,661	1,999,688	501,330	1,520,745	559,536
Cotton clothing and corsets ..	192,857	152,366	147,014	123,902	131,286	156,192	146,360	161,222	107,500	158,201
Curtains .....	217,291	61,111	186,630	73,971	165,057	69,151	189,287	59,314	169,462	58,745
Braids, cords, fringes, etc. ....	308,852	105,715	321,135	79,215	231,211	61,075	162,134	71,458	157,358	85,329
Fur caps, coats and jackets, etc.	66,383	9,084	49,036	17,012	32,525	16,994	27,084	18,144	26,636	11,799
Hats and caps—beaver, silk or felt	63,534	177,922	544,122	156,081	529,442	180,550	492,274	220,768	407,563	272,132
Dress silks in the piece .....	626,369	21,412	670,056	26,563	634,073	28,208	625,264	44,730	515,410	52,196
White and gray cottons .....	47,054	104,634	49,508	98,071	99,300	129,636	129,488	131,455	140,939	134,928
Hats—straw, grass, or clip .....	189,067	90,608	185,823	104,287	113,558	88,265	186,345	104,734	159,633	113,002

dry goods trade from Great Britain than United States competition. This was inevitable, since, long before the days of protection, we began to make coarse woollens in Canada and would, doubtless, have expanded that industry so as to shut out the cheaper English woollens, whether we had any duty or not. But, undoubtedly, the dry goods trade, like others, has witnessed during the last five or six years a diminution of trade with England. The preferential tariff will, it is almost certain, stop this tendency and probably turn the current the other way. But, as the figures are not yet available, it is impossible to speak with absolute certainty. The imports from England, by Canada, during the past five years, before the enactment of the preferential tariff, were as follows:

1893 .....	\$43,148,413
1894 .....	38,717,207
1895 .....	37,131,737
1896 .....	32,979,742
1897 .....	29,412,188

Now, some share of this falling-off must have been due to dry goods, although, as has been said, not a very considerable one, for the reason that in staples England is still supreme. But it is instructive to analyze the returns and note that in all sorts of novelties and special lines, and everything in which ingenuity and skill and the fads of fashion enter, the American manufacturer has greatly increased his sales in this market.

For the purpose of illustrating this I have selected eight or ten lines of dry goods. They were not selected to prove this point, and,

In curtains, as will be seen, the Americans have held their own in spite of the competition of Nottingham and other long-experienced English centres. In small lines of fancy goods, like fringes, beads, etc., it will be noticed that, while the imports both from England and the States diminished, the falling-off was not nearly so marked in the novelties that we get from the States. Then, in men's and women's small furs, made-up, the Americans have steadily increased their trade from \$9,000, in 1893, to nearly double that in the last few years, while the imports from England have dropped one-half. Now, Canadian make-up of furs are not rivaled for skill and cheapness, and, naturally, they will take some of the trade away from England, but it is curious that the Americans, in this line, are not affected so much in the same way.

There is an instructive warning in the line of men's hats and caps. The English manufacturers have made no particular push in this market, relying upon the fame of their names, which is, undoubtedly, very great, as there is a decided preference in this market for an English hat. But, the Americans are never asleep in these matters, and they have much increased their sales in this market, with a result that, while in 1893 the position of affairs was: English hats imported, \$606,000; American hats imported, \$177,000; the condition in 1897 was: English hats imported, \$407,000; American hats imported, \$272,000. Any Canadian hat dealer will tell you that there is nothing wrong with the English hat. Why then the falling off? Simply the superior push

# Has the year 1898 been a profitable one?

We hope so. We enjoy addressing successful business men—they don't stand still—they are progressive, and always endeavor to reach out further.

There are always a few weeks of dull business after the holidays, and it requires special inducements to bring customers to your store.

## PREMIUMS

for cash purchases are the greatest incentive that can be offered; the best merchants in the States employ this system to advantage. There is no sentiment about this—it is a matter of dollars and cents—a money and profit-bringing investment.

We have the goods that will make money for you—our premium plan is not an experiment, but a successful business enterprise.

Don't wait until the dull season is upon you, investigate the premium plan now, and keep your business on a profitable basis all the year around. \* \* \* \* \*

It only costs you one cent to write us a postal card for particulars.

### THE REGENT MFG. CO.

Branch Office,

72 Bay Street, TORONTO.

CHAS. EDWARDS, Manager.

182 and 184 Wabash Ave.

CHICAGO.



*THE hills and dales of historic Nova Scotia, swept by the moistened air of the broad Atlantic, furnish ample pasturage for sheep which produce the most delicately soft, long wools. This pure stock and thirty-two years of unceasing care in manufacturing, coupled with the most modern ideas in machinery and styles, go to make up the now world-famed*

### OXFORD TWEEDS and HOMESPUNS

Hutchison, Nisbet & Auld, Toronto,  
Wholesale Agents.

Made only at OXFORD, N.S., by

OXFORD MFG. CO., Limited.

**COMPETITION IN DRY GOODS—Continued.**

of the Americans. Then, take the case of dress silks in the piece. It is more than probable that these are first imported into the United States and then resold in Canada, and, it would be expected, that the profit of the United States middlemen who would do away with the hope of their being able to work up a trade in dress silks with Canada. The trade, small as it is, has doubled in five years, while the trade with the great English houses has diminished. In hats for millinery purposes, the Americans have also greatly increased their sales.

The figures in detail for 1898 are not yet available. They would show, to some extent, the effects of the preferential tariff. Not to a very marked extent, it is true, because the extra preference only went into force July 1, and the Government year ends June 30, 1898. But even the partial effect of the new tariff would throw some light on the tendency which has been going on for some years to transfer trade from England to Germany and the States, and this tendency the new tariff is almost certain to check if not stop altogether. During the next two years, if Canada continues to expand as it has been doing the past nine or ten months, the English manufacturers and warehousemen will reap a much greater slice of trade than if the old tariff had prevailed, while, if the American Government decide—as it has a perfect right to do—to grant no reciprocity to Canada, it will become the duty of the Canadian Government to enlarge the preference to England, and to cultivate even more progressively a greater direct trade with the Old Country.

Since writing the above, I observe that the totals—though not the details—of our trade up to June 30, 1898, have been published. They show :

Canada sold to the United States in 1898...	\$39,000,000
Canada sold to Great Britain in 1898.....	93,000,000
Canada bought from the United States in 1898	78,000,000
Canada bought from Great Britain in 1898..	32,000,000

This is a most remarkable evidence of disparity in our treatment of the two countries. Probably it affects dry goods less than any other principal branch of trade. But it must affect even them, as I have shown in the cases cited, and an entirely different policy must be inaugurated by Canada unless she is to drift farther away commercially from the Empire of which she forms a part.

E. L. W.

**TRADE LAWS IN GERMANY.**

The Ambassador at Berlin has forwarded to the British Foreign Office a report relating to the publication in the official organ of one of the Prussian Chambers of Commerce of a list of judicial decisions under the law against "unfair competition." Among these are :

A tradesman who advertises "all one price" is bound to sell all his goods at that price; he infringes the law if he charges more. For offering certain goods for sale under cost price in order to attract customers, the court condemned the defendant as being guilty of an offence against the law. Customers have the right to buy goods in any quantity at the price at which they are indicated in the shop windows. To sell at cost price means, according to the Chambers of Commerce, charging customers the price which the seller paid at the factory. If a tradesman advertises "small profits and quick returns," he must be ready to prove the assertion. Views on business paper of factories and showrooms must represent these places as they actually are, as they serve as advertisements. In one case a tradesman was summoned for advertising cheap goods as "unblemished," and prohibited from using that term in the future.

**SPECIAL BARGAINS IN COTTON GOODS.**

S. GREENSHIELDS, SON & CO. report having cleared the entire lot of the following lines the mills had on hand. They are offering these lines to the trade at less than makers' prices : 5,000 pieces printed suitings, 3,000 pieces reversible wrapperettes, 500 pieces cotton eiderdown cloaking, 1,000 pieces standard shirtings in stripes, 6,000 pieces 30-inch flannelettes; also a quantity of cotton dress goods.

S. Greenshields, Son & Co. are offering 125 cases Simpsons' prints in novelties at special prices.

S. Greenshields, Son & Co. have arranged with the makers for 5,000 of their full size Jacquard white quilts. They are offering this line to the trade at 75c. This is the same quality which S. Greenshields, Son & Co. had last season. A great many of their customers repeated this line, but they were unable to fill orders. Also 1,000 dozen diaper towels at an extra cut in price.

**KEEP UP THE MOTION.**

Merchants and manufacturers, in the rush of the tide of a magnificent business era, are liable to rest on their oars and depend on the force acquired from the first wave, to carry them to fortune. It will be wise to remember that motion continues no longer than the time when friction and other resistances combined become equal to the force from which the motion was derived. If the efforts of the last few months have brought orders at a rate that equals the capacity of a factory for production, or of a store for sales, don't imagine that the force can be withdrawn and the rate still be maintained. Motion is not perpetual. A moving body gradually moves more slowly until it stops, after the impulse ceases, and much more exertion is required to set it in motion again than to keep it moving after it is started. Let all remember how hard it was to start this new prosperity, and continue to employ the agencies which helped. Too many orders this month and too few next are not first-rate business. However busy one may be to-day, sound business considerations require that he shall keep in operation the influences for bringing business to-morrow. Those who neglect to apply this rule of action to their affairs, will, a few months hence, have plenty of unwelcome leisure to devote to vain regret.

**THE EATON CO.'S ASSESSMENT.**

The assessment of \$200,000 on personalty, owned by The T. Eaton Co., was confirmed, at Toronto, by decision of Judge McDougall. The Eaton Co. had appealed against the assessment, and were ordered to show their books to the civic officials. The city objected that the information furnished by the company, upon that order, was not sufficient, and the court so held. The appeal was, therefore, dismissed.

**VERY ANNOYING.**

At this season of the year, when there is such a demand for holiday trade, it is very annoying to have goods delayed in transit beyond a reasonable time. Messrs. S. Henderson & Co. report a shipment of "M. & K." silcoton having gone astray, much to their and their customers' inconvenience.

**SEND FOR SAMPLES.**

One of the best corset manufacturers in Great Britain is H. Sherwood, 12 London Wall, E.C., London, Eng., who offers to send samples to readers of THE REVIEW who do a good trade in these lines. They have the reputation of being one of the most perfect-fitting, comfortable and durable corsets on the market.

**365 DAYS IN 1899****NOTHING SHORT**You will find it so with the **Morse & Kaley Goods.****THEY ARE****FULL WEIGHT <sup>AND</sup> FULL LENGTH**

Not 63 Yards on a Spool

(Like some in the Trade).

**BE SURE YOU ASK FOR**

M. &amp; K. Silcoton

M. &amp; K. Knitting Cotton

M. &amp; K. Silcoton Embroidery

M. &amp; K. Turkey-Red Embroidery

Silko

Victoria Crochet Thread, etc., etc.

**NORTH STAR, CRESCENT <sup>AND</sup> PEARL  
COTTON BATTING** Gives you the Best Value Obtainable.

Even the Pearl grade is guaranteed stronger and better adapted to requirements than any grade of any other batting. The above brands are the strongest, handsomest, and most desirable Cotton Bats to be had in the market. 1899 will show improvement in whiteness and quality.

***Nothing..  
Deceptive***

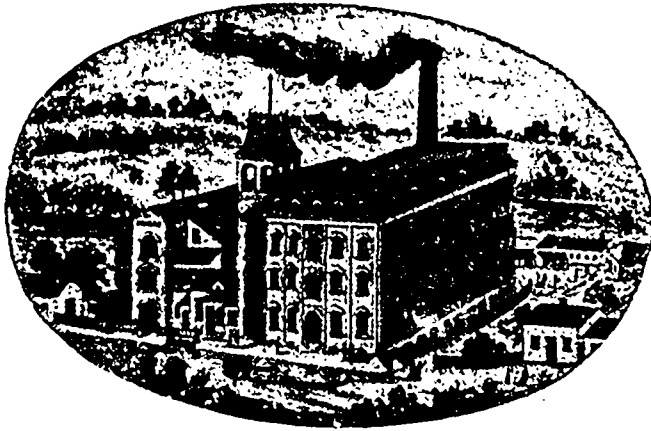
They look well in the roll. They have the strength and qualities required by the consumer after unrolling. They make strong comforters. When you unroll and unfold them you can test the strength and they will not fall apart like other bats which may be offered you. You can't blow them away in a hurry.

**THREE GRADES. THREE PRICES. THE BEST AT THE PRICE.****Robert Henderson & Co.**

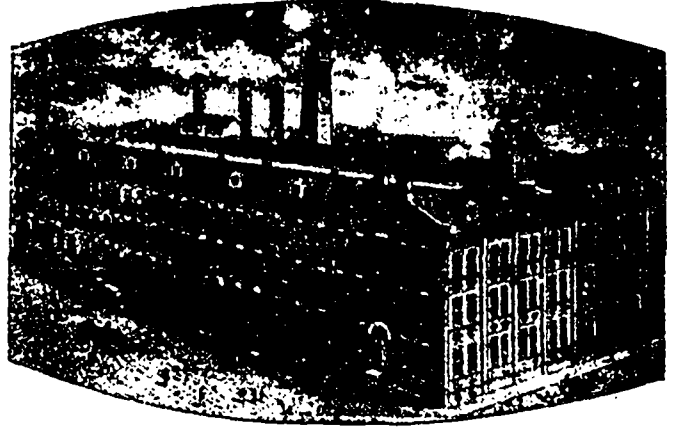
Dry Goods Commission Merchants

181 and 183 McGill Street

**MONTREAL**



MILL NO. 1

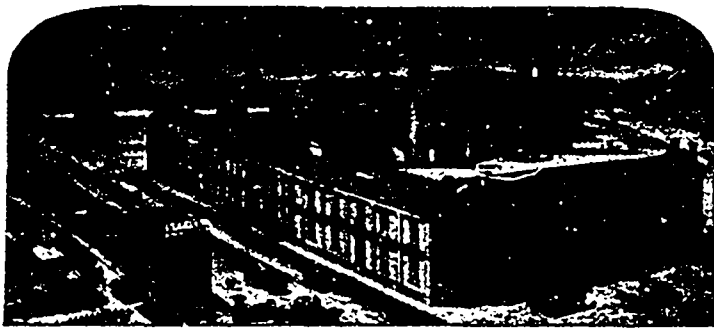


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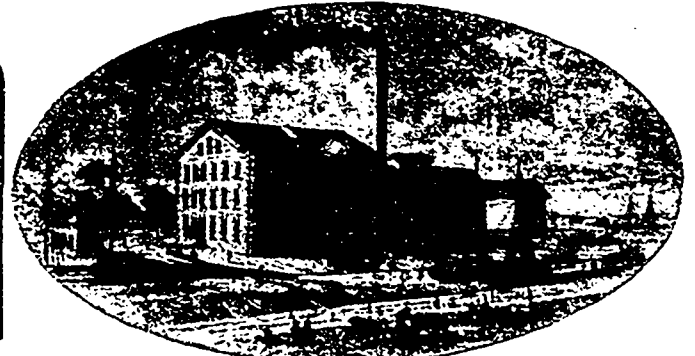
# The Penman Manufacturing Co. Limited

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

Head Office - PARIS, ONT.

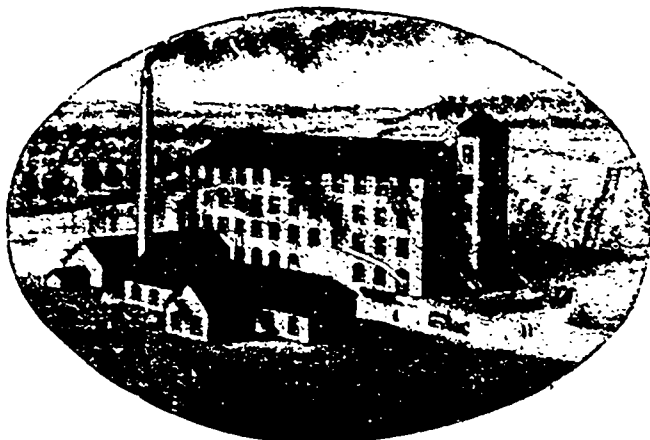


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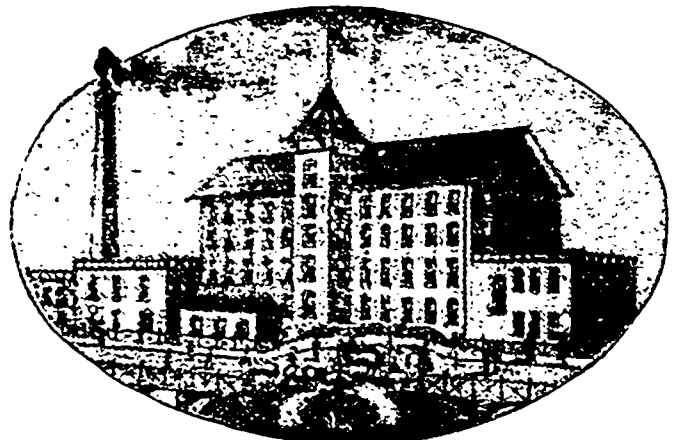


MILL NO. 4

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



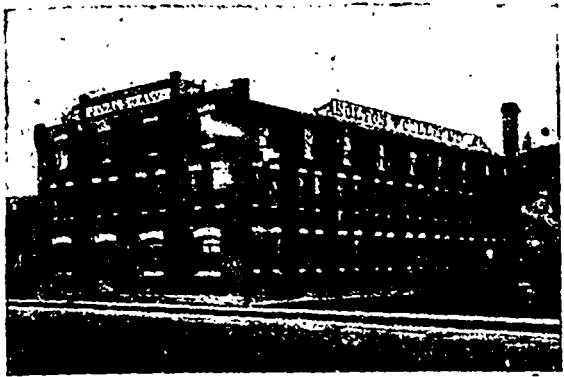
MILL NO. 5



MILL NO. 6

SELLING AGENTS

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



J. WALSHAW

All kinds White and Grey

**BLANKETS**

Write for 1899 Samples.

**BOLTON WOOLLEN MILLS**

Bolton, Ont.

**JOHN FISHER, SON & CO.**

5 Victoria Square.

**MONTREAL**

QUEBEC OFFICE—101 and 103 St. Peter Street.



We are now settled in our new premises, and are carrying a complete stock in all lines.

It would be to the advantage of merchants to see our range before buying elsewhere.



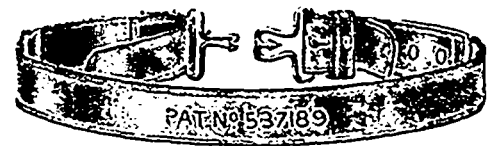
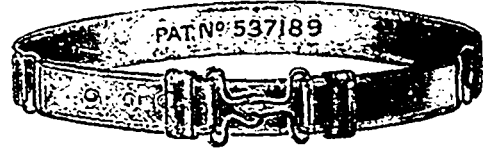
PROMPT ATTENTION GIVEN TO MAIL ORDERS.

**JOHN FISHER, SON & CO.**

**THE P. & P.**



HOOK  
AND  
EYE  
BELT.



Pat. July 27th, 1897.

**SPRING SEASON, 1899**

The P. & P. Hook and Eye Buckle for belts is the only safe device in existence which locks and unlocks instantaneously and simply, and is absolutely, entirely and completely new in every feature, nothing resembling it in the remotest way in a lady's or gentleman's belt having ever before been offered to the trade.

Its construction, though novel, is substantial, and so simple that it requires no explanation as to its workings. Made in all classes of leather and at a range of prices starting from the cheapest to the best.

No buyer can intelligently organize a line of Belts for the **SPRING SEASON** of 1899, without giving this article the strongest consideration.

Canadian Branch in charge of

**MR. F. H. CRAGG**

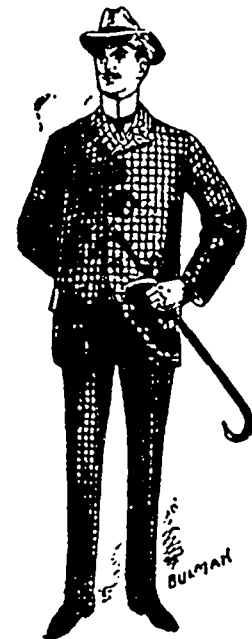
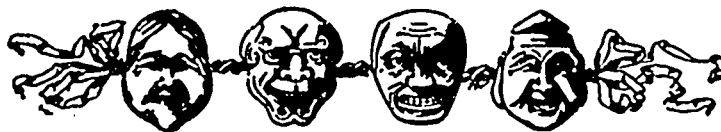
11 and 13 Front St. East.  
TORONTO - ONTARIO

Manufactured exclusively by ...

**SCHEUER & BROTHER**

Cor. Canal and Greene Sts. **NEW YORK CITY, U.S.A.**





# THE RISE OF THE "Ready-to-Wear"

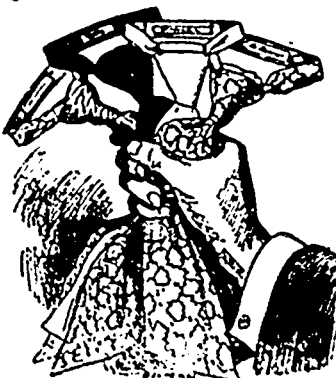
Every clothing man now-a-days is eagerly looking for a chance to decorate his belt with the scalp of a merchant tailor. The time is fast approaching when millionaires will not be the only buyers of "HAND-ME-DOWNS." They will be thought good enough for junior clerks.

We all know that "READY-MADES" are not what they used to be, even in name. The improvement extends right down the line to WORKINGMEN'S GARMENTS. "OVERALLS" have been elevated to "PANTS," "SMOCKS" are now "JACKETS" or "COATS," and it is a hard fact that their make, shape and fit abundantly justify the added dignity of appellation. In all kinds of workingmen's goods we have been gradually CHISELLING DOWN PRICES and urging BETTER VALUES, with results which surprise us, and may surprise you.

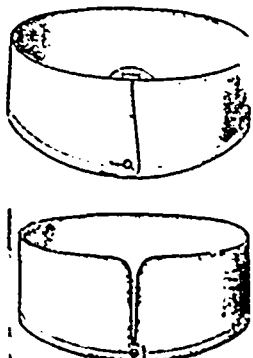
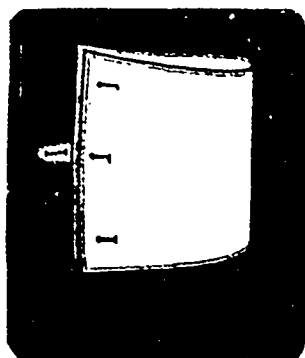
We are not the ONLY ONES handling MEN'S FURNISHINGS in the Northwest, nor have we a monopoly of the "GOOD THINGS," but—we sell men's furnishings ALONE, which means a large stock; we buy them FOR CASH (a very old argument, but one that has lost none of its strength) and we know WHERE and HOW to buy. Does it not appear reasonable to suppose that we can SAVE YOU SOME MONEY? At any rate there is no risk in a trial order.



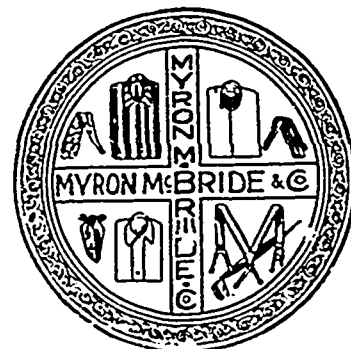
93/13 July 1/99



## SOME SUGGESTIONS



- Neckwear
- Collars and Cuffs
- Mackintoshes
- Gloves and Mitts
- Shirts
- Hosiery
- Suspenders
- Long Sox
- Umbrellas
- Handkerchiefs
- Underwear
- Mufflers
- Moccasins
- Summer Clothing
- Smallwares



Western Canada's  
Leading Wholesale Furnishers

### WINNIPEG.

## Store and Window-Display Fixtures and Railings

of every description in Nickel, Brass or Iron; Showcase Brackets and Stands; Hat, Tie, Collar, Glove, Umbrella and General Display Stands and Fixtures; Track and other Ladders; Gas, Electric and Combination Fixtures; Brass Signs.

Write us for description, designs and prices. Something new in a Cape and Jacket revolving stand.

**CHADWICK BROS.** 187 to 190 King William Street,  
HAMILTON, ONT.

## STAG...



Manufacturers of all kinds

**HAIR CLOTH ORINOLINE  
FRENCH BLACK, BLEACHED AND GREY  
TAILORS' PADDINGS  
FURNITURE SEATING AND COVERING**

## Dominion Hair Cloth Co.

JAMES PRIOR, Prop.

St. Catharines, Ont.



**RIVERDALE WOOLLEN MILLS.**  
ESTABLISHED 1841. REBUILT 1871.

We make all-wool

## UNDERWEAR

for Men and Boys.

... And use nothing but pure wool.

**D. GRAHAM, SONS & CO.**

Inglewood, Ontario.

ADDITION BUILT 1884. FURTHER ADDITION BUILT 1895.

## BEAVER LINE

S.S. GALLIA

Sails from Portland Maine, Dec. 29th, and Halifax, N. S., Dec. 30th, for Liverpool.

First Cabin ..... \$50 to \$55.  
Second Cabin ..... \$35.  
Steerage ..... \$23.50.

This steamer does not carry cattle.

S.S. LAKE ONTARIO

Sails from Norfolk, Va., for Liverpool, about Jan. 9th or 10th.

First Cabin ..... \$50 to \$55.  
Second Cabin ..... \$32.50.  
Steerage ..... \$22.50.

For further particulars as to freight or passage, apply to any agent of the company or to

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

Have you tried  
The "Maple Leaf" Brand  
Woolen Hosiery and Mitts?  
They are sellers—

Our travelers will be on the road shortly with samples, and will be pleased to show them to you.

We make the **BEST FINE GRADES** in the Market.

## SPECIALTIES

Heavy Worsted Goods  
Spliced Knee, Heel and Toe  
Ladies' Fine Hose, Plain and Ribbed  
Fine and Fleoce Lined Mitts  
Bicycle Hose

**GODERICH KNITTING CO.**

Goderich, Ont.

Limited

## Growth Necessitates Removal

Our growing business required larger premises, and we are now located at

**22 Front St. West  
TORONTO**

We will be enabled to show our new Spring stock to better advantage, and hope to see our many friends at our new address.

**PRIME & RANKIN**

Importers and Mill Agents.

## SMILES FOR THE DINNER HOUR.

**MRS. RIFTER:** I ordered some draperies here yesterday, and should like to know if they have been made yet.  
**Floorwalker** (after investigation): No, ma'am, they have not; the salesman said you hadn't been in to change your mind.

**Senior Partner:** That new foreign buyer of ours understands his business. Why, you could ship those goods back to London and sell them at a profit!  
**Junior Partner:** That's a Customs house invoice you are looking at!

He hung up curtains all the day,  
 With whistle and with song,  
 And when his wife came home at night  
 She said they all were wrong.

I see, said Spatts to the dealer, that you advertise \$5 hats for \$4. Yes, sir; shall I show you some? And \$4 hats for \$3? Yes; would you like to look at a \$3 hat? And \$3 hats for \$2? Yes; what is your size, please? And \$2 hats for \$1? Would you like to try on a Derby or a slouch? I'd just like to take a \$1 hat for nothing.

Didn't want Mother-in-Law: John, she said, softly, I've concluded to do without a new hat and send for mother with the money—it won't take much to pay her expenses here. My dear, he cried, excitedly, the idea of you wearing that old bonnet another day is too horrible for me to endure, and I'll never enter this house again until you get a new one. The wife smiled to herself.

**Mrs. Tinkler:** What, been getting yourself another \$8 hat? Charlie, you're too extravagant altogether. **Mr. Tinkler** (penitentially): I'm afraid you're right, and I won't do it again. Truly, I won't. **Mrs. Tinkler** (breaking into tears): And you forgot all about that \$32 bonnet I wanted you to bring home.

**Good Advice:** Mrs. Witherby—I am going to open an account in a dry goods store to day. **Witherby:** Do they know you? **Mrs. Witherby:** No. **Witherby:** Then wear your sealskin.

**Algy:** I only wish my man were here. It's waining so I can't go out. **Wegy:** Why not, old fellow? **Algy:** Why, when I cross the streets I must have some one to hold up my swock coat.

**Head of Firm:** Penwiper, have you been working nights lately? **Penwiper:** Working nights! I should say I had. **Head of Firm:** But the books are behind hand. **Penwiper:** I know it. But we've just had a new arrival at my house.

**Sadie:** Were those last shirts of yours made to order? **Rose:** Yes. Why? **Sadie:** They don't fit very well. **Rose:** They were made to order for my brother.

**Close Merchant:** Yes, sir, I want a new bookkeeper; but you won't do. **Applicant:** May I ask why? **Close Merchant:** You are bald as a billiard-ball, sir. A man with no hair to wipe his pen on will rust out a whole box every week.

## AN ENGLISH VIEW OF IT.

We love our brethren of the United States with a very natural affection, says The English Textile Mercury, but we cannot have them playing the part in Canada which anciently Jacob played with Esau. The manufacturing industries of the States have been very greatly depressed, and those engaged in them have for some time been very anxious to get access to new markets. This is a very laudable desire, but it should be advanced with some regard to a

sense of equity. Canada, being at their door, has long been regarded with acquisitive sentiments, which have been further excited by its recent concession of more favorable terms of importation to the Mother Country than govern those of other countries. Of course, the friendly negotiations, just suspended for a short time, offered a specially favorable opening for attempting to gain free admittance thereto. As we well know, our cousins never miss anything for want of asking for it. This, if we may trust Reuter, they have done, and widespread alarm has been caused among Canadian manufacturers by the proposal that a large list of manufactures shall be admitted free from the United States. British manufactures, under the preferential arrangement, have one-fourth of the duty remitted, while, under the proposed new system, many United States manufactures would be admitted free. This would be a very nice arrangement for the New England manufacturers, but not quite the same for Canadian and British manufacturers, the latter of whom, we suppose, it is designed by the proposers of this resolution, should continue to pay present duties. No, cousins, we are sorry to conclude that the proposal is not quite good enough.

## OPPOSED TO TRADING STAMPS.

**T**HE Halifax city council proposes to levy a license fee of \$600 on trading stamp companies doing business in that town. It is said that this branch of commerce is thriving in the sister city, as it is in many other places. The Sun was examining a trading stamp book the other day, and found that it contained the names of nearly 200 shopkeepers and other business concerns in St. John. All these firms agree to give one stamp to the purchaser of each ten cents worth of goods sold for cash, provided the purchaser asks for them. As the stamps are furnished to the merchants at 50c. per 100, the seller of goods makes a discount of five per cent. If he should make this cash reduction direct to the buyer, the customer would get the whole advantage. But this does not happen. The stamps are redeemed by the stamp company at the price of \$1.75 for the 510 stamps which are required to fill a book. These stamps have cost the grocer, butcher or other dealer \$2.55. When the calculation is worked out, it will be found that the customer gets his goods reduced by 3.43 per cent. of the price, and the trading stamp man gets a commission of 1.57 per cent. on the cash trade of the firms on his list. If the list contains 200 firms it follows that the stampman would get for his total net profits a sum equal to the total cash sales made by three average firms, provided all the cash customers remembered to ask for the stamps. The profits are further augmented by the whole cost to the dealer of all the stamps that are taken from the traders and never redeemed. To fill a book requires cash purchases of \$51 from firms who keep the stamps. Many careless purchasers take the stamps once in a while when they happen to see them, but never fill a book. Thousands of trading stamps must be lost or mislaid, or for other reasons never presented. On all these the stamp company gets a net profit, not of \$1.57, as in the other case, but of \$5 on each \$100 worth of cash business done by the trade. As against this statement the trading stampman may perhaps claim commendation as a means of inducing people to pay cash for their goods. It would be obviously better for the seller to give the customer at once five per cent. in cash instead of in stamps. The Sun threw out this suggestion to a trader the other day. His reply was that the people seemed to prefer the stamps. That is to say, the purchaser would rather get \$1.75, after taking the trouble to save up a book full of stamps, that have \$2.55 in cash without any trouble. If this is so we see no reason why the trading stampman should not have a fair title to recognition as one of the modern agencies which for a cash consideration furnishes innocent enjoyment to the community.—St. John, N. B., Sun.

# Just One Thought

We have prepared for your consideration  
**54** Models of

## Ladies' Wrappers and Tea Gowns

The correctly made and perfect-fitting kind.  
 Don't fail to see our **Cotton Covert Skirt**,  
 No. 508, at \$20.00.

The Maritime Wrapper Co.

J. H. PARKHILL Limited  
 46 Toronto Arcade, Toronto. Woodstock, N.B.

## The Star Whitewear Mfg. Co.



MANUFACTURERS OF—

Ladies' Wrappers, Shirt Waists  
 Children's Wear, Etc.

BERLIN, ONT.

## OXFORD TWEEDS

We believe there is always a demand somewhere for an  
 honestly made article.

Or, this principle nothing tempts us to lower our standard  
 of quality.

We use the best of everything, and plenty of it. Spring  
 styles superb.

Oxford Mfg. Co., Limited, Oxford, Nova Scotia.

# We take this opportunity

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

We have the  
**LARGEST AND  
 BEST EQUIPPED  
 CLOTHING FACTORY**

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

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

Ages 4 to 11, \$2.75 to \$5.00 per doz.

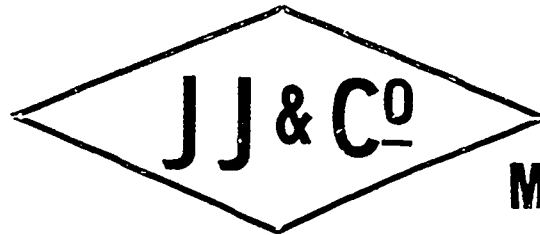
" 12 to 16, \$3.00 to \$6.00 "

Samples submitted free on application.

Clayton & Sons, - Halifax, N.S.

JAS. SLESSOR.

JAS. JOHNSTON.



MONTREAL

# SPRING OF 1899

We are in full swing for the Spring Season of 1899, and our travellers are prepared to show a fuller and better range of samples than ever before.

Every department is now complete, and a look at our samples will convince you that we are in the front rank.

We wish all our friends a Happy and Prosperous New Year, and thank all who have favoured us with a share of their trade.

## Departments

Silks, Ribbons and Trimmings  
 Dress Goods, Plain and Fancy  
 Hosiery, Gloves, and Underwear

Staples of every description  
 Muslins, Laces and Embroideries  
 Smallwares and Haberdashery

**Letter Orders** are specially looked after.

---

# JAMES JOHNSTON & CO.

26 St. Helen Street,


**MONTREAL**



*Red  
Jan 25/99*

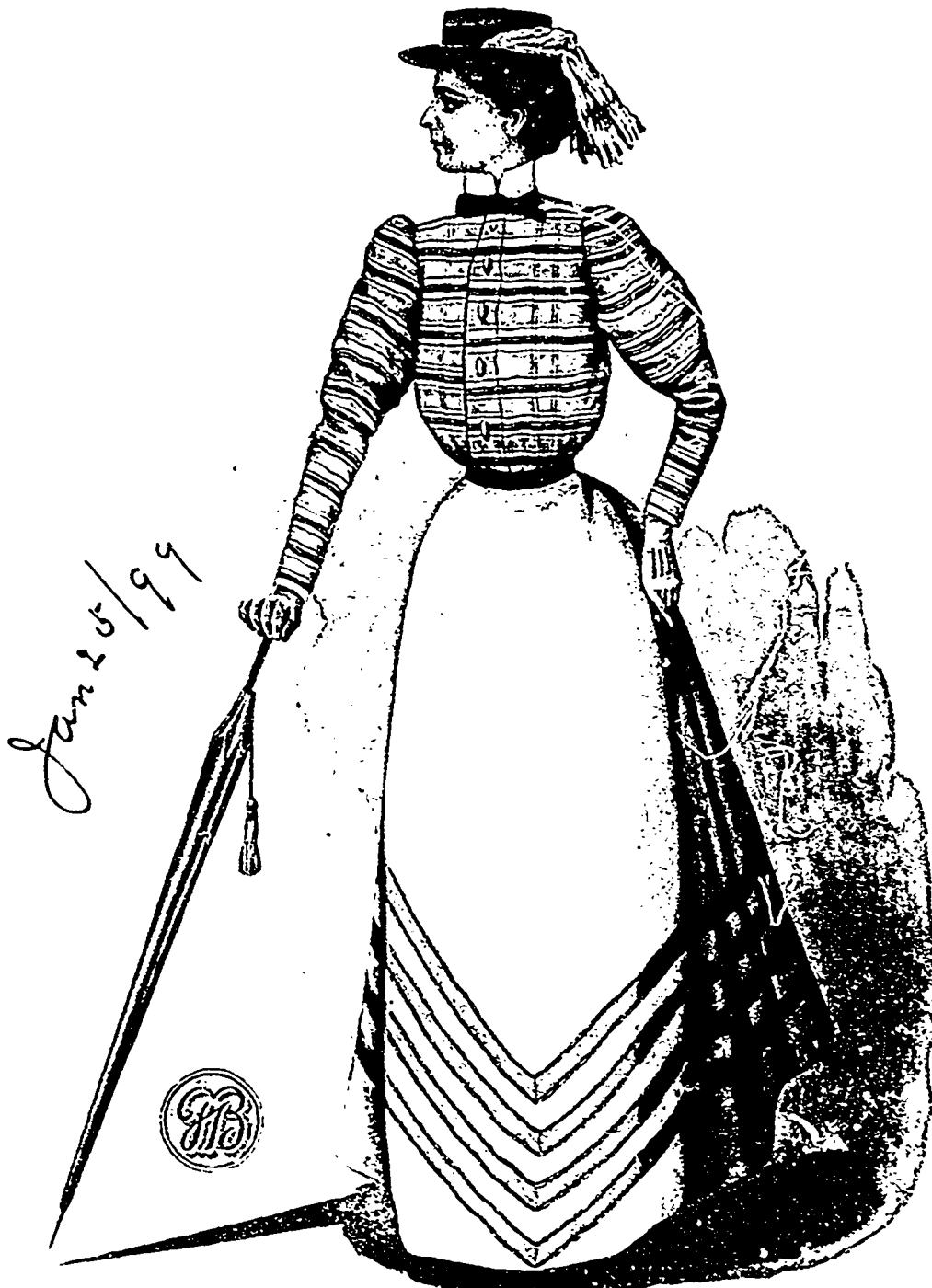


# TOOKE BROS.

**Tailor-Made  
Shirts**

With 1899 improvements.

**MONTREAL**



# TOOKE BROS.

**Blouse  
Department**

**MONTREAL**

Fit, make, and style recognized to be  
the best in the trade . . . . .



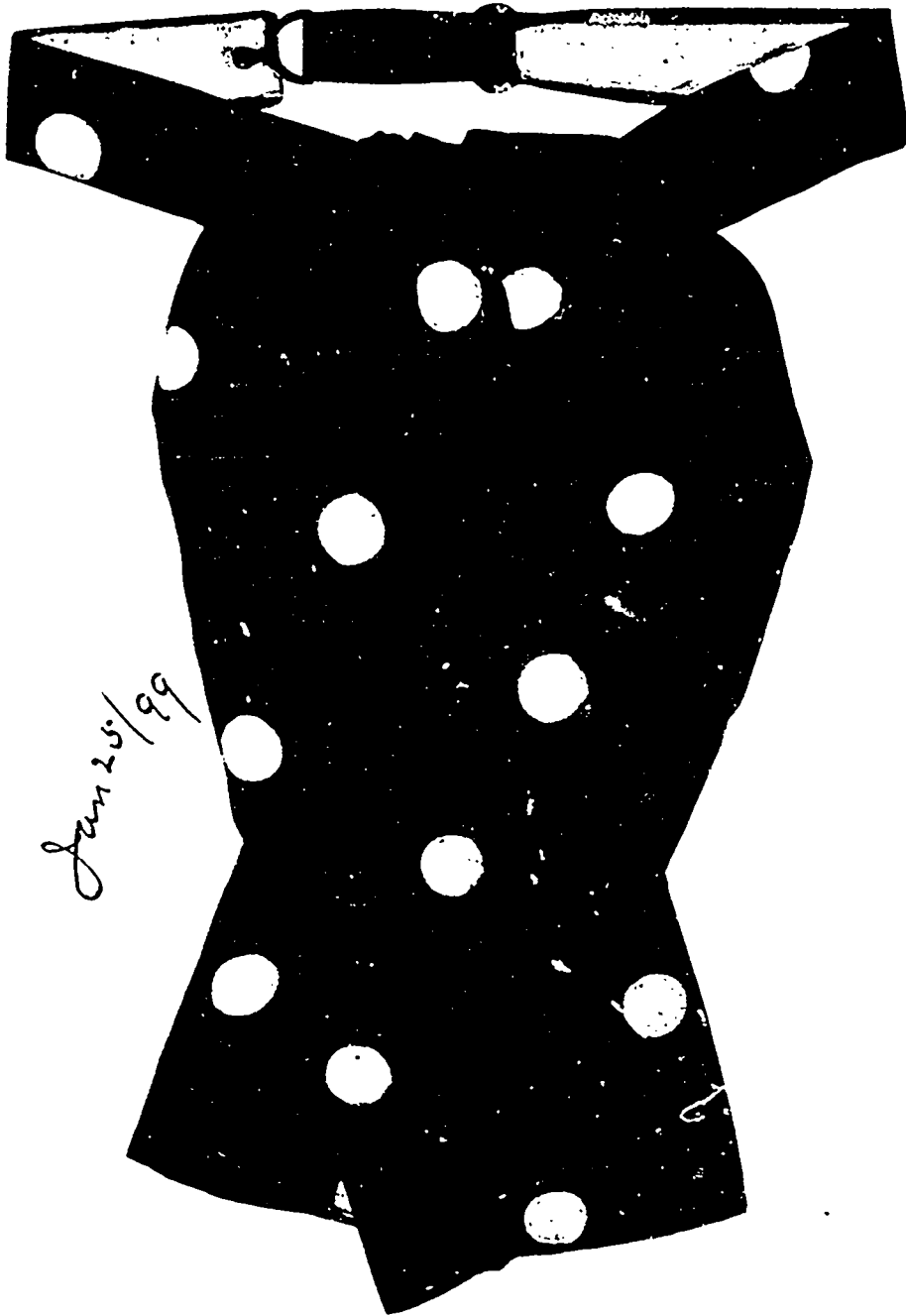
# TOOKE BROS.

**Colored**   
**Shirts**

**MONTREAL**

Made from imported materials only.





THE "MINTO" ASCOT PUFF.  
PATENTED

# TOOKE BROS.

Neckwear

MONTREAL

Original patterns and shapes.

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

Successors to

Limited

**CALDECOTT, BURTON & SPENCE**

P. H. BURTON, President.

**TORONTO**

R. W. SPENCE, Vice-President.

Warehouse, 42 Front Street West. Telephone 137.

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

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

**Cotton Dress Goods**

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

**Tailor Made Dress Skirts—Large Range**

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

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

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

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

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

**Gloves, Hosiery and Underwear**

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

**Works: Liberty St.—King St. West. Building, 216 ft. front, 86 ft. deep.**

Alfred Burton, Manager. Telephone 5291.

**A** LONG with the treatment of Grey goods, we re-dye and re-finish Dress Goods, Cloakings, Coatings, etc., for the Wholesale and Retail trade. We have pleased a great many friends with the excellent way in which we have re-dyed, re-finished and re-made up old unsalable shades and made them new. We have done as much as 8,000 yards for ONE HOUSE this season—a new customer. For obvious reasons we don't mention names, and we request all correspondence on such matters to go DIRECT to the works, Liberty Street. "THE OPEN DOOR" policy prevails at the works. Wholesalers or Retailers, or Canadian Manufacturers, your patronage will be much esteemed.

REGISTERED



TRADE MARK

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

**Registered Trade Mark, as above.**

This Trade Mark means that the goods are

# Salt's Belwarp Cloths

and are made at the famous mills of

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

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

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

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

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

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



## The MacLean Publishing Co., Limited

President, JOHN BAYNE MACLEAN, Montreal.  
Treasurer, HUGH C. MACLEAN, Toronto.

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

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Cable Address: "Adscript," London; "Adscript," Toronto.

### 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, JANUARY, 1899.

**12,000** copies of this issue have been printed and distributed throughout the Provinces of Ontario, Quebec, British Columbia, Manitoba, Nova Scotia, New Brunswick, Prince Edward Island and the Northwest Territories. Copies are also being sent to importers in Great Britain, South Africa, Australia, New Zealand, etc., for the benefit of Canadian exporters.

### OUR SPRING TRADE NUMBER.

**T**HIS, the first number of *THE REVIEW* for 1899, is the Special Spring Trade Edition, and every effort has been made to maintain that high standard in special numbers which *THE REVIEW* has always endeavored to set. The aim of the publishers has been to challenge comparison with the finest trade papers in the world, believing that nothing is too good for the Canadian trade, and that they will appreciate the best work if it is given to them.

No wise man or newspaper pretends to be perfect, but we believe, as regards printing, quality of paper and ink, and reading matter, this number of *THE DRY GOODS REVIEW* need not play second fiddle to any other publication of its class in the world.

The readers of *THE REVIEW* will find some information especially prepared in their interests. The contribution on trade policy for the British Empire gives a lot of facts which will be useful in determining what is likely to be the most important question of a large kind which Canadians, as business men, have ever had to

consider. The articles on the success of Canada as an exporting country, American and English competition in dry goods, on modern store building, etc., all have a present value, while the regular departments are kept up as usual.

Our advertisers are invited to compare the manner in which *THE DRY GOODS REVIEW* presents its advertising matter with the work of the same kind done by other papers. *THE DRY GOODS REVIEW* is never too old to learn, and is constantly buying the newest type, the best ink, and employing the best facilities in order to produce work that is creditable to the country and to the dry goods trade. *THE REVIEW*'s canvassers are at work all the time, from one end of Canada to the other, adding new subscribers and renewing old ones, and the circulation of the paper is an achievement of which we feel proud. It costs money to produce a paper of this kind, and, now that the Dominion Government have imposed a postage rate of  $\frac{1}{4}$ c. per lb., and, later on  $\frac{1}{2}$ c. per lb., on newspapers, the expense of issuing *THE REVIEW* is, we regret to say, very considerably increased. But the only way to make the paper of value to advertisers and readers is to spare no expense, and, at all hazards, the standard of *THE REVIEW* during 1899 will be fully maintained in every particular.

The trade of Canada promises to be even more prosperous during this year than during 1898, and, in wishing our readers a Happy New Year, there is a strong certainty that the wish will be realized as the months go on.

### THE DUTIES ON COTTONS, SHIRTS, ETC.

We agree with Mr. Bertram, M.P., of Toronto, that stability in the tariff is a good thing. We also agree with him that tariff tinkering is bad. But, when he went on to tell the electors of Centre Toronto the other day that the tariff to-day was not perfect, does he not open the door to a reasonable demand that where changes are necessary they shall be made? Otherwise, permanence might mean permanent injury.

We can see no virtue whatsoever in mere resistance to tariff changes, provided tariff changes are admitted to be necessary. Surely, that is sound business sense. It is when a Government keeps on making changes at the beck and call of this industry or that, that the tariff gets into inextricable confusion. The complaint made against the Foster tariff was that it was dictated by manufacturers in their own interests. First, a revision was announced in Parliament in 1894. Then, shortly after, the Government turned round and revised the revision, in some cases evidently to please certain interests. This course destroyed confidence in their whole tariff policy. It was one of the causes which led to the overthrow of the late Ministry in 1896.

Now, the present Ministers need not repeat the errors of their predecessors. But, having admitted that the duties on shirts and collars are not satisfactory, a readjustment should be made. There is no justice in leaving the duties on cottons high, and the duties on made-up cottons low.

A failure to get a wide measure of reciprocity at Washington may necessitate tariff changes in Canada at an early date. That would be a good time, when other necessary modifications are being proposed, to equalize the cotton and shirt duties.

## THE VIEW OF BUSINESS MEN.

AS far as inquiry can show, the view of business men is that Sir W. Laurier and the other Canadian Commissioners at Washington should make no serious concessions to secure a treaty. Apparently, there is nothing Canada wants that the United States will give us, so the best thing the Government can do is to take the sense of the electors on what our tariff policy towards the States should be, and at once put it in force.

We have heard, during the past few weeks, any number of opinions expressed by commercial men on this subject, and they all say that, as the United States do not care a rap about this country, and uniformly keep a hostile tariff toward Canada, our tariff toward them should be based exactly on the lines they follow.

The present conditions are absurdly unequal.

The figures for 1898 have just been added up. Canada bought \$78,000,000 worth from the United States, admitting \$40,000,000 of it free of duty. The United States only bought \$40,000,000 worth from Canada, and on most of it heavy duties were levied.

In 1898, Great Britain purchased \$93,000,000 worth from Canada, while we only bought \$32,000,000 worth from her in return.

These conditions, business men inform THE REVIEW, clearly enough indicate the Government's duty. Our policy, they say, should be more favorable to Great Britain even than it is, and the country will authorize, if consulted, higher duties on United States products and lower duties on English goods. The commercial interests in the States have done their best for reciprocal trade, but the scheming politicians at Washington have proved too much for them. So be it!

Now, on the other hand, if our Government make a number of concessions to the States—abandoning the Behring sea fisheries, opening the canals free to war vessels, wiping out the duty on soft coal, etc.—and receive in return no adequate compensations, we believe there will burst forth in Canada such a storm of indignation as the country has not seen since the Washington Treaty of 1871. The Government will not be able to force such a treaty through both houses of Parliament.

The Ministers, therefore, if our information regarding commercial opinion be well founded, will act a wise part in signing no treaty at all, but, appealing to the Canadian people for support, will receive it without stint or hesitation.

## BUSINESS AND POLITICS.

If any one wishes to see a perfect illustration of what THE REVIEW has been saying about business and politics, let him consult the Halifax papers. The Opposition papers in Halifax declare that the present Government are neglecting the interests of that port and favoring St. John, N.B. The Government papers deny it, and retort that the late Government persistently neglected Halifax. In St. John, the Government press laud Mr. Blair for his influence in building up St. John, and the Opposition press think he does not do enough. And so on, and so forth.

The chances are that the Government are trying to deal fairly with both cities, and, that if politics could be left out of the question, some valuable suggestions could be made from both sides in the interest of the two cities. In the prosperity of them both, as the

winter ports of Canada, the rest of the country has a deep interest, and we can see no earthly good in this continual dragging up of political issues on a subject that ought to be purely commercial.

As long as our merchants allow themselves to be appealed to in the interest of one party or the other for the benefit of a few office-holding politicians, this kind of thing will continue.

## THE DRY GOODS TRADE.

THE wholesale dry goods associations in Montreal and Toronto are highly respectable bodies. Influential men compose them. When they speak, as organized bodies, they should be listened to. But are they?

They are much exercised over a Customs case, and the Toronto association has passed earnest resolutions of appeal to the Government, while the Montreal body has not been idle either. But we do not find that the earth trembles, or the Ministers lose a wink of sleep. The politicians have gone through all this before. They know that politics and business are twin children. They look over the membership of the dry goods associations, and they feel tolerably certain that the Grit members thereof will continue to vote Grit, and the Tory members to vote Tory. They are not afraid of any upheaval, or earthquake, or cyclone over any matter of business, because, from past experience, they are justified in thinking that the dry goods merchants will walk up to the polls with the meekness of little lambs, and mark their ballots exactly in accordance with previous (known) convictions.

As to the case in question, we make no comments. It is sub judice. Of the rights and wrongs of it we know nothing. We assume that the case will be settled with justice to all concerned. But the drygoodsmen are uneasy, and the resolution of the Toronto members, particularly, betrays an anguish of mind and a yearning after the unattainable that are truly impressive. But the Ottawa Ministers know these worthy gentlemen well, and are aware that though they talk business they do not mean business.

What happened in the controversy over insolvency? The Government simply snapped their fingers at the business men. It was politely done, of course, but it was done. And, if there is anything more dead and buried than the Insolvency Bill, we would like to be informed of it. The members of the Government are not fools, but shrewd, capable politicians who know a thing or two.

If the dry goods associations, or any other business organizations, want a bill or reform carried, let them do this: Draw up a paper with their request clearly stated; let all the members—10, 20, 30 or 50 in number, as the case may be—sign it; send two of their number to Ottawa with authority to say: "We want this done, and, if it isn't done, the 20, 30 or 50 men on this list are pledged to vote and work against the Government at next election." Then you would see the Ministers tumble over one another to carry the bill.

But, feeling that the appeals, and anger and protests of business men are largely stage-thunder, the Government, with an audacity which we admire, and a knowledge of human nature which is absolutely correct, will go on mending the fences for another election, will continue to draw the official salaries, and appoint their relatives to nice places in the public service. That is what they are there for.

**COMPETITION IN RUBBER COATS.**

THE liquidation of a large American company, who had manufactured a cheap grade of mackintosh, and the consequent sale of quantities of proofed cloth at about half its actual value, has introduced an element of competition into this market that is making things warm for the local manufacturers. The imports of rubber coats from the United States last year were enormous, and were confined almost entirely to low-grade goods.

The American trade had already been sickened of cheap shoddy garments, and the makers of the poorer class of rubber coats turned to Canada as a convenient dumping-ground. The low rate at which their cloth was purchased enabled them to undersell the home-made article, and to practically monopolize the market. The Canadian manufacturers say they are prepared to meet the competition with the present duty of 35 per cent. if the goods are entered at their true value. They contend that the coats are sold here at less than the actual cost of production, and, therefore, the invoice price is not their "fair market value." It has been proved that the coats which sold for \$3.25 in January last, and paid duty on that amount, now sell for \$1.10 and pay duty accordingly. Which, they ask, is the real value?

The Customs authorities, when appealed to, express a willingness to help if it can be proved that the garments sell at a higher price in the country of production. As they have no sale there it is impossible to procure the proof. This would seem to be a peculiar state of affairs. To the lay mind the authority given by the Customs Act (46 V., C. 12, S. 29) is sufficient to enable the appraiser to raise the value to what he believes to be correct without reference to anyone.

While the Department is deciding what shall be done the industry is being practically ruined. Factories which were paying from \$100 to \$500 per week in wages are now paying from \$50 to \$200. The discharged employes have been compelled to emigrate to the United States. This is only another case of lack of business sense in the handling of a very simple tariff problem.

**CIVILITY IN TRADE.**

We do not know that the manners of people are any worse than they used to be. Sometimes it looks as if they were, and that our vaunted public school system does not inculcate (when boys are young), a knowledge of how much conduct and manner influence their after lives.

At any rate, THE REVIEW often hears complaints of people in various branches of trade. For example: It is sometimes said, but not very often, that merchants are not always as civil to commercial travelers as they might be. But is it certain that the retailer is the only sinner? Are the wholesale houses always courteous and civil to the representatives of manufacturers and others who sell to them? Is it not a fact that incivility is just as often shown by those in the wholesale trade as those in the retail trade, with far less

excuse, because the retail merchant is harrassed every hour of his life by the stupidity, ill-temper and the unfairness of the general public. All sorts of people come into a retail store during the day, and if the merchant's temper is short at times it is small wonder.

From a pretty extensive experience in Canadian city and country stores we believe the standard of civility is high. In any event those who complain about incivility in others should be careful to consider whether they themselves are not tarred with the same stick.

**LATEST ADVICES AS TO COLOR, HATS, ETC.**

THE latest report of what color is to be worn next Spring has just come from Paris.

For trimming and all fancy effects, such as stock collars, etc., petunia pink from deepest to palest shades will be first in the ranks; Moss green is also to be the correct color, and these two make a happy combination. Deep moss green to pale will be worn.

For dress goods in silk, cloth, etc., many new shades of "Platim," the gray of the season are to be seen, also stain gray. These with greens and a few mauves will be called for.

Some advance numbers of Spring headgear are just making their appearance. The sailor holds its place, as usual. Smart, straight-brimmed, with medium crown, they appear in white, black, navy blue and brown. Most of them have a colored ribbon; some are plain. The sailor with the rolled brim is also out, and is suitable for misses' wear. These also come in all shades. A pretty sailor is shown, very light in weight, the same shape as those first mentioned, and composed of pale green and white straw, mixed, in smooth finish, and with a green band. This is perfectly new, and very smart.

For the third season, violets are in again. They are always favorites, and will be worn as much as ever this Spring. The fury of color, however, will not obtain, and hats, toques, etc., will be all of one color, though everything points to brilliancy.

**A COMMERCIAL FESTIVAL.**

E. O. Etienne, a salesman in one of the big retail dry goods stores in Montreal, is trying to organize a "Nineteenth Century Commercial Festival," to be held in that city next summer. His idea is to have a three days' celebration to commemorate the commercial progress of the Province of Quebec during the present century. The festival would be given under the auspices of merchants in every branch of trade. The employes would also have a voice in the management of the affair. Mr. Etienne proposes inviting a number of distinguished men to be present, including the members of the Provincial and Dominion Parliaments, boards of trade, city and town councils throughout Canada, as well as many prominent foreigners.

He believes that it would do much to awaken both Canadians and outsiders to the growth and commercial prosperity of Quebec. He is endeavoring to form merchants' and clerks' committees to work up the scheme.

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

**THE VALUE OF GOODS EXPORTED.**

**T**HIS is an age of advertising in trade. It is a race for first place; one continual competition. This being so with individual merchants it is just the same with the country. If Canada wants to go ahead it must advertise itself. No use in waiting until justice and time induce foreign nations to recognize our merits. We must ourselves make Canada known to the world.

The cause of these observations is a reference which is made by the writer of a special article in a previous page of this issue. In dealing with the export trade of Canada he states that Canada does not get credit for the total export trade it does, because there are shortages in the official figures. Somewhat struck with this statement, THE REVIEW has made some inquiries of a high authority in the Customs Department. This authority said that exporters were careless about reporting goods to the Customs shipped to other countries. The Customs Act provides a penalty of \$200 for failure on the part of an exporter to report the shipment to the Customs, but he never heard of anyone being fined or taken to task for such omissions. The Act says that the export entry is to be made at the Customs house nearest to the place of origin or at the frontier. But shippers are often ignorant of this and the collectors at frontier ports are not likely to bother about it.

In the matter of ocean shipments, via Montreal, everything is entered, because the captain of a ship is compelled to present the Customs authority with a manifest showing every item of cargo on board. The ship cannot leave port till this has been checked, and an export entry made for every shipment. But, in the case of goods going by rail to the United States, or for shipment abroad, via New York, there is a danger that goods are sent away without any return being shown in the official reports.

There is, no doubt, something wrong with the present system. The system followed in Great Britain is to have all the entries made at certain frontier ports or shipping-centres. This, if followed in Canada, would at once prevent the duplication which sometimes takes place, and also the omissions which we know are taking place every year now. We allude to the matter for the reason that Canada should get credit for every bit of foreign trade she does.

If our readers will take the trouble to read the article in question, which appears on page 15 of the present number, they will see how important it is that our ability to export almost every kind of manufactured goods (in some of which we excel every country in the world), should be known on official authority.

This would help Canada in the eyes of people abroad. It would give them a better idea of us. There are people in Europe who think we live in wigwams, and that bears are still shot in the streets of Toronto and Montreal. The idea that this is a region of perpetual snow has also been propagated by the appearance of a great many ice pictures, which have done the reputation of Canada a great deal of mischief.

Canadians do not want to boast too much, but they want the truth known; and the only way in which to counteract some misapprehensions is to spread the real facts out on the official record.

**CHANGE IT THIS YEAR.**

The agitation which took place two months ago against the holding of Thanksgiving Day so late in the season had no result-

Doubtless it began too late to affect the policy of the Government, which was already fixed for last year. During the coming year, however, we trust that the commercial community will make its voice heard in ample time to have a more suitable date selected by the Government.

It was generally admitted that while Thanksgiving Day this year was a fine day, it was altogether too cold and quite unsuited to our Dominion as a whole. THE DRY GOODS REVIEW will be glad during the year to do its part in raising the discussion and bringing the matter before the Government.

A correspondent makes a rather good suggestion in this connection: How would it do," he says, "to have November 9 made a permanent Thanksgiving Day, it being the Prince of Wales' birthday?" The suggestion is well worth consideration.

**RETURNING GOODS, ETC.**

**A** COMPLAINT which is continually made to THE REVIEW relates to the old subject of returning goods. On the one hand the retailer complains that goods are sent him which he never ordered. On the other hand the wholesale house will declare that retailers make complaints on the slimmest grounds. How are we to determine who is really to blame in these matters? The fairest way of deciding is this: Does a house treat you fairly well; is it honest and considerate in its dealings with you? If, generally speaking, you find this to be the case, why on earth are you so small minded as to carp and criticize at every detail when they are trying to meet your wishes in filling orders?

A merchant will sometimes complain for a very small reason. Some people are so particular that if one number in a line of goods is sent instead of another they will probably send along a protest, although, if the house chose to alter the number, the retailer could not tell the difference, the goods being identical in every particular. To make a complaint in such a case indicates a small mind. As we have said, if the house you buy from is an honorable concern you should not be quick to impute unfairness without good reason.

In the same way, we think the wholesale house should act with scrupulous care in filling orders, and we cannot help thinking that if the employes of every concern were instructed to be absolutely correct in every particular in filling orders, there would be less cause for complaint from both seller and buyer.

**BUSINESS MAN VERSUS LAWYER.**

In Hamilton, a business man and a lawyer contested the mayoralty, and some remarks were made upon the advisability of choosing a practical man rather than a professional man. One of the Hamilton papers thought it had struck a great argument when it said that the lawyer was a commercial lawyer, and that business men usually sought the advice of lawyers when they were involved in difficulties.

But the point of the whole discussion is that the lawyer regards all public affairs from a professional standpoint. He cannot get the business man's standpoint at all, and half the cumbrous machinery of the law, and the heavy expenses of litigation, are all due to lawyers, who cannot see that a plain, businesslike system, with no unnecessary waste of time and money, is the best system for us. We would not advise any municipality, except under most extraordinary circumstances, to vote for a lawyer.

# Knox, Morgan & Co.

Wholesale  
Dry Goods

HAMILTON, ONT.

1899 SPRING 1899

SAMPLES OF SPRING IMPORTATIONS  
NOW ON THE ROAD.

WE SEND OUR TRAVELLERS OUT WITH MORE THAN  
USUAL CONFIDENCE THIS SEASON.

EVERY DEPARTMENT IS SHOWING ENTIRELY NEW  
AND LARGELY INCREASED RANGES OF GOODS.

- Prints.** Of English, American, and Canadian manufacture are uniformly attractive. We hold an enviable reputation in this department.
- White Goods.** Piques, Bedford Cords and Ducks will be in great demand the coming season. . . . .
- Ginghams.** Large assortment—prices 4½ to 15c. Buy them now—will be scarce later on.
- Gents' Furnishings.** We are paying particular attention to this branch of our business. Sales have increased 50% during the past season. Some special makes in **OVERALLS** entirely confined.
- Hosiery.** Ladies' Black Plain Cotton 45c. up to \$3.00  
Ribbed Black—see our R 50 biggest seller in the market. Cashmere—bought before the advance took place. Our values, from \$2.25 up, will be found right.
- Curtains.** Swiss, \$2.25 to \$4.25 per pair.  
British, 19c. to \$3.75 per pair.  
Chenille and Damask, \$2.25 and \$3.00, are special.
- Laces and Embroideries.** A larger showing than last year.
- Blouses.** At \$4.50, \$4.75, \$6.50, \$7.00, and \$9.00—all newest styles.
- Wrappers and Ladies' Skirts.** Many good lines at popular prices.
- Dress Goods.** All the newest and most popular and stylish ideas in English, German, and French effects, plain and fancy. We have no goods carried over.
- Staple Department.** We have every line that is worth buying in Shirtings, Cottonades, Flannelettes, Apron Ginghams, etc. Prices lower than last season's.

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**LETTER ORDERS** always have our best attention.



## FEATURES OF SPRING TRADE.

S. GREENSHIELDS, SON & CO.

**S.** GREENSHIELDS, SON & CO.'S range of samples of new Spring veilings, chiffons and laces, is now complete, and amongst these they show several novelties in gauze niche veilings, applique veilings, and beautiful designs in fancy chiffons. In laces, they show the very latest patterns in fine valenciennes, maltese, cluny, plauen guipure, and Spanish laces.

In Swiss embroideries, flouncings and alluers, they show a large and beautiful range. The new shifli sets and matches are very effective, and cheap at the same time. They have secured a large quantity, and goods will be delivered at once. They also have cleared a large lot of 27 inch and 45-inch flounces, which they are selling at very low prices.

The firm are showing a full range of cotton, lisle, silk and cashmere hosiery, and, also, lisle, taffeta and silk gloves. In these goods they have all the latest novelties and special job lines.

S. Greenshields, Son & Co. are continually adding to their muslin department, and they show a splendid range for Spring, especially in Swiss goods. They have bought out a manufacturer's stock of white Swiss spot muslins, and are now offering them at very low prices. They also show special values in Victoria lawns, apron muslins and India linens.

For immediate delivery, a complete range of cotton and silk nets and mechiins is shown; also, three special lines of 27-inch white bretonne net, point d'esprit, which are very much in demand.

JAMES JOHNSTON & CO.

James Johnston & Co. are showing a beautiful range of cashmere linens, for which they expect a very great demand this coming season. Their staple department was never in better shape than now, and prices are greatly in favor of the buyer. The firm report a very great demand for all kinds of plain, fancy and tubular braids. They have a complete stock in blacks, colors and fancy, including black and white, and a variety of drawing braids.

They have just received a beautiful assortment of all the latest novelties in chiffons, different widths, in plain and fancies, a nice line of ladies' fancy Windsor scarves, and an endless variety of handkerchiefs, in all styles, Swiss embroidered silk, lawn and linen; a beautiful assortment of veilings, in all the newest designs; a full range of ladies' belts; a great variety of ladies and gentlemen's ties and bows; a splendid assortment of all kinds and descriptions of laces, valenciennes, torchon, duchesse, seville, chantilly, in black and cream. Special value in lace curtains, and an exceptionally good range of fancy muslins piques, parasols, etc.

Their range of ribbons is now complete in all lines of blacks and colors, glaces, failles, peau de soies, double satin and moire. A fine range of sash ribbons in moire, plain and checked, and an endless variety of baby and drawing ribbons. They have a range of black and colored gimps, jets, sequins, braid effects, and white and fancy pearl trimmings.

James Johnston & Co.'s smallware and notion department is showing a larger variety than ever. Every season brings along new lines in the notion trade, and they are always up-to-date with the latest novelties. Their range in belt pins, belt buckles and beiting combs, side combs and empire combs, shirt waist sets, in pearl and fancy trimming buckles, in jet, steel and pearl, is large, and a complete range of prices in black cashmere and fancy knitted gloves are in stock. They have just put to stock a full range of the

celebrated lockstitch ribbed cashmere hose, all sizes and prices. They are showing the most complete range of fabric gloves, in all the leading shades, and their values are unsurpassed.

The silk department is now complete with all the latest novelties, as well as the regular staple lines. They have a splendid range of prices in black broche velours, satin de lion, peau de soie, failles, grosgrains, merves, surahs, and taffetas; also, a beautiful range of blouse silks in taffetaline, shot glace broches, checks, and stripes and a great variety of patterns and prices.

FINLEY, SMITH & CO.

Finley, Smith & Co. are showing for the Spring trade a larger range than ever of tweed and worsted suitings and trouserings. Their Spring orders are already far in advance of those of last season, and they feel warranted in expecting a still further increase in their business next year.

Nothing is so unsatisfactory as a poor serge. The well-known brands "Trafalgar," "Britannia," and "Royal Navy" are absolutely fast and thoroughly reliable in every respect.

JAMES CRISTINE & CO.

The output of James Cristine & Co.'s hat factory for the coming season bids fair to be much larger than ever before. They make a specialty of high grade worsted hats, which are having an enormous sale. Samples and prices can be procured on application.

James Cristine & Co. report an increasing demand for Cooksey & Co.'s celebrated fur felt hats.

TAILOR-MADE GARMENTS, DRAPERIES, ETC.

The enormous demand last season for wash suits, and the great success of the better class of goods, principally bought in New York, has developed the manufacture of the same in Canada. Boulter & Stewart, who are always to the front with new styles, have made arrangements with a New York cutter, and, this season, are turning out wash suits in every style shown by New York houses, perfect fit being guaranteed. The new "Dart" sleeve is to be the correct thing in this class of goods, and this is now shown by Boulter & Stewart, who are showing some thirty designs in costumes.

Filled muslin curtains in pretty designs, all colors, are in great demand, also the more staple lines of white spotted muslins. The new Madras striped curtains also are well worthy of consideration. Boulter & Stewart have now put in machinery for making filled muslin curtains in Canada, and these are now offered at very much lower prices than the imported lines. They also have all the new things in piece muslins, silkalines, art denims, art tickings, etc., and report large sales for the cheaper lines of denims. A call at their warehouse will be both interesting and profitable.

The latest in the waist line this year is the adjustable front waist, made in two pieces in front and can be worn either tight or Russian style in front, the great point being that it can be made to suit the figure when putting on, either to suit very stout or very thin persons. Boulter & Stewart report very large sales in this make of waist, and it is a leading feature, and necessary for all up-to-date departments for next season's trade.

The silk ribbon sash belt has been a large seller this season and prospects are will sell even larger for Spring trade. Leather belts, with double-clasp enamel buckles with fancy designs, are also to be largely used. Boulter & Stewart have a large staff working on sash belts and show twenty-five styles from \$2.25 up, also everything new in leather.

Spring   
Announcement

**DON'T BUY  
TRASH**



By purchasing the "**BEAVER BRAND**" mackintosh,  
manufactured solely by

**The Beaver Rubber Clothing Co.  
of Montreal**

who guarantee that it is **absolutely waterproof**,  
and that it will **never harden**, you get an article  
that will establish your reputation and satisfy the  
most fastidious customer. . . . .

**If any of our coats are not as  
represented, we will gladly refund  
the purchase money !!**

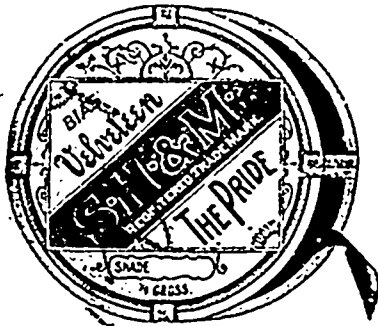
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**THE BEAVER RUBBER CLOTHING CO.**

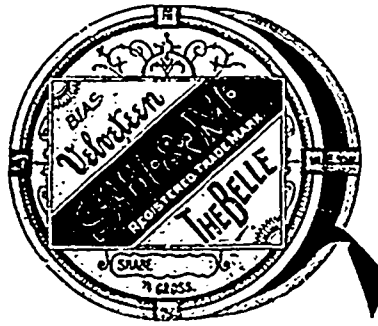
Cheapest and best in the trade.  
Correspondence Solicited.

 **MONTREAL.**

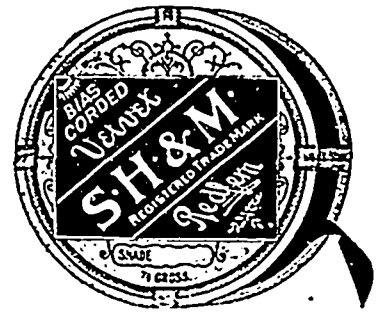
# S·H· & M· Bias Velveteen Skirt Bindings.



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



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



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

Also S. H. & M. Waterproof Cord Edge.

There is both pleasure and profit in selling a good thing. A thoroughly good thing is "S.H.&M." We create the demand. You supply it. No other skirt binding is so widely known.

S·H· & M· stamped on the back of every yard.



## "S.H.&M." BIAS BRUSH EDGE SKIRT BINDING

(Patent applied for.)

Decidedly the best and easiest selling brush edge skirt binding ever put on the market. Its three special features are: An indestructible wearing edge, a rich and elegant facing, and a natural curve, conforming perfectly to the shape of any skirt.

Following also carried in stock:

"AMAZON" BRUSH EDGE SKIRT PROTECTOR (Hercules Heading)  
(Patented April 12, 1898.)

"LIBERTY" BRUSH EDGE SKIRT PROTECTOR.

and a line of low-priced Velveteen Binding.

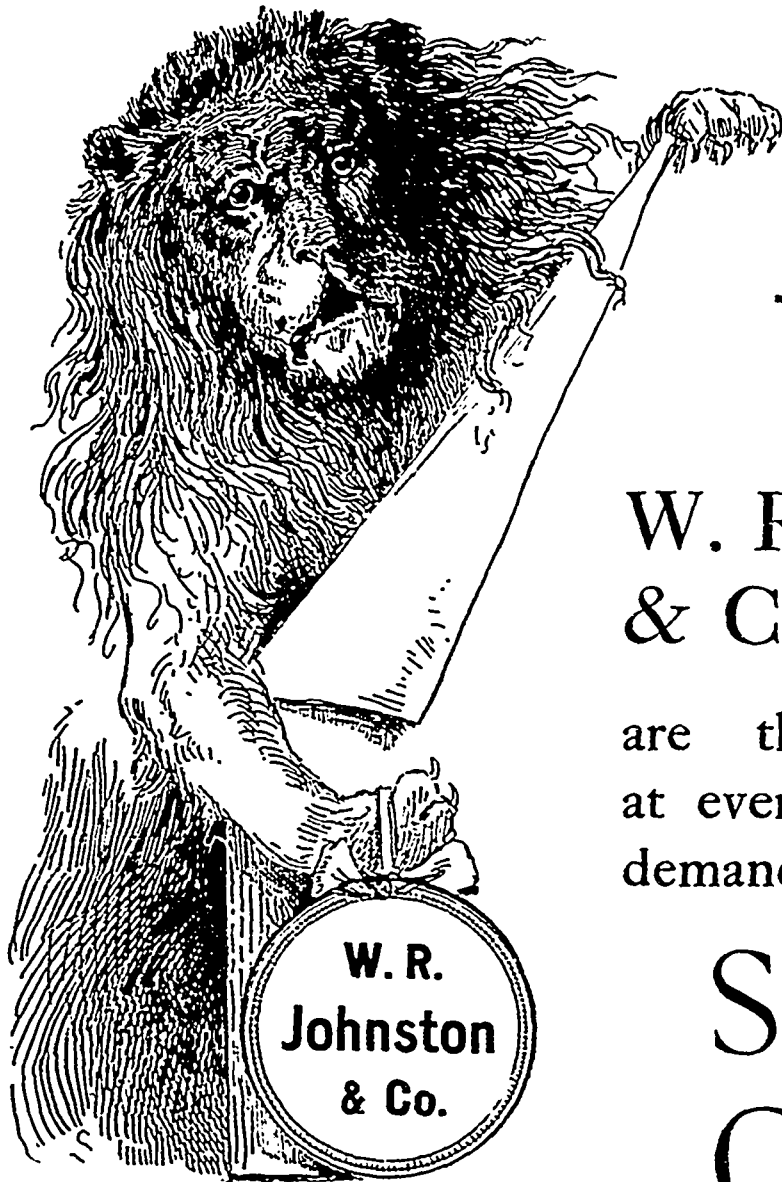
Samples and Shade Cards with Prices mailed on application.

## THE STEWART, HOWE & MAY CO.

Originators and Manufacturers of Bias Velveteen and Other Skirt Bindings.

24 Front Street West, TORONTO, ONT.

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



THE "OPEN DOOR"!

W. R. Johnston  
& Co.

are thoroughly equipped  
at every point to meet the  
demand for ...

Spring  
Clothing,

able to cope with their steadily increasing business,  
and assure merchants favoring them with their  
confidence that orders will be executed promptly  
and accurately.

**W. R. JOHNSTON & CO.**

Clothing  
Manufacturers,

**TORONTO**

# OIL CLOTHS

SPRING SEASON 1899

## The Dominion Oil Cloth Company

In offering our productions to the Trade for the coming season, we confidently believe that they will be found to embrace all the most attractive colorings, together with the most artistic and original designs, and cordially invite your inspection.

### Floor and Canvas Stair Oil Cloth

A variety of the most select designs are now offered—in 3 different qualities—produced by modern and up-to-date machinery. (We offer these goods after careful preparation, and assure the Trade that the designs, quality and price of these grades will command the attention of all buyers.)

### Table, Shelf and Cotton Stair Oil Cloth

The sale of our product in these lines has made our name famous for these goods. Our new sample book contains a selection of pretty and original patterns; these goods have long been noted as thoroughly reliable.

### Enamelled and Leather Cloths

The most substantial and best finished Enamels on the market; recommended to the trade as being, without doubt, second to none as regards price, quality and finish.

Our goods are handled by all the Wholesale  
Dry Goods Houses.

Offices and Works, Cor. St. Catherine and Parthenais Sts. **MONTREAL.**

1878  
XX

# TWENTY YEARS

1898  
XX

We have just completed our 20th year of business in the Great Canadian West, and are pleased to say it has been the largest and most successful since our Establishment.

This has been accomplished by careful and diligent attention to the wants of our customers, and we extend our hearty thanks for the confidence and support given us, and will earnestly endeavor to maintain the same cordial relations existing heretofore.

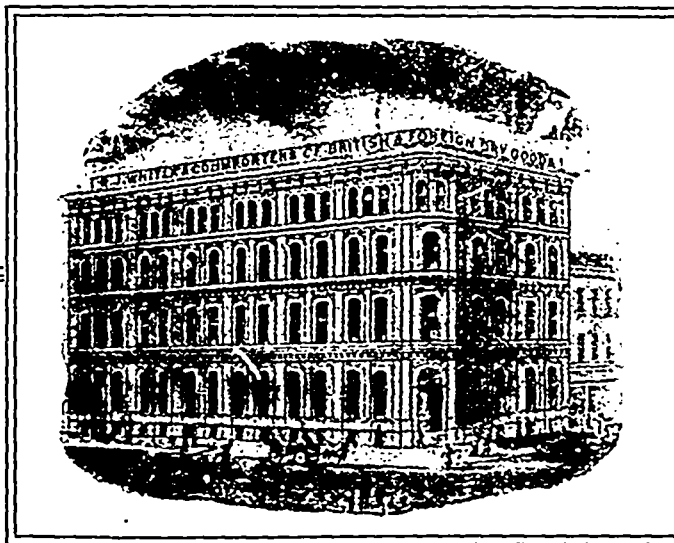
We start out on the New Year with a great many advantages which we expect will make the next TWO DECADES even better than the last.

Knowing intimately the state of the country and the requirements of the Trade, we have collected for . . . .

## SPRING 1899

THE BEST GOODS  
TO BE FOUND IN THE  
WORLD.

Our buyers have done well, and among our samples, now in the hands of our Travellers, will be found the newest and nicest goods made, representing



## 5 Great Departments

1. Foreign and Domestic Staples.
2. Dress Goods and Tailors' Woollens.
3. Hosiery and Smallwares.
4. Men's Furnishings.
5. Carpets and Housefurnishings.

DO NOT FORGET—Filling Letter Orders Carefully is a strong feature of our business.

*Wishing all a  
Happy and Prosperous New Year.*

# R. J. WHITLA & CO., Winnipeg

## Carpets, Curtains and Upholstery.

### BOKHARA AND PERSIAN RUGS.

**B**OKHARA, or Khiva rugs, better known in the Orient as Turkomans, rank among the finest rugs of the East. The colors used in them are few, chiefly various shades of maroon, red, and blue, interwoven with a creamy white. The pattern is also quite uniform, consisting almost invariably of a many-angled conventional figure, often repeated in the centre, surrounded by a border somewhat similar, but in smaller designs. But the variety of combinations that are evolved out of this pattern is infinite. When one sees one of these Turkoman rugs, it appears as if he had seen them all, and that no two are alike, either in design or quality. The durability of these rugs is marvelous. They were not made originally for the market, but for the use of the tribes themselves, and are intended for portieres of tents and to throw over temporary divans. One may sometimes see rugs of this class 50 to 70 years old, that have been in constant use by some pastoral clan, and are still not only in excellent condition, but have acquired a velvety softness and a certain indescribable peach bloom or sheen. There are no rugs of the East that give more permanent pleasures to the artistic eye than those of the nomads of Turkestan.

The famed carpets and rugs of Daghestan are made in the Caucasus, and derive their name from the Province of Daghestan, on the shores of the Caspian. It is quite likely that many rugs sold as Daghestan are Persian. In point of fact, Daghestan belonged at one time to the Persian Empire, and there is little difference between the rugs of the two regions. The pile is closer, perhaps, in the average Daghestan rug than in most Persian rugs, and the surface is rich and smooth, but the general style is similar. The loose ends of the work of the Daghestan rug are often twisted into a handsome fringe. One of the finest of Oriental rugs is that of Samarcand. The pile is rich and heavy, soft as silk, and the prevailing tone-ground is a golden brown or mellow gray.

There is reason to believe that carpets, in part or wholly of silk, were at one time common in Persia. We know that the use of silk was well understood in that country long before Justinian caused it to be introduced into Europe. But carpets wholly of that material have for some time been only rarely made in the East, excepting in Cashmere and other parts of Northern India. Just now there seems, however, to be a revival of the silk rug for the benefit of foreign markets. Of course, such silk rugs are very costly. There is one before the famous Peacock Throne at Teheran, embroidered with gems and pearls. It was formerly quite common to weave gold and silver thread in Persian and Chinese carpets.

### AN EMPEROR IN A RUG FACTORY.

On the recent visit of the German Emperor and Empress to Constantinople, they were taken out by special train to The Imperial Rug Factory at Herke. The Emperor and Empress remained an hour at the factory, examining everything. They showed the greatest kindness to the work girls, and made inquiries of them regarding their work and mode of life at the factory. Just before the departure of their Majesties the manager begged the Emperor to accept as a memento of his visit a magnificent carpet which the Sultan had much pleasure in offering to the German monarch. The carpet is intended for the hall of the palace in Berlin where the colors of the bodyguard and the models of the German warships are kept. The Emperor in accepting the present asked for a list of

the girls who had been employed in making the carpet, and announced that to each of them his Majesty will give a dowry on her marriage. Three small carpets of great beauty were also presented to the Empress. After inspecting the factory the Emperor and Empress were invited to lunch

in a kiosk specially built on the seashore to receive them. The building was in Oriental style, and the furniture was almost exclusively manufactured at Hereke. The guests were 60 in number. Before lunch the Emperor telegraphed to the Sultan his acknowledgments for the reception he had met with at Hereke, and for the pleasure which his Majesty and the Empress had derived from their visit.

### REDYEING OF WORN CARPETS.

Among the many things that are dyed are carpets, those thus treated including moquettes, axminsters, brussels and ingrains. Ingrains, however, are more often cleaned only. Carpets are dyed, as many other things are, because they have become worn or faded. They may be dyed of almost any color, though the color they will take will, of course, depends somewhat upon the original hue. Carpets that are dyed are more often dyed of a solid color, but they are sometimes so dyed as to show the original figure with more or less distinctness, of course, not in its original colors, but in its outlines, the form of the figure showing in a darker tint of the same color as the surrounding body.

### A NEW CARPET BEATER.

A New York man has invented a new carpet beater. This carpet beater consists of a handle having a cylindrical section provided with longitudinal grooves in opposing faces, the grooves having inclined lower faces. The portions of a rattan bow engage with the grooved surfaces of the handle extension. Clamping-sleeves conforming with the shape of the extension of the handle, and with the outer formation of the members of the bow, are also provided. These sleeves receive the members of the bow, and are passed over the extension portion of the handle. By this means, the members of the bow will be subjected to a wedge-like action to clamp them firmly to the handle extension, thus providing a secure fastening for the rattan.

### THE ENGLISH CARPET INDUSTRY.

A Philadelphia manufacturer, recently traveling in England, had to say the following, to *The American Carpet Journal*, regarding the carpet trade in that country:

"One individual told me, in conversation, that the carpet industries of Kidderminster had been 'knocked out by the Americans.' On cross-examination he was unable to definitely state when, where or how, and I have not been able to corroborate his statement.

"To my knowledge, there has been no considerable importation of English carpets into the United States for many, many years, even under the lower duties imposed by the Wilson Bill, and I do not find any vast quantity of American carpets swamping the merchants and monopolizing the trade on this side.

"Perhaps it is the Canadian market that has been lost. I know that they are building up good sized plants over the border, and are using tons and tons of best 'all wool' super yarn, which is supplied by the philanthropic spinners of Philadelphia at from 5c. per pound up.

"My observations here, up-to-date, lead me to believe that, as a rule, where people cannot afford or do not care to use a good pile carpet, they put down an oilcloth or go without a floor covering. Plain weave goods, such as ingrains, are met with very infrequently. I went through a large stock in the west end recently,

# WILLIAM AGNEW & Co.

305 St. James Street — MONTREAL.

Our Specialties are:

## Dress Goods, Silks and Henriettas

In order to test the value of "The Dry Goods Review" as an advertising medium, we make the following special offer to the readers of the Spring Trade Number for 1899 :

*We will ship per express, charges prepaid, to any merchant east of Winnipeg or west of Halifax, inclusive, C.O.D., with privilege of examination, one or more pieces of our special line of A85 Black Velour Finish Henrietta, 17 twills, 38 inches wide, at 36c. per yard nett.*

This offer is only good for thirty days from date of publication of "The Review," and while the limited stock on hand lasts.

**William Agnew & Co.** - - - **305 St. James Street, Montreal.**

LEATHER BRACES *return* AND LEATHER BELTS.

**GLOVES**

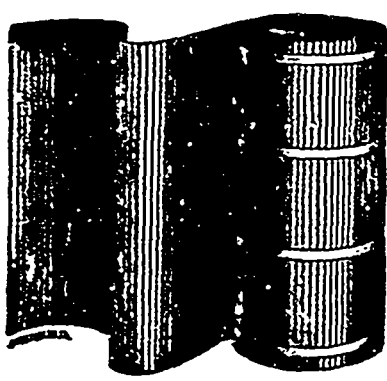
SPECIAL RAILROAD and MINERS' GLOVES

FINEST and BEST in MOCHA and NAPA BUCK, Etc.

Full Lined

**W. J. CHAPMAN - WINGHAM**

## The Folded Paper Carpet Lining



ALL PAPER AND A YARD WIDE ✽ IT HAS NO EQUAL

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

No house is completely furnished without this lining beneath the carpet

**STAIR PADS**

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

We are the sole manufacturers for Canada. Send for sample. For sale by best Carpet Dealers. If your dealer will not supply you, it can be ordered direct from the factory.

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





**CARPETS, CURTAINS, ETC.—Continued.**

and found no 4-4 ingrains. They had a few art squares, extra super quality, which they were retailing at less than 60c. per square yard, but I could not learn what they cost them. After these goods came some very heavy and thick art squares, plain weave, and a few stair carpets to match, but they told me the sale was slow. Then came body brussels and wiltons, and so on into oriental rugs. Some of the Persian or imitation rugs have a pile at least an inch deep."

**TARIFF DISPUTE OVER MERCERIZED FABRICS.**

The brilliancy of a mercerized cotton fabric is due to the contraction of the fibres under the influence of caustic soda, which tends to convert the naturally flat cotton fibre into a round fibre, lustrous and transparent as a glass tube. Two conditions are necessary to enable the full effect of the mercerization to be developed and the lustre to become durable—viz, the yarn must be first treated with a caustic alkali, which causes it to swell up laterally and to contract longitudinally, and must be then subjected to certain methods of treatment—principally stretching and washings—intended to impart the lustre imperfectly produced by the operation of mercerization alone. The conditions requisite for dyeing the new material thus formed are to some extent special and require to be studied.

The mercerizing process is not only used in the manufacture of cotton goods, but its field has been extended into important lines of mixed fabrics. Worsted and mercerized cotton in combination are being worked at Lawrence, Mass., and other points with gratifying results, and very good accounts are given of its reception by the trade. If, as it seems probable, this process can thus be brought into successful use in so many varied lines of the textile fabrics, it would be difficult to foretell its ultimate effect on the textile trade in general.—American Carpet Trade Review.

**TWO MILLIONAIRE OILCLOTH MEN.**

Lord Ashton, the millionaire manufacturer, who, as Mr. Williamson, M.P., was created a peer in 1895, lives a quiet and secluded life at Rylands, his home at Lancaster. In addition, he owns Ashton Hall, near at hand, a former residence of the Dukes of Hamilton, and a month ago he bought Ellet Hall, another mansion, within three or four miles of Lancaster. Lord Ashton's father was one of three or four Lancaster men who first realized the possibilities of oilcloth and linoleum, and it was he who founded the colossal business of which his son is now the head, and which finds employment for nearly 4,000 Lancaster workpeople. The present peer has a keen grasp of business affairs, and still retains an active oversight of the fortunes of his great firm.

In London, he and Lady Ashton live during the season at their fine house in Prince's Gate, which has been the scene of some brilliant social gatherings. Lady Ashton is a handsome and stately woman, and a capital hostess. There is no son, so that Lord Ashton's immense wealth will descend to his eldest daughter, the Hon. Ella Williamson, who is generally described in the papers as the wealthiest heiress in Great Britain. Lord Ashton has all his life been very generous, and the town of Lancaster has considerably benefited by his prosperity.

Probably there is no man living in England to-day who has given so much money away for charitable and philanthropic purposes. One anecdote will illustrate at once his generosity and his hatred of anything like snobbish class distinctions. When he was High Sheriff of Lancashire he gave a lunch party to 10,000 people. It was represented to him that a distinction should be made between the drinks of the swells and the rank and file. Workmen, said these advisers, would be quite well satisfied with beer; the champagne should be reserved for the elect. Lord Ashton would hear

none of it, every man at his table, gentle or simple, peer or artisan, had as much champagne as he wanted. This was public hospitality; few people are ever told anything of what Lord Ashton does in private. He is secretive in his charity—hating publicity. Few people, for instance, know that at one election he paid the expenses of every candidate in Lancashire on the Liberal side who required such assistance. Altogether, I believe I should not be exaggerating if I said that Lord Ashton has spent half a million of money in philanthropic work. Such public spirit fully entitled him to the peerage which he received at the hands of his party.

Strangely enough, the only other prominent Lancastrian now living, Sir Thomas Storey, also made a fortune out of oilcloth and linoleum. Like Lord Ashton's father, he commenced in a small way, but between them the two firms have now almost a monopoly of this particular trade. Both, too, have treated the town generously, for if Lord Ashton and his father presented the inhabitants with a public park, Sir Thomas Storey gave them a handsome public library and technical institute. Sir Thomas, unfortunately, has been seriously ill for some time past, and doubts are held of his ultimate recovery. He has been mayor of the borough three times, and, like Lord Ashton, he has also occupied the position of High Sheriff of the county. A small town like Lancaster has been fortunate in having two such sons.

The Guelph Carpet Mills Co. has been incorporated in Ontario, with a capital stock of \$40,000, to manufacture carpets, furniture coverings and curtains. The directors are: Robert Dodds, R. E. McPherson, George McPherson and Christian Kloefer, of Guelph.

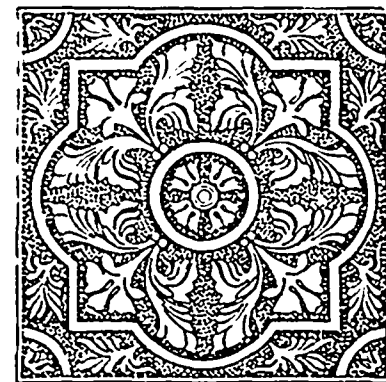
The Merchant Tailors' Manufacturing Co., of Toronto, Limited, has been incorporated, with a capital stock of \$10,000, to manufacture and sell clothing. The directors include James R. Marshall, Andrew M. Hobberlin and James E. Austen.

**Permanent Beauty**

Isn't that what you want in your interior finish?

Then use our

**Metallic  
Ceilings  
and  
Walls.**



Sample Design, Plate No. 220.

With them cracks and dropping plaster are impossible—they can be easily cleaned—are fireproof—easy to apply—and strictly sanitary.

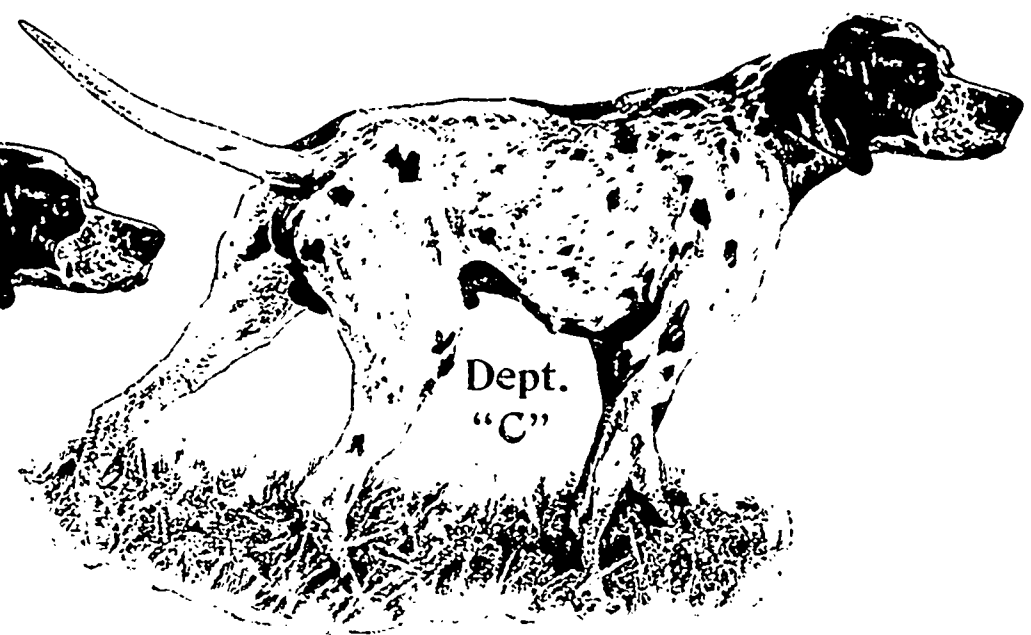
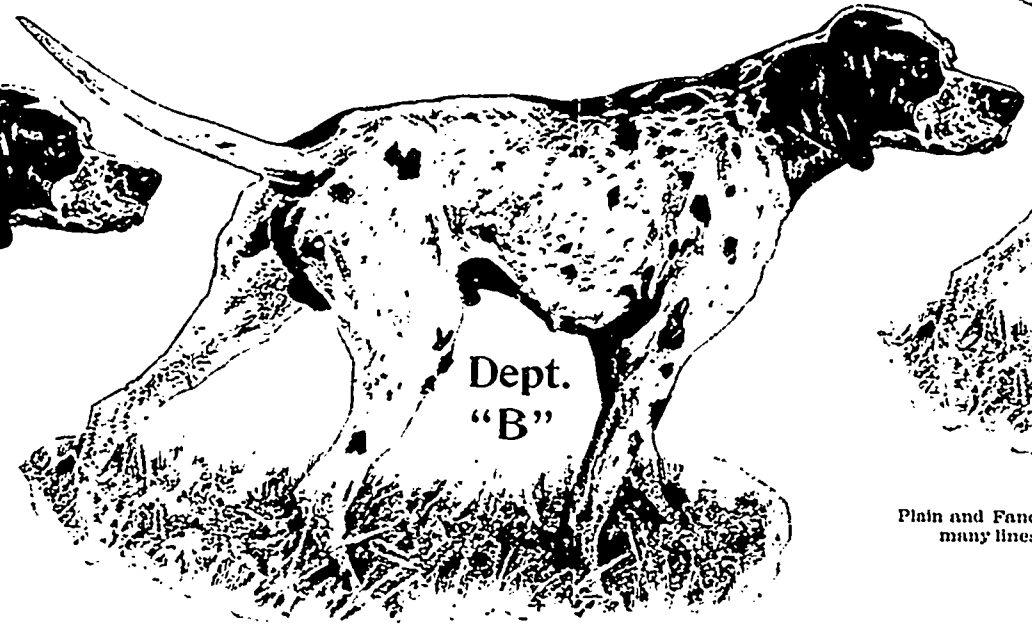
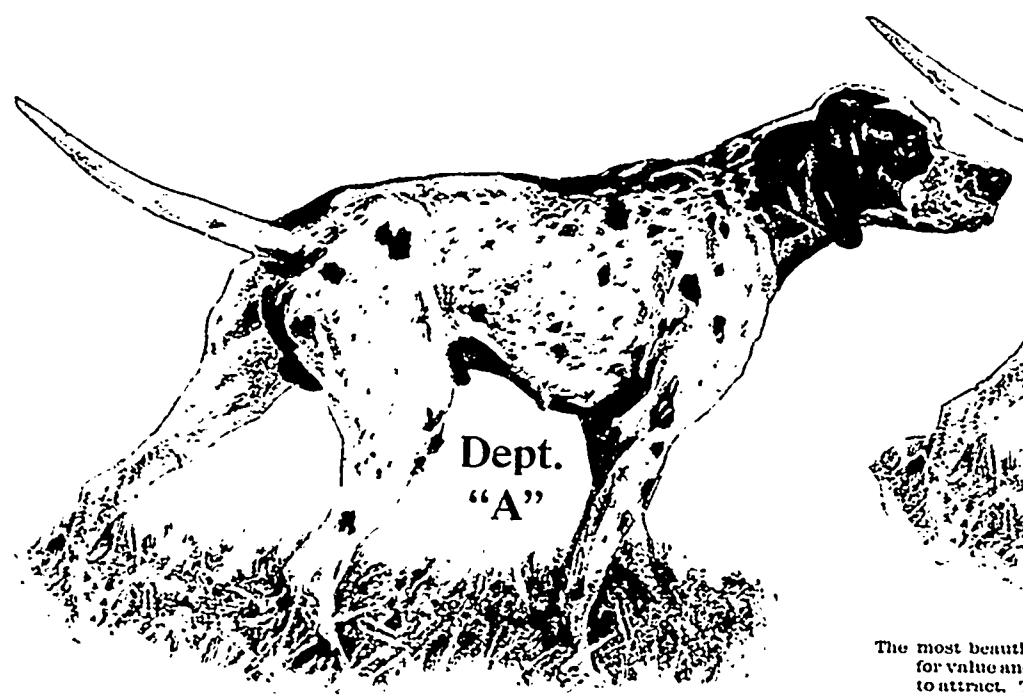
Send us an outline showing the shape and measurements of your walls and ceilings and get an estimate.

Prices are pleasingly moderate.

**Metallic Roofing Co., Limited**

1176 King St. West, TORONTO.

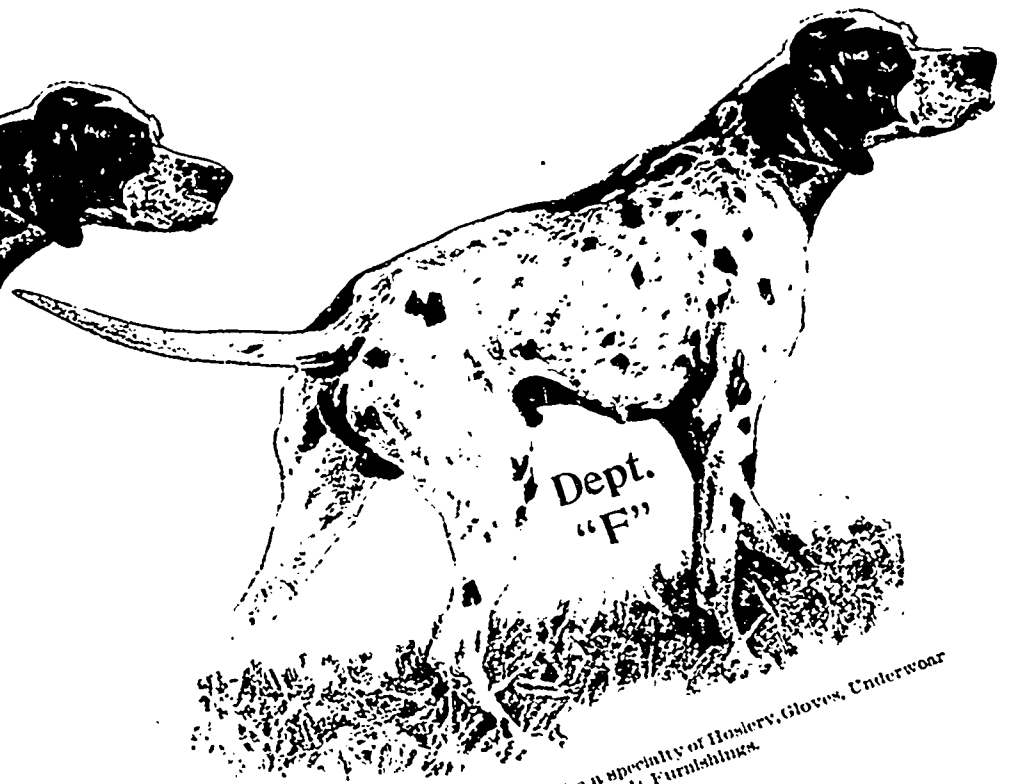
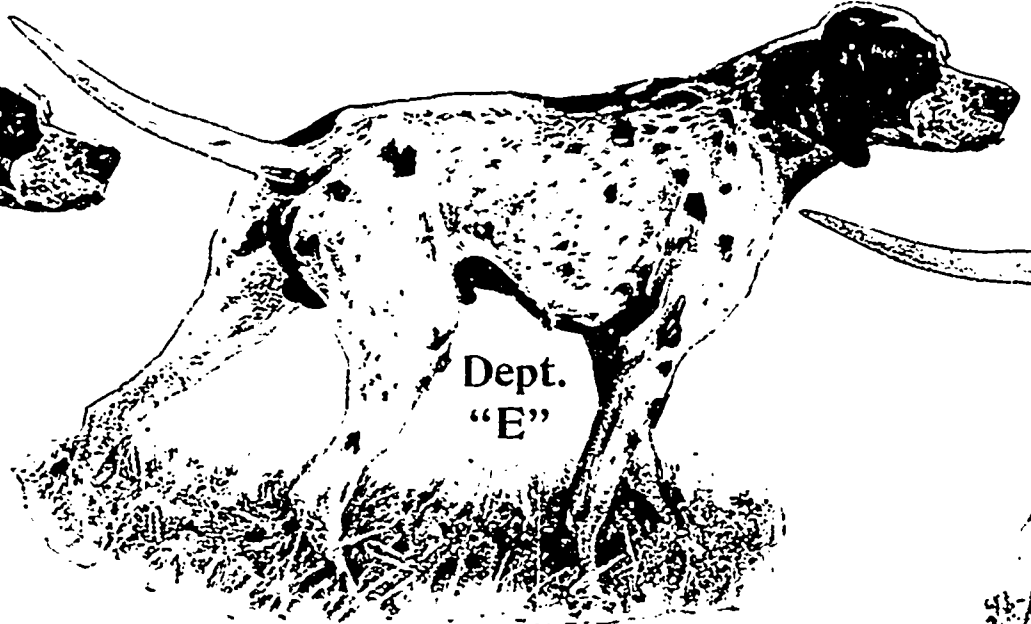
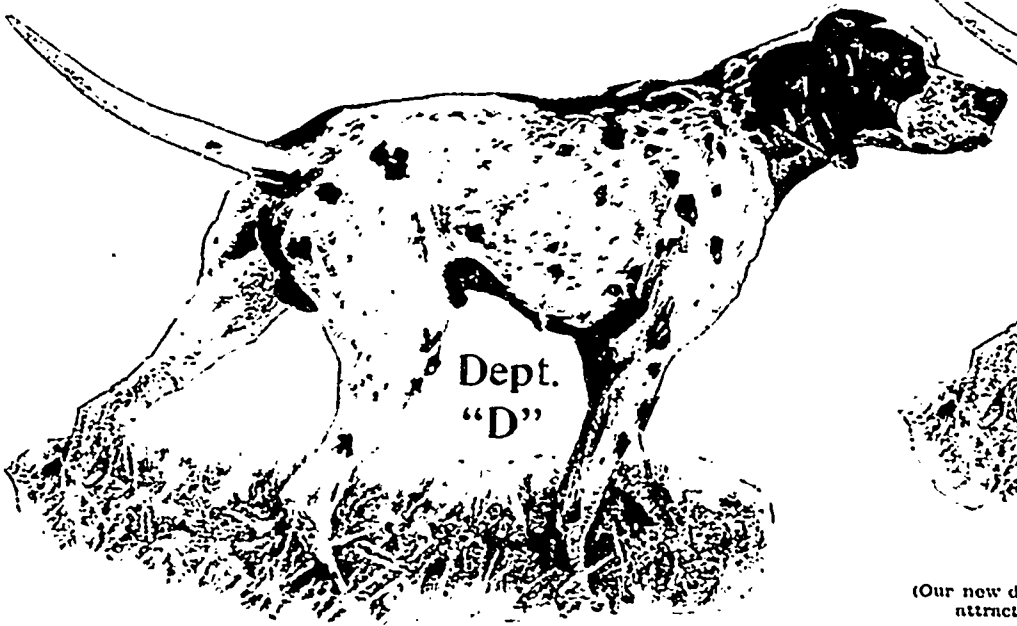
# More Pointers from the Departments



Plain and Fancy Dress Goods (a marked feature of our business) in great variety—many lines confined to us for Canada. Value unequalled in Fancy Silks.

The most beautiful and extensive range of Printed Wash Goods ever shown, which, for value and general merit, cannot be excelled. Linens in every make, at prices to attract. Tailors' Linings in great variety, the year round.

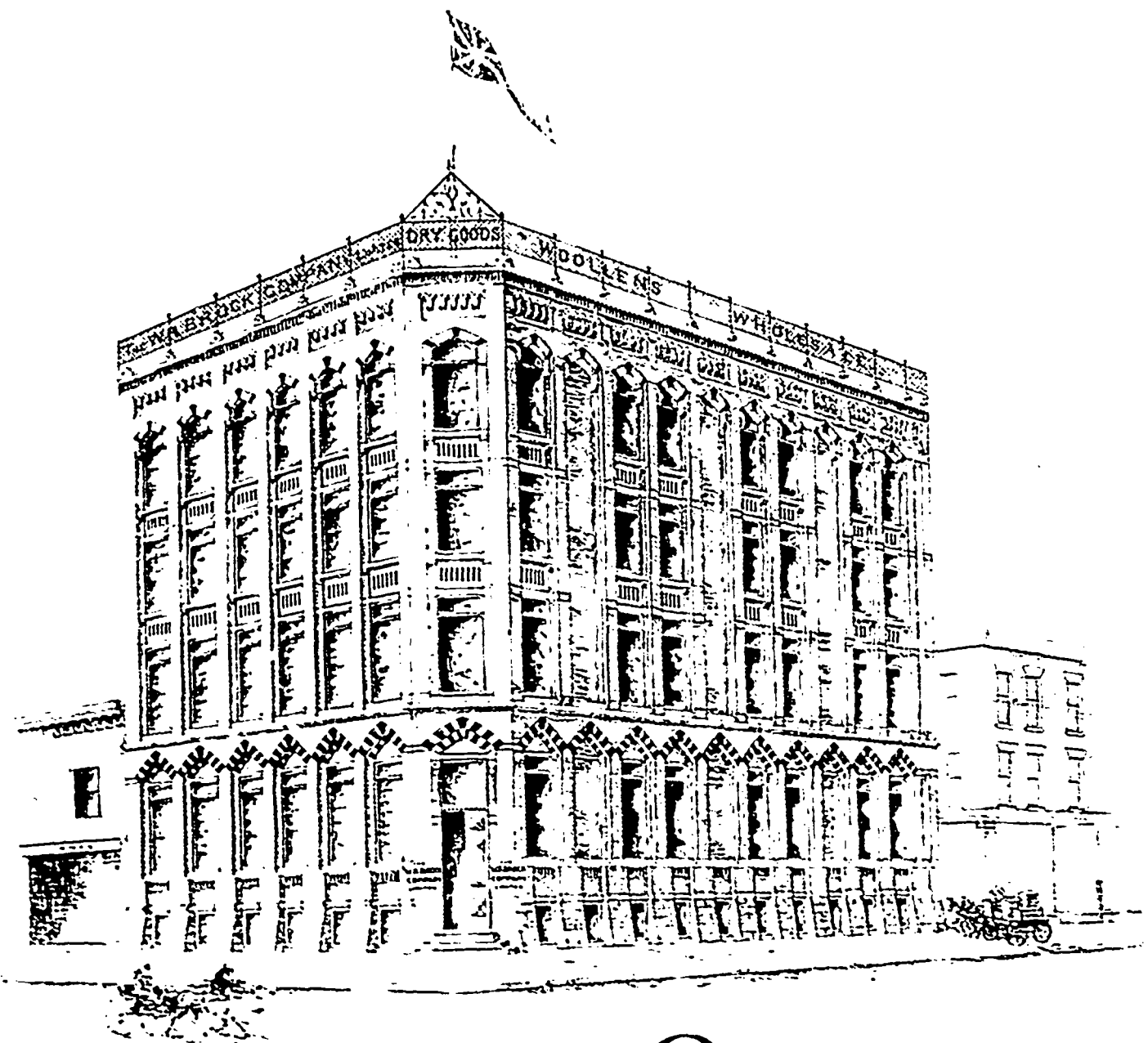
Grey and White Cottons, Shirtings, Cottonades, Tickings, Apron Gingham, Denims, etc. We have made it a point this season to have Specialties in each of these lines, having purchased large quantities to have them confined to ourselves.



(Our new department) Carpets in all leading makes, exclusive designs, and at attractive prices. All new, fresh goods. No old stock.

Brock's special two fold twill Worsteds, Black and Blue Tiger and Terror Serges, mixture and fancy Worsted Suitings. Greatest range of solid Worsted Trouserings ever placed before the trade.

We make a specialty of Hosiery, Gloves, Underwear and Men's Furnishings.



# WHOLESALE Dry Goods, Woollens and Carpets.

The **Brock** (Company)  
*Limited*  
TORONTO

We desire to draw particular attention to our **LETTER ORDER** Department the staff of which is being continually enlarged and re-organized to meet the demands of its steadily increasing business.

Since the return of the high railway fare, this channel of ordering has been more largely adopted than heretofore, and we undertake the most careful and prompt shipment of all favours thus entrusted to us.

Samples and Quotations Gladly Furnished on Application.

**SPRING 1899.**

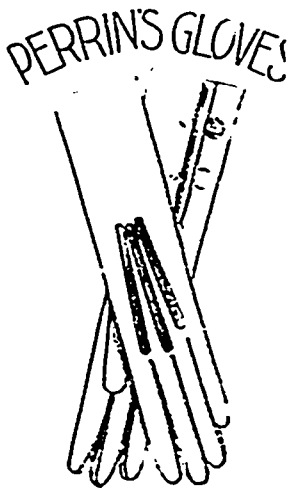
# Perrin's Gloves

FACTORY:  
Grenoble,  
France.



BRANCHES:  
London  
Paris  
New York  
Montreal

QUALITY GUARANTEED.



**Perrin's Gloves** are almost a household word from the Atlantic to the Pacific. There must be something in the quality of our **Kid Gloves** if all agree to their perfection. The fact is that we spare nothing to give to the Trade the best value possible, and our unsurpassed facilities for manufacturing enable us to keep our place at the head of the Glove Trade in Europe, as well as in Canada.

No first-class house should be without **Perrin's Gloves** in stock.

We always have a complete stock on hand from which our customers can sort up. . . . .

## PERRIN FRÈRES & CIE.

5 Victoria Square

MONTREAL.

Lief Ericksson Discovered America.  
America Discovered

THE

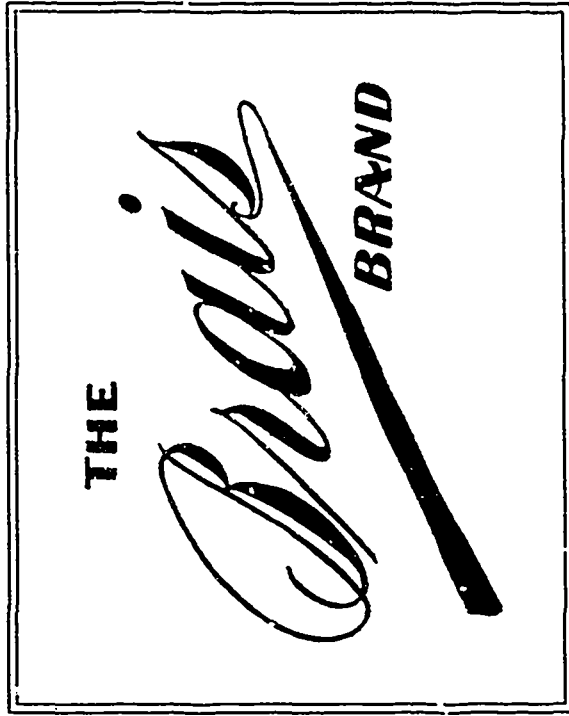
*Prize*

BRAND



The Compliments of the Season  
to the Canadian Trade.

WHEN YOU WANT

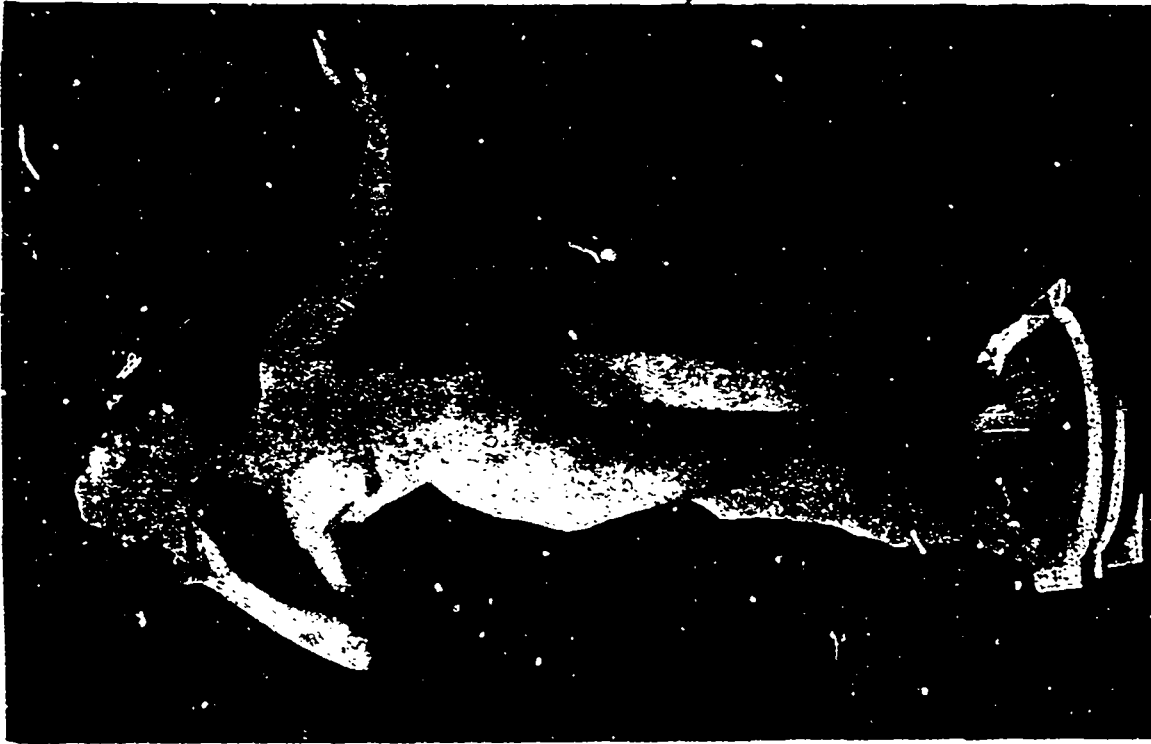


Ring up telephones

Bell, main, No. 3153  
 Bell, main, No. 872  
 Merchants, No. 740



*Red  
 Jan 25/99*



"American Mythology."

# GLOVER & BRAIS

Largest Importers  
 of Men's Furnishings.

— MONTREAL

# Delta Finished Unshrinkable Underwear

HOSE, HALF HOSE and SOCKS.



## WOOLEN GARMENTS MADE UNHEALTHY AND VERY EXPENSIVE BY SHRINKING.

Constant complaints have been made of the unsatisfactory character of woollen garments, both on account of the loss of size through their shrinking in wear and of the insuperable difficulty of getting them washed in such a manner as to retain their size.

Many medical men complained, and not without good reason, of the unhealthy character of woollen garments when they had become shrunken and matted up by wear and washing, as, instead of allowing the effete matter thrown off from the skin to be easily washed out, such matters became locked up in the fabric, and so were retained in contact with the skin in a most unhealthy manner. These defects are remedied by Delta Finish.

## THE ADVANTAGES OF DELTA FINISH.

1. Delta Finished Goods will not shrink. This statement is borne out by some years' experience and many testimonials.
2. Delta Finish preserves the elasticity of goods until worn out.
3. Delta Finish preserves the softness of the wool, and so affords great comfort to the wearer.
4. Delta Finish permits the perspiration to pass freely from the body.
5. Delta Finish allows the matters which are exuded from the skin to be thoroughly and easily washed out from the garments.
6. Delta Finish thus renders underwear garments thoroughly healthy in wear.

## WOOLEN UNDERWEAR RENDERED HEALTHY AND ECONOMICAL.

DELTA FINISHED goods meet a long felt need, as, by their elasticity, they are not only very comfortable in wear, but allow the free passage of the perspiration, which is so conducive to good health.

Not only so, but Delta Finished goods can be washed and well rinsed in warm water to clear out all the soap and unhealthy matters without causing the matting up of the fabric.

Thus, Delta Finish, by supplying a garment which is permanently elastic, affords great comfort to the wearer at the same time, inasmuch as garments so treated can be cleansed by washing and rinsing, supplying him with a really clean and wholesome garment.



## These Two Undervests

Were taken from the same dozen and were exactly the same size. One was treated with Delta Finish, then both were tested in one operation for shrinkability. The result is shown to the left. Delta is as large as before testing; the other is 5 in. shorter and 1½ in. narrower.

H. Ashwell's Wool Finishing Works

New Basford, Nottingham, England.

TO WAREHOUSEMEN AND SHIPPERS

# SERGES



## J. W. TOWLER & CO.

MANUFACTURERS OF

**WOOLLENS, WORSTED COATINGS, SERGES, VICUNAS, ETC.**

MANUFACTORY:  
Perseverance Mills, Leeds.

All kinds of **SERGES** in Blacks, Blues, and  
Mixtures, suitable for all purposes, including:—



**SERGES** SUITABLE FOR ALL PURPOSES  
FROM THE LOOM TO WAREHOUSEMEN  
AND SHIPPERS' & WHOLESALE BUYERS.

A.B.C. CODE USED.

**ARMY,  
NAVY,  
POST OFFICE,  
POLICE,  
RAILWAY,  
TRAMWAY.**

**LADIES' DRESSES, COSTUMES, Etc.**

STRICTLY WHOLESALE.

Telegraphic Address:  
"SERGES, LEEDS."

WAREHOUSE :

**3, PARK PLACE, LEEDS, ENGLAND**

All Warehousemen, Woollen Merchants, Wholesale Clothiers and Shippers should see **TOWLERS'** ranges

N.B.—All orders and enquiries, either by post or wire, shall receive immediate attention.

Representatives for the  
Dominion of Canada,

**MESSRS. HOLLAND & HASKELL,**

403 Board of Trade  
Buildings, MONTREAL.



## HANDLING HOLIDAY TRADE.

THEY have a vigorous class of merchants in Charlottetown, P.E.I. When they set about doing anything, it is done so well that they have little cause to fear the competition of the great establishments in the larger cities of the Dominion. One of the bright dry goods houses of Charlottetown is Jas. Patton & Co. This firm generally have something excellent in the way of Christmas decoration, and from all accounts this year was no exception to the rule. Of the 160 feet length of the store, fully 130 feet were, according to one of the local papers, "bowered and arched with such density of arrangement and perfection of detail as to realize one's imagination of the enchanted forest." Down the centre of the store were six large arches of spruce and decorative garlands. In front of and at the rear of these were two other arches composed of spruce and evergreens, through and about which red, white and blue garlands were artistically interwoven.

The space between each pair of these arches was arranged as a separate booth, and all of the eight booths thus created, but especially the two nearest the rear, in which were the toys, dolls, and many children's novelties, were beautifully arranged.

One hundred incandescent lights in red, white and blue were arranged throughout the building, so as to greatly heighten the beauty of the scene as well as to light up the store. From a landing in the stairway at the rear, which was also brightly decorated, the whole effect was "gloriously inspiring and altogether Christmas-like."

## MONTREAL DRY GOODS ASSOCIATION.

There was a very slim attendance at the annual meeting of The Montreal Wholesale Dry Goods Association, held on December 14, and no particularly important questions were discussed. It had been rumored that the association would pass a strong resolution condemning the settlement of actions taken by the Government against importers, for undervaluation, but, though the matter was discussed informally, no motion was made. The entire board of officers was reelected as follows:

President, A. Racine; vice-president, James Rogers; treasurer,

Geo. Sumner; directors, E. A. Small, Frank May, Thomas Brophy, and R. N. Smyth.

R. W. MacDougall, of the Gault Bros. Co., was-nominated as the association's candidate for the council of the board of trade. This is the first time that the association has officially selected a candidate and his election is looked upon as a certainty.

## ENGLISH MANTLES IN THIS MARKET.

THE DRY GOODS REVIEW has continually urged British firms to manufacture to suit the demands of the Canadian buyer. A few of them are doing so, but the majority seem to go on the theory that we are living in the backwoods and know little of modern fashions. The Germans and Americans send us the very latest, and have cut out British trade in many lines. There is no reason for this, excepting the neglect of British manufacturers to adapt themselves to modern conditions. When they have done so, no makers in the world can beat them. They also have the advantage of 25 per cent. less duty.

A case in point was brought to the notice of THE REVIEW recently. The mantle trade has been rapidly passing from British to German manufacturers because the latter supplied Canadian buyers with just the style of garments wanted. British makers, as a class, would not do so. One firm, Coup & Co., Wigan, made a study of the Canadian demands, and to-day they are doing a better trade in the Dominion than any European firm. Their representative, J. W. Holden, Manchester, who makes an annual trip to Canada, calling upon the big wholesale houses in all the centres, from Halifax to Vancouver, says that since his firm adapted their manufacture to Canadian needs, he can beat the Germans in quality and price.

What Coup & Co. have done, all British manufacturers can do.

The Merchants' Association, of New York, lays claim to having discovered the greatest profit on current record. They are agitating for the regulation of express charges, and declare that the express companies pay 40 per cent. of receipts to railway companies, retaining the balance, or 150 per cent., on their disbursements.



HIS LOVE WIDE AWAKE.

CHAIRMAN (of the Blackville club, to Mr. Johnson, who has grown suddenly saffron)—"Mistah Johnson, why didn' yo' jine in wif us in singin' dat beautiful song. 'Cum wiah mah luv lies dreamin'?'"

MR. JOHNSON (moody)—"Cause it's half-pas one, an' I's dreamin' whedder I'll git hit wif a flat-iron er on'y a rollin' pin when I git home. Mah wife ain' no dreamer, she ain't."

The  
Celebrated

# H.S. Corsets

REGISTERED.

Unsurpassed for

PERFECT COMFORT,  
ELEGANCE and  
DURABILITY.

**H.S. Corsets**

Occupy the premier position in the world of fashion, being worn by Royalty, the elite, and all our leading actresses throughout the world. This fact alone speaks for their unexceptional excellence

**H.S. Corsets**

Stocking same means an increase of business to the Trader, as nothing will give him as great a hold on the customer as the sale of a perfect-fitting, comfortable and durable Corset.

**H.S. Corsets**

Are sold direct by the manufacturer to the trade, without the intervention of the middleman. We can and do, therefore, offer you better value than firms who have to buy from manufacturers like ourselves

**PRICES** { From 18 11 doz.  
TO  
21/- per pair.

ILLUSTRATED PRICE LISTS  
UPON APPLICATION



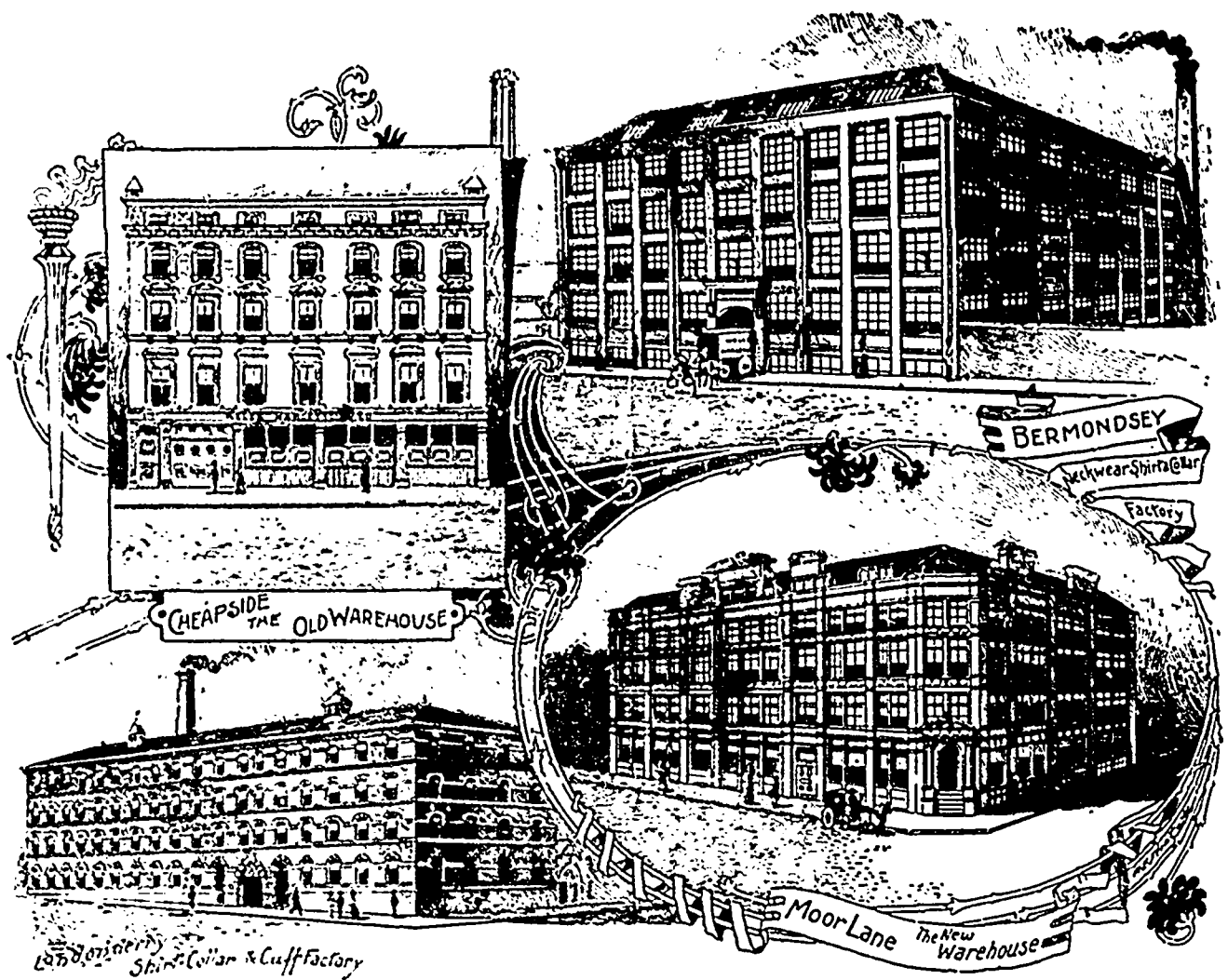
To Canadian Buyers. We shall be pleased to forward samples (upon the usual business references) to any firm who indent direct.

## H. SHERWOOD & CO., LONDON, ENG.

Warehouse  
12 LONDON WALL, E.C.

Factorles }

Victoria Stag Factory, Dartmouth, Eng.  
Reynard Stag Factory, Clerkenwell, London, E.C.  
also at Brussels and Bar-le-Duc.



## WELCH, MARGETSON & CO.'S NEW HOME.

LONDON, SEPTEMBER 22, 1898.

“WELL, I am blessed if I know what to take or what to leave. I think I will take it all.” The speaker, John Margetson, a man of about the average height, florid complexion, a sharp, steel blue eye, firm chin and mouth; an excellent type of the best merchants in the world, a city of London man. He was standing in his private office in Cheapside surrounded with books and papers dating nearly (70) years. The house of Welch, Margetson & Co. was moving after fifty years at one place. They were to dine that day in the old place for the last time. I had a special invitation and gladly availed myself of the privilege. At the dinner all the members of the firm were present, and naturally the talk was mostly reminiscent. I learned the business was founded in 1826 by a member of the Margetson family, and taken over by Mr. Joseph James Welch and Mr. John Stewart Margetson in 1832.

Established in Cheapside in 1838, at No. 132 corner of Gutter Lane, moved to No. 17 Cheapside in 1849, and having absorbed the adjoining property, as far as was possible, now, in 1898, moving to Moor Lane, Fore Street, E. C., this move being rendered absolutely necessary by the continual growth of this already abnormally large business.

They continue their factories at Bermondsey, London S.E., for neckwear, cellars and shirts; at Londonderry, Ireland, for shirts and collars, and two smaller factories in the city for braces, belts

and umbrellas. Three thousand (3,000) hands are employed. The present members of this remarkable firm are Joseph Welch, John Margetson, James J. Morrish and Edward A. Price, and the sons of Messrs. Welch, Morrish and Margetson. They are represented in the chief continental cities, in the United States, Canada, Australia, New Zealand, South Africa, and have large business connections with China, India and South America.

After dinner we all inspected the Moor Street premises. To commence with, it is a very radical move, and probably no other house in this line of business would have dared to quit the vicinity of Wood Street and take up their quarters here. It only shows how strong the firm name is, for the trade will come here as naturally as a duck takes to water, and the writer predicts that they are only establishing a new centre for this class of business. The building is splendidly adapted for the business. The first noticeable thing is the splendid light that pervades every part of the premises; that's something new for London.

All the walls are painted a cream yellow, the base a dark rich red, separated by a black band; fixtures all of English oak; office fixtures, oak with cherry tops; five (5) swiftly running elevators, four for goods and one for passengers; electric light throughout; telephonic connection all over the house. In a word a business palace.

R. W. JENNINGS.

# Are you still wedded TO THE OLD MAKES

or have you . . .



## AN OPEN MIND ?

If you are always on the alert for a good thing; if you want a really effective and magnetic business-bringer, you will be interested in our



## CORSETS



We are very busy making these goods. No short time for our workpeople. What does this mean? It means that our business policy of producing first-class and reliable goods at reasonable prices is the right one. We stamp our Trade Mark (as above) on our goods. We thus pledge our reputation as to the excellence of our manufactures.

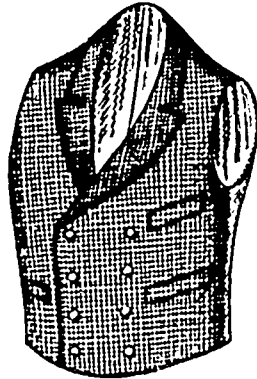
**A FAIR ARGUMENT** If *our* trade policy thus spells success; if we are always busy handling these goods, why not you? You cannot stand still in your Corset department. The world won't let you. The old makes of Corsets have answered your purpose for years, no doubt, but it is time now to try the magical effect of introducing these bright and beautiful P & S Corsets. There is a big trade in front of you for these. Write us for prices and full particulars.

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

**YOUNG & ROCHESTER** Manufacturers  
 London and Londonderry  
 Shirts, Collars, Summer Specialties.

The Feature in  
**Summer Vests**

will be  
 Shepherd's Plaid  
 in Silk,  
 Cashmere,  
 Drill.  
 and cut  
**DOUBLE BREASTED.**



**Collars**  
 for 1899.

The "SIRDAR"  
 Straight Military.  
 The "EMPIRE"  
 Rounded Front  
 to meet.  
 The "CONGRESS"  
 Square turn  
 Point.

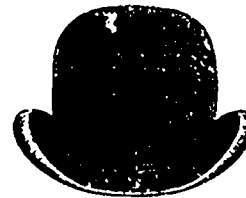
Latest Designs in Oxford, Zephyr, Silk and Ceylon Shirtings.  
 ORDERS PLACED IN JANUARY DELIVERED MARCH 1st.

**Tress & Co.**  
 HAT MANUFACTURERS,  
 LONDON, ENG.

LEADING SHAPES for SPRING, 1899.

The "LONSDALE," 5¼ deep, brim 2.  
 The "DERBY," 5 deep, brim 2.  
 In black and new shades.

The "WARWICK"  
 CORK LINED  
 SILK  
 Light---Adaptable.



TWIST JAP  
 STRAW BOATER  
 for  
 Men and Ladies

The "Tress" Hat is  
 High-grade in every particular. Merchants wishing to sell this Hat  
 in towns unrepresented should apply to Dominion Agents

SOLE DOMINION AGENTS:

**WREYFORD & CO., ...TORONTO**

MANUFACTURERS' AGENTS and WHOLESALE IMPORTERS.

ALWAYS IN STOCK, FULL RANGES OF

Dr. Jaeger's Sanitary Woolen Underwear, Camelhair Rugs, Health Belts, Etc.,  
 for Men, Ladies and Children.

Specialty for Summer Suits—Camelhair "Khaki." Particulars on application.

One of...

**CARTWRIGHT**  
 AND **WARNERS'**

CHIEF SPECIALTIES

IS THE CELEBRATED...



**"Premier Finish" Hosiery,**

Genuine Goods  
 bear this  
 Stamp



which does not

**"COTT."**

Canadian Agents:

**R. FLAWS & SON,**

Manchester  
 Buildings,

**Melinda St., Toronto**

# DENT'S GLOVES

Dent, Allcroft & Co.  
Glove Manufacturers.

---

LONDON, 97 Wood St.

PARIS, 30 Rue des Bourdonnais.

NEW YORK, 15 and 17 Greene St.

WORCESTER, BRUSSELS, GRENOBLE,

PRAGUE and NAPLES.

Skin Dressing Yard, OTTIGNIES, Belgium.

---

Agents for Canada:

J. T. DONNELLY & Co.

20 Lemoine St., MONTREAL

# John Paton, Son & Co.

ALLOA, SCOTLAND

Manufacturers of 

THE CELEBRATED

## Alloa Knitting Wools

Comprising :

**WHEELINGS**, unequalled for Cycling, Golfing, Shooting and Fishing Stockings, Sweaters, Tam O'Shanters, etc.

**REAL SCOTCH FINGERINGS**, Super and Rose qualities in various plies, 2 and 3 for Light shawls, Evening Capes, etc. 4, 5 and 6 ply for Ladies' Stockings and Shawls, Men's Socks, Cycling and Golfing Jerseys, etc.

**UNSHRINKABLE VEST WOOLS**, specially adapted for all kinds of Underwear.

**PETTICOAT WOOL**, for Quilts, Sofa Blankets, Gents' Fancy Waistcoats, etc.

**PATON'S IMPERIAL FINGERING** and  
**CALEDONIAN SOFT KNITTING WOOL**,  
Hard spun for wear. Very suitable for School Knitting.

AN IMMENSE VARIETY OF UP-TO-DATE COLORINGS.

Agent for Canada :

**Philip de Gruchy,**

Where Stock is held.

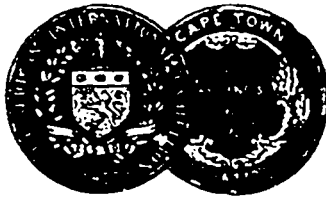
26 and 28 St. Sulpice St., **MONTREAL**

# Messrs. Rylands & Sons

Limited

Manchester, England.

CAPE TOWN



BRUSSELS



THE ONLY GRAND PRIZE FOR COTTON FABRICS, PARIS, 1889.



WAS AWARDED TO RYLANDS & SONS, Limited.

ADELAIDE



MELBOURNE



Cotton Spinners, Manufacturers, Merchants, Bleachers and Dyers.

Makers of the Celebrated Dacca Calicoes and Sheetings.

.. WORKS: ..

Manchester  
Heapey

Gorton  
Swinton

Wigan  
Crewe

Chorley  
Bolton

Capital, \$14,500,000 Employees, 12,000

LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign  
 Fancy Dress Goods, British and Foreign  
 Silks and Velvets  
 Velveteens  
 Irish and Scotch Linens  
 Table Damasks, Towels and Tray Linens  
 Muslins, Curtains and Handkerchiefs  
 Prints and Cretonnes  
 Bleached Calicoes and Sheetings  
 Flannelettes

Oxfords, Harvards and Galateas  
 Hosiery  
 Dyed Linings  
 Flannels and Blankets  
 Quilts  
 Floor Oilcloths  
 Umbrellas  
 Gloves  
 Ribbons  
 Laces  
 Haberdashery and Trimmings  
 Smallwares



## SOME ATTRACTIVE SHOP WINDOWS.

**E**DITOR DRY GOODS REVIEW: No doubt would appear to have entered the minds of merchants as to the good gained by having special Christmas attractions in their windows at this season. There is, however, something to be said against this custom as opposed to much in its favor. No matter where one goes, or what paper one takes up, the shops are advertising special displays. This is as it should be. The best of everything is got out, and arrangement is carefully considered, but what about the dealers who have attractions to attract merely, not to sell goods? Montreal shops are at their best. Along St. Catherine street, where the crowds congregate, are many fashionable dry goods stores, as well as those of other kinds. Most of these stores have windows beautifully decorated. In one is an ice palace, formed of handkerchiefs. Another has a wheel of fortune; another a special glove display; in another toys, and in another a Punch and Judy show is in full swing. Now, the point I wish to make is that the latter style of attraction, while being amusing, and certainly attractive, does not pay. In fact, it takes away custom instead of bringing it into the enterprising merchant. Besides the Punch and Judy show, which I take as an example of this, there is another shop where every few minutes a clerk comes to the door and throws out a handful of trifles, which are eagerly swept up by the waiting crowd of children. That these shops draw crowds there is no doubt, but do they draw business? I think not. The crowd that obstructs the thoroughfare is not on buying thought intent, and in many cases deters some one who might think of going in to spend money from doing so. This crowd is there to be amused. The passerby may think that — is doing a good business, but the probability is that not one of those persons has the least idea of buying anything, and, while blocking

the sidewalk so that one has to walk out into the street to get past, will probably end by going off to spend a modest sum in a less crowded place.

X.Y.Z.

Montreal, Dec., 1898.

## ADDITION TO THEIR WORKS.

The C. Turnbull Co., of Galt, Limited, report a very large increase in their underclothing business this season, which compelled them to greatly extend their works. The addition is three-storays and basement, 132 x 60. Lack of room has been the only thing which prevented them from doubling their output, but with the increased floor area and new machinery, which has been ordered, they will be in a position to fill all orders promptly and satisfactorily. They are now making a very fine line of full-fashioned underwear, for ladies and men, in silk, cashmere, merino, also a full line of all-wool, neat, non-shrinkable, all light weights, suitable for Spring and Summer. Every full-fashioned garment bears a tab, with their label.

## SEALSKINS WENT UP.

The British Columbia sealing fraternity are happy because of the receipt of advices from London that sealskins realized bigger prices than in many seasons past at Lampson's sale. Alaskan skins sold for 3 per cent. higher than last year, and the Coast catch for 5 per cent. higher than at the last sales. The average price realized per skin is placed at from \$9.80 to \$10.

Williams & Bell are getting quite a good share of the tweed orders for D. Stoner Crowther & Co.

J. W. Holden, Manchester, representing a number of British manufacturers, is in Canada on his annual trip.



CHRISTMAS IN THE KLONDYKE.

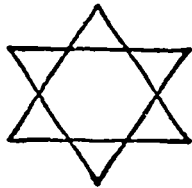
Rancho Bill (as the smoke clears away)—"Well boys, I'll admit I've got a bad temper, but you must acknowledge it don't last long. Let's licker up!"

# HAMILTON COTTON CO.

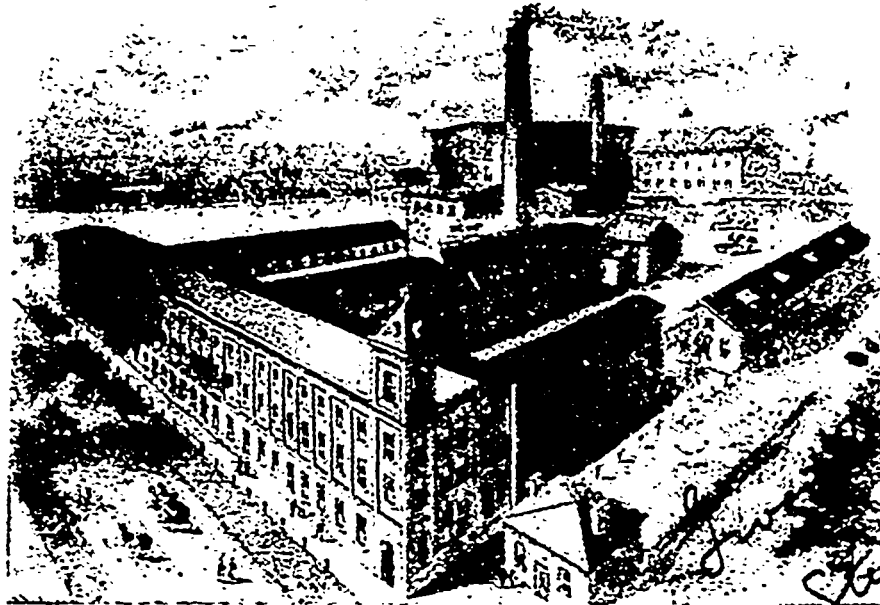
Manufacturers  
of

HAMILTON, ONT.

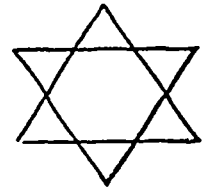
STAR



BRAND



STAR



BRAND

*Mr Stewart  
Jan/99*

## Chenille Curtains and Table Covers

For the Spring trade we will show a complete assortment of New Designs and Coloring, in both Curtains and Covers.

### TABLE COVERS

in the following sizes :

4/4, 6 4, 8/4, 10 4.

### CURTAINS <sup>in</sup>

32-in., 34-in., 36-in., 40-in., 44-in.  
and 48-in. widths, both in Plain  
and Fancy.

For sale by all the leading wholesale dealers.

Selling Agent

# W. B. STEWART,

20 Front Street East

# TORONTO

# CANADA FOR CANADIANS!



THE emphasis of this business is that we manufacture ladies' Jackets, Capes and Costumes on a large scale instead of importing from Europe. Until quite recently everybody went abroad for stylish garments and nobody thought of making them here. We were among the first to skip past that notion and manufacture for ourselves. The result is a constantly enlarging trade and constantly improved facilities. Business is big and going to be bigger, soon as you find us out.

We're ready now with an advance line of Spring styles in

- |                           |                              |
|---------------------------|------------------------------|
| — <u>Ladies' Capes</u>    | — <u>Men's Clothing</u>      |
| — <u>Ladies' Coats</u>    | — <u>Youths' Clothing</u>    |
| — <u>Ladies' Costumes</u> | — <u>Children's Clothing</u> |

Everybody doesn't know yet that we make Clothing, but our success with Cloaks is reason enough for larger usefulness. The pace we set we mean to keep, doing better and better continually, and pounding away at the one idea—goods right and qualities dependable. Doing the biggest Cloak business will help us to the biggest Clothing business, and constantly enlarging our room and facilities is evidence enough of what we have and what we expect.

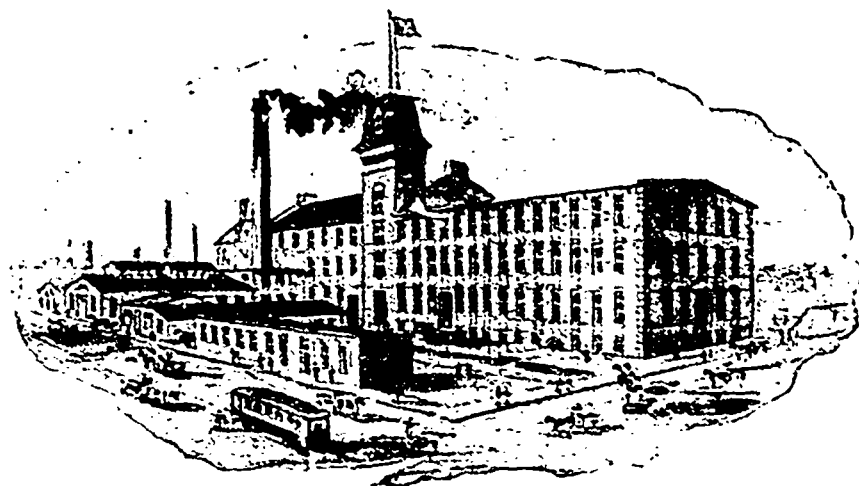
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## JOHN NORTHWAY & SON

— TORONTO, ONT.

# This is Our Growing Time.

1859



1899

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

Every one of our Full Fashioned  
Garments bear this stamp:

*Warranted  
Turnbull's*

## Ladies' and Men's Spring and Summer Underwear.

In Silk, Cashmere, Merino and a Special Make Natural All-wool Non-shrinkable.

## Perfect Fitting Ribbed Vests and Drawers.

In Ladies', Children's, Infants' and Boys'.

**Union Suits.** Ladies' and Children's.

**Black Tights.** Ladies' and Children's.

**Sweaters, Jerseys.** Special designs for Clubs.

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

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

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



# ON HAND with 1899 TIGER BRAND Underwear.

Which gave such unbounded satisfaction last year.



**W**E extend our thankful appreciation to the trade for their liberal patronage of the past year, during which period the volume of our business has handsomely exceeded any previous year.

The same standard of excellence will be maintained this year, and merchants handling our celebrated **TIGER BRAND** goods may confidently recommend them as comfortable, stylish and durable.

**THE GALT  
KNITTING CO.**  
Limited.

Sold from the Atlantic to the Pacific to the retail trade only.

1899 SAMPLES NOW IN PREPARATION.

Merchants may sort their stock at any time. Repeat Orders received one day will be shipped the next day.

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



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## Men's Furnishings



### PRESENT FASHIONS IN MEN'S WEAR.

A NEW YORK correspondent, who has made a tour of the shops and fashion centres, sends the following late information regarding men's fashions:

A few men cling to the one jeweled stud, and that a diamond. It is in execrable taste; two, and not three, buttons are proper for the evening shirt, and there is no variation of this rule.

In London, jeweled sleeve links are being tried. There are, in New York shops, many sets of shirt and link buttons for evening, of white enamel, the links being lozenge shape and en-

crusted with diamonds. These are not correct. White round or lozenge-shape enameled links, with plain gold setting—the setting, of course, invisible—should be worn. The links, if possible, should match the shirt buttons. When the shirt buttons are pearls, then flat lozenge gold links may be worn.

The evening waistcoats are plain white, in preference to fancy linen or drill materials. There are buttons to choose, but the white buttons are more distinguished than the gilt. Both are worn.

The ties can be either white lawn or white pique. These latter, with square ends, are very smart and easy to tie.

A very smart glove for the street is a light chrome brown, almost the shade of molasses candy. Self-stitching and one mother-of-pearl button. Clasps are only seen with the cheap gloves. So far, this season, the white and pearl gloves are almost universally worn.

Pajamas have become, more or less, a national question, and their adoption by the Red Cross Society hospital work has revived interest in these very comfortable garments. Pajamas de luxe are among the handsome novelties at the best haberdashers. No man's trousseau can be complete without at least one set of these beautiful inducements to repose. Among the pajamas recently imported are those of soft white China silk. White only forms the background to a pattern of broad stripes of blue and chrome pink. Some of these garments remind one of the old harlequin suits. The price is \$16 a suit.

The Madras pajamas are less expensive, and pretty striped effects can be obtained for \$5.

The bath-robe, with its attendant slippers, is not a luxury, but a necessity. The kimona is more in the nature of a dressing-gown, to be worn outside of one's room. The bath-robe, however, is

among the small stock of intimate garments which a man must have.

Blue and white flannel is pretty, and, when quilted and bound in silk, it can be had for \$16, and it makes a useful and pretty Christmas present for a man. The slippers for the bath are best of crash, but, if of flannel, they should match the robe.

White silk mufflers are indispensable in cold climates for not only protecting the throat, but for preserving the collar and tie in the evening. White mufflers can be purchased—very handsome ones—for \$5. The colored mufflers sometimes worn in severe weather during the day should be of dark silks. There is an absolute reaction among the men who dress well against any bright colors.

These mufflers come in all prices, from \$2 up. White silk mufflers may also be obtained at that price, the first figure not being prohibitive.

The best opera hats are made of ribbed silk and are low in crown. The opera hat can never cost less than \$8.

Braces or suspenders which are absolutely durable come from England. They have no patent attachments about them, but are of white elastic and leather. These are \$1.50 and \$2, but they last almost a lifetime.

Reaction as to the cross-barred shirt is beginning, and new patterns in colored shirtings have the stripes lengthwise. In one of the big shops there are on exhibition some cross-barred shirts, however, which are very fetching, the color combination being lavender and white. The stripes are over an inch wide, the collars are the turn down all around with rounded corners. The cuffs are also rounded.

There are few new ties in the market. One shop is selling a very smart four-in-hand of black silk figures with blue, lilac or red flowers in small designs. These four in-hands are evidently the remnants of a number of the new importations of silk squares.

The ardsley or once-over tie, in figures or diagonal stripes, takes the lead this winter. There are some plaid patterns, in reds and greens, which would be effective in the morning. Plaids should never be worn with frock coats.

One of the English publications claims that the bandana tie is popular in London. The popular combinations are red and green, or two greens. These small ties have never taken well in this country, although the light and dark green effects are smart in the bow tie with gray tweeds, and a conservative colored shirt. Greens, however, as a rule, do not suit the American complexion.

The best underwear comes in two pieces, drawers and under-vest, and the English light blues and plain whites are the best.

Hose are plain this year, and the fancy stripes are in bad taste.

The poke collar is at present having its innings. Some few ultra men are wearing, with evening dress, this rather outre but smart collar. These collars are made very high in the neck and the points are sharp and meet.

A new standing collar on evening shirts is of only medium height. It has the two wings at the neck made of very heavy stitched linen. These wings are absolutely round, with round points.

The turn-down collar in England, known as the Roseberry, is also



**MEN'S FURNISHINGS -Continued.**

finding favor in this country. Those seen at the Fifth avenue and Broadway shops were round all round, and stout, short-necked men are wearing them with evening dress. All cuffs are absolutely round.

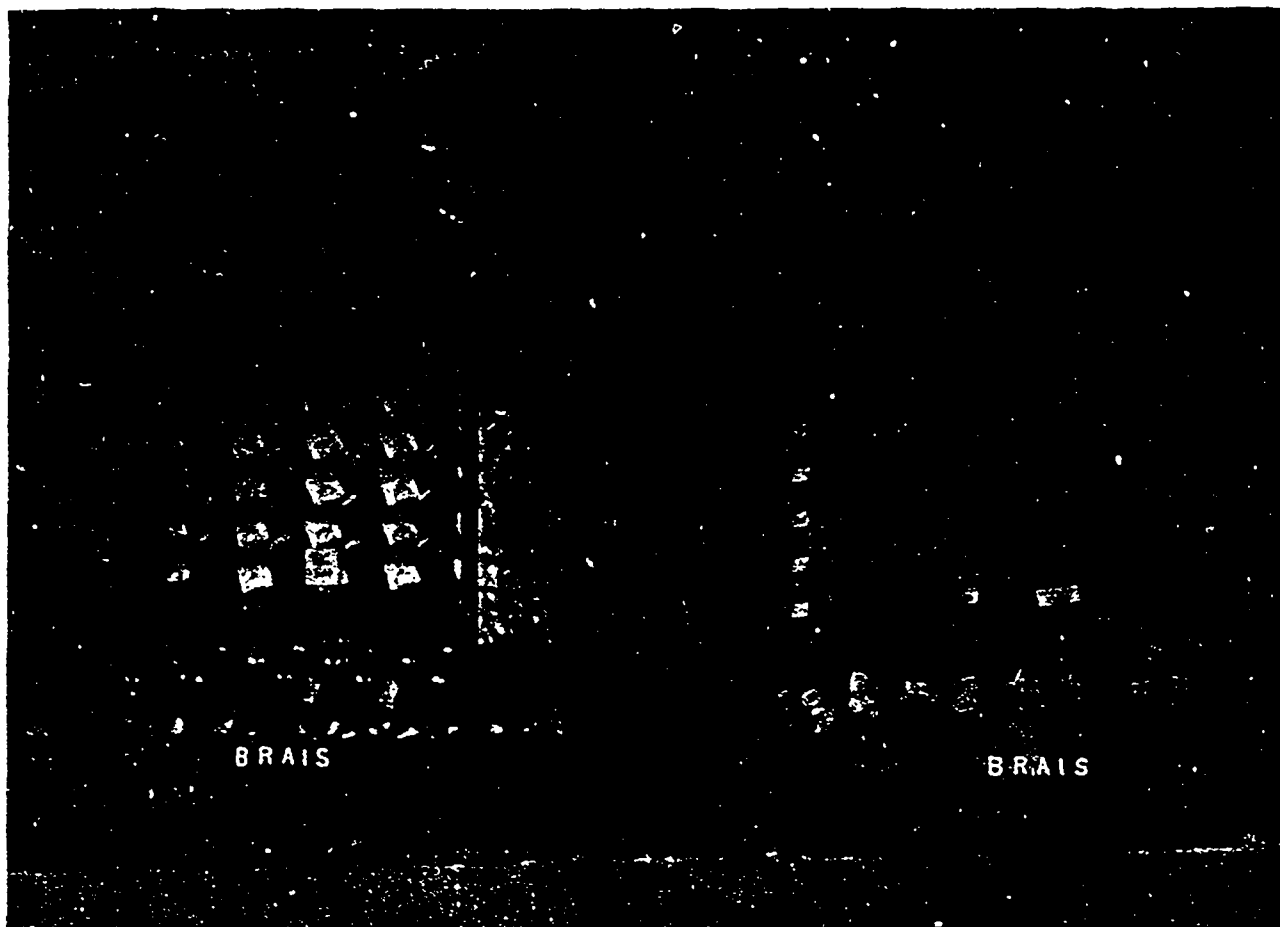
Some shops are selling light, fancy socks, black grounds with Roman stripes, at 35 and 50c. a pair. Those cannot be worn with evening dress. Socks lined with lambswool are shown and make very comfortable winter wearing, although they are inclined to heat the feet.

Very excellent, thick, brown dogskin gloves, with self stitching, are being sold at the leading haberdashers for \$1.50 a pair.

Coach horns in gold, golf instruments, and plain long gold bars are among the fashionable pin ties.

Ascot ties are fastened onto collar stands, while the side window at the entrance is dressed with linen handkerchiefs. The right-hand window is entirely different. The chief features of its display are mounds of natural wool underwear, and, between each, I arranged deerskin gloves. The undergarments included quite a combination of colors, such as pink and white, Nile and canary, black and lilac, etc., so that the effect was very pretty. On the rods, individual undergarments, half-hose and separate pairs of gloves are hung rather loosely.

New York and Parisian haberdashers who visit Canada complain that our windows are overcrowded, and that our theories of window dressing are incorrect. In one way, they are right, but they forget that our purchasing public is limited, and that the sale of any one shape in neckwear, or style of collar, is too small to permit of our giving up a whole window. *If I were dressing a win-*



A WINTER DISPLAY OF MEN'S FURNISHINGS THAT SOLD GOODS  
Window dressed by C. M. Clode.

**TRIMMING A HABERDASHER'S WINDOW.**

Practical talk from a practical man. Specially written for THE REVIEW by C. M. Clode, manager Brais retail store, Montreal.

A man who has a window to trim must first decide upon the idea he wishes to carry out. The units are the foundation; on these the scheme is developed and completed. If a unit lacks originality, then the window trimmer must abandon it, and choose something new, for novelty is the secret of successful window trimming. But, no matter how productive a man may be, he is bound to run towards one general idea, and it is to overcome this tendency that wideawake men study the work of others. In the window illustrated here, I have followed out the idea given in the foregoing, and, indeed, all my window work is governed by the same theory. The window on the left is filled principally with a line of shirts at \$1. arranged on rods. In the bottom, a number of hand-tied

dow in a city of 1,000,000 inhabitants, I would limit myself to one or two "leaders" and make a profitable display, but it would not pay in Montreal. My advice to REVIEW readers, who are anxious to prepare really striking haberdashery windows, is: Choose your prettiest goods for window display; fill the window well, but avoid overcrowding; try and blend your colors properly, and, above all things, have the window well lighted. Be careful how you use price-tickets; never ticket an expensive article—it retards rather than helps sales. The rods, bars and stands, which are now manufactured for display purposes, are so convenient and useful that they have become an absolute essential to the up-to-date window trimmer. To my mind, a pretty, seasonable and tasteful window display is one of the best advertisements a merchant can have, and, the better the trim, the more profitable it will be.

# SPRING 1899

The success our Travellers have so far met with justifies us in the belief that our goods and prices are

“A LITTLE BIT ALL RIGHT.”

## Ties, English Ties

NEW DERBY,  
PUFFS,  
ASCOTS,  
BOWS,  
PARIS TIES.

A large and well selected range of patterns. All prices.

## Bicycle Hose . .

Very Fine Range.

No. 3868 Our Specialty.

The Newest Effect. Ask to see it.

## Half-Hose . .

Black Cottons, (HERMSDORF DYE)

Tan Cottons,

Fancy Plaids.

All Seamless Heels.

## Black Cashmere

No. 3761. Special Value.

No. 3756. Black Cotton with Split  
Natural Wool Foot, Seamless Heel,  
Very Good.

## Underwear . .

All prices in . . .

PLAIN and FANCY TINTS  
BALBRIGGANS,  
NATURAL WOOLS.

Medium and light weights. Popular Prices.

## UMBRELLAS, RUBBER COATS, FANCY VESTS.

English Hand-sewn. Our Own Specialties.

Wolff & Glaserfeld's  
German Shirts and Collars.

# MATTHEWS, TOWERS & Co.

73 St. Peter Street, MONTREAL.

## MEN'S FURNISHINGS—Continued

MR. B. TOOKE.

It is a pleasant thing for a man, who has spent his best years in building up a great business, to feel, as he approaches the Autumn of life, that he has accomplished something; that he has established an industry which gives employment to hundreds, and is a potent factor in the commerce of his country. It is probable that when Mr. B. Tooke, the present senior partner of the firm of Tooke Bros., first began the manufacture of shirts, collars and cuffs, in 1871, as The Mount Royal Manufacturing Co., he little anticipated the proportions to which the business would eventually grow. Leaving the employment of The Gault Bros. Co., where he had been for some nine years, he started his first small establishment. Two years later, he was joined by the Skelton brothers, who remained with him until 1877, when the present firm of Tooke Bros. was formed. A warehouse on St. Paul street was leased, but, in less than five years, the two adjoining buildings had been added, to meet the requirements of the constantly-expanding business. In 1893, the present factory was erected. Though a five-storey building, with floor space of 85 x 125 feet, the rapid growth of the manufacturing department made it necessary for the neckwear department, which was added last year, to seek quarters outside.

A walk through this factory, with its 800 busy hands, is full of interest. The cutting-room, with its electric knives; the sewing machines, with one and two needles, running 2,500 and 3,000 stitches in a minute; the modern drying-room, where over 2,000 dozen pieces are dried in one day; the intricate process of starching, and the ironing by electric-heated irons are a revelation. It is easy to understand why the firm has risen to its present prominence when one sees the close attention to detail and careful scrutiny of every particular which characterizes all departments. The collar department is daily increasing its output, and the blouse department is assuming such proportions that more room must be obtained for it before very long. The manufacture of neckwear is only in its infancy in this country, but there is a future before it, and at the present time this branch of the business is well sold ahead. The office and warehouse occupy two large buildings on St. Helen street. All the products of the factory are delivered to the warehouse, where they are sorted into orders and delivered to every conceivable corner of the Dominion. The firm handles other lines of men's furnishings besides their own manufacture. Underwear and hosiery are particularly important departments.

Perfect system is to be found everywhere in the office, warehouse and factory. Heads of departments are all paid liberally, and, in some cases, have a direct interest in the profits of their departments. The firm gives employment, directly and indirectly, to over 1,000 people, and pays out a very large sum annually in wages. Every employe is expected to do his or her duty, and if they adopt any other course their services are soon dispensed with.

Mr. B. Tooke is possessed of exceptional executive ability, which comes to the front in his outside interests, as well as in business. He has always taken an active part in outdoor sport, is an old member of The Montreal Amateur Athletic Association, and was president of The Pointe Claire Boating Club for years. He is a very prominent Freemason, at present occupying the Deputy Grand Master's chair for the Province of Quebec. He is a Grand Z of Capitular Masonry, and is one of the few 33-degree men in the Dominion. He conceived the idea of erecting a Masonic temple for the Province of Quebec, and the splendid pile on Dorchester street, Montreal, stands as a monument to his faithful and untiring efforts in this direction. He is president of The Temple Co., and is a director of The Dominion Burglary Guarantee Co., as well as an active member of the board of trade. Mr. Tooke has a genial manner and kind heart, which have won him popularity amongst a large circle of acquaintances. He is still in the heyday of life, and, judging by his past achievements, it is safe to prophesy that the future has more success in store for him.



MR. B. TOOKE, Senior Partner in the firm of Tooke Bros.

## THE COMPETITION.

The post card competition, instituted by Cookson, Louison & Co., of Montreal, and fully described in the November issue of THE REVIEW, brought forth many bright ideas from all over the country. After careful consideration, we have awarded the following prizes: 1st—R. P. D. Graham, Hamilton, Ont., \$15; 2nd—James Paton, Charlottetown, P.E.I., \$10; special mention, J. A. McLaren.

Unfortunately, the pressure upon our space this month is too great to allow of our publishing the successful cards.

## ENGLISH FASHIONS.

For very heavy wear, the underclothes offered this Winter by the haberdashers are of brown dyed wool. The drawers are finished in red, corded with red and lined with the same shade of flannel. This lining is only around the waist, and forms a stomach band. The waist itself is kept in shape by a species of stay arrangement.

Some new Ascots are in light watered silk, with figures of discs in several darker shades. These discs merge into each other, some well defined and some faint. The design resembles water as looked at through a microscope, or blood corpuscles.

A London rain-coat is of rubber and wool fabric combined, which, after all, is the best to stand a severe climate. It is made without a cape, double-breasted and gathered in the back with a belt arrangement something like the old fashioned ulster. A gray plaid pattern is popular.

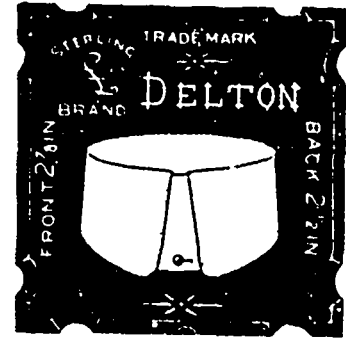
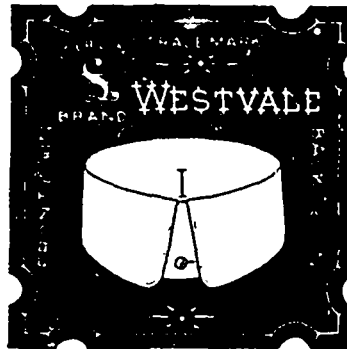
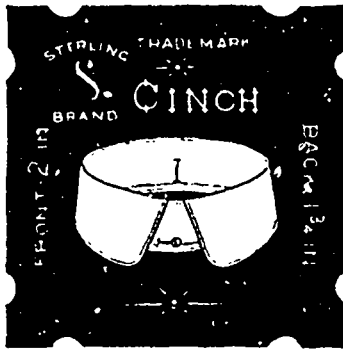
In London, the fashionable dress gloves for evening are of blue-white, and have no black stitching on the backs.

The custom of wearing white drill double-breasted waistcoats with dinner coat seems to be growing, and it is reprehensible. A

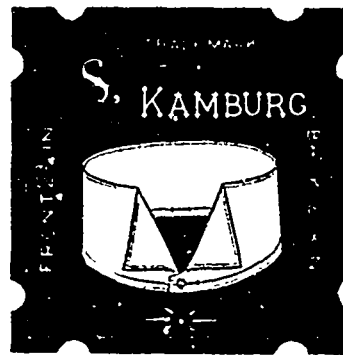
# FELLOWS & COMPANY

## MEN'S GOLLARS

A few examples well adapted for overcoat wear.



Pure  
Irish  
Linen.



Comfort,  
Elegance  
and  
Durability.



### Sterling Brand, \$1.10 Per Dozen.

ALL THE POPULAR SHAPES.

The oldest Collar House in  
America.

ESTABLISHED 1834.

Send for Catalogue.

FELLOWS & COMPANY  
TROY, N.Y.



**MEN'S FURNISHINGS—Continued.**

few silk waistcoats were allowable, but never white drill, which go only with evening dress. And, with a white waistcoat, if a black tie must be worn, let it be of black figured silk, and not of satin.

White waistcoats are almost universally worn with evening dress. The white waistcoat is a low U. It is double-breasted. Figured silks have not been much in evidence. In London, some men have flaps to pockets of white waistcoats.

A half kimona, half bath-robe, is of black and red striped smooth material, lined in red. The stripes of the brighter color are narrow. It is fastened around the waist with a belt of the same material, instead of a sash, and fastened with a clasp. The hem of the garment is bound in red silk.



W. A. Denton, the new Men's Furnishings Buyer.

more conservative element among the best dressed men in the city.

Some of the shops are showing brown kid walking gloves with red stitching. These are absolutely hideous. They are of the cheap variety.

Some new colored shirts are striped widely in old-rose pink on a white ground, and between each bar of color there is a hair-line of black. These shirts have the stripes across the bosom and around the cuffs. The collar, which is, of course, attached, is turned down all round, with round corners. The cuffs are also rounded.

The evening shoe with elastic or silk top is seen this Winter in limited numbers. The material for the shoe is patent leather.

**THE OUTLOOK IN NECKWEAR.**

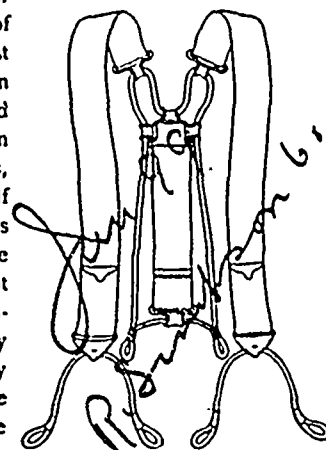
A week or so before Christmas, the run on red began at several Canadian centres, and is, for the moment, in full favor, with prospects of continuing the fashionable craze for some weeks, at least. The patterns are principally checks and stripes, and the color shades from a deep wine tint to the most brilliant scarlet. A good thing in red ties is a plain scarlet cord.

The taste for red and black combinations has spread here from the United States, and is making quite a strike. Connected with this is the two-tone effect—green and white, black and white, red and white, and so on—a fashion which seems to be all right for present and future trade. As the trade moves on towards Easter,

something may be expected in black and white combinations of various kinds, while the blue tints now reigning in women's wear may likely invade the men's neckwear. In shapes, puffs and Ascots are the thing.

**NEW SUSPENDER.**

The patentee of this new ball-bearing suspender, "The President," Mr. Hugh McWilliam, is a young Scotch-Canadian, residing in St. Paul, Minn., manager of one of the departments of Browning, King & Co., the largest clothing and men's furnishers in the United States. He has placed it in the hands of The Dominion Suspender Co., of Niagara Falls, and he may congratulate himself on having this firm handle it, as they would neither manufacture nor offer it for sale if they did not know it was a wonderful and satisfactory suspender, thoroughly tested. Their travelers will shortly have samples to submit to the retail trade, and the price will be \$4.25 per dozen, in one grade only. It will be well advertised in the daily and weekly papers and magazines. A number of bright dealers in the United States have written the makers, expressing in strong terms their opinion of the selling qualities of "The President" suspender.



"The President."

In this issue is given a portrait of Mr. W. Denton, the newly-appointed buyer in men's furnishings for John Macdonald & Co. Mr. Denton has had years of practical experience, and is known already as a careful, trustworthy, up-to-date buyer, highly thought of in the trade for his knowledge and rectitude. He leaves next month on his first European buying trip, and is sure to be welcomed on the other side.

The Canadian Underwear Co. illustrate, on another page, their metallic-striped undershirts, which have become so popular that the company have found it hard to meet the demand. They are said to be more serviceable than silk, and will not cut, which may account for the large sale. The Canadian Underwear Co. were the first to introduce these goods on the Canadian market.

**AN UP-TO-DATE TRIMMING HOUSE.**

ONE of the oldest and best known houses doing business with the dry goods trade have found it necessary to remove to much larger and more modern premises to keep pace with their ever increasing trade. We refer to the well-known firm of Flett, Lowndes & Co., whom a representative of THE REVIEW visited a few days ago in their new premises at 61 Bay street, Toronto, and had the pleasure of noting that this Toronto house takes second place to no other concern on the continent, either as to up-to-date trimmings, linings, laces, embroideries, veilings and notions, or their warehouse appointments, which are eminently suited for the convenience of their customers.

For nearly a quarter of a century this firm have been carrying on a trimming business with the Canadian trade, their travelers covering the ground from the Atlantic to the Pacific, and their buyer being in close touch and visiting the European and American markets periodically. The retail merchant who wishes to keep himself posted in up-to-date goods should call on this concern when visiting the Toronto trade.

25/1/99

A HAPPY  
AND  
PROSPEROUS

1899

TO OUR CUSTOMERS

AND FRIENDS

TOOKE BROS.  
MONTREAL.

### Careful Buyers

recognize the necessity of placing their orders with . . . . .

### Conservative Buyers

still continue to give their orders, as heretofore, to . . . . .

### Shrewd Buyers

always know they are getting a combination of Value and Style, when ordering from . . . . .

### All Buyers

know the address . . . . .

## JAMES CORISTINE & CO.

Manufacturers and Importors of

Hats, Caps, and Straw Goods.

## JAMES CORISTINE & CO.

Manufacturers and Importors of

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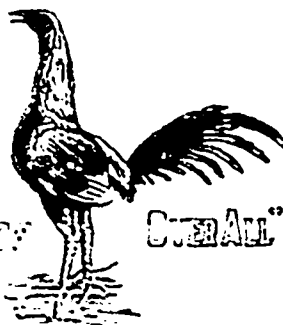
## JAMES CORISTINE & CO.

Manufacturers and Importors of

Hats, Caps, and Straw Goods.

460 to 477 St. Paul Street, and  
12 and 14 St. Nicholas Street

**MONTREAL.**



# MANY HAPPY RETURNS

If you have not placed your order with us do so now.

- Shirts, Crash Suits,
- Overalls, White Duck Pants,
- Pants, Summer Clothing,
- Jackets, Bicycle Suits,
- Pique and Crash Skirts.

Apron Front, Panel Front, Fan Back, Corded, Chain Stitched, etc. Every one of the latest fads. We invite large cash buyers to write us for prices in any line.

### ROBERT C. WILKINS

198 McGill St., MONTREAL.

## The "EMINENT"

### Imperial Waterproofs

### "Cravenette" Proofed

DEPARTMENTS....

- Jackets
- Mantles
- Costumes
- Girls' and Maids'
- Mantles and Jackets and Waterproofs

Agent in Canada:

### J. SNIDER

King St., TORONTO

## BRICE, PALMER & CO.

Cannon, Street,

LONDON, ENGLAND.

Telegrams "Eminent" London.

# The Hub. 1899.



*A  
Happy  
Prosperous  
New Year  
To All*

## Cookson, Louson & Co.

Neckwear Manufacturers  
and Men's Furnishers

— MONTREAL.



## A NEW YEAR! 1899.

*Our travellers are now out with a full range of samples, including the very latest designs in silks for new Spring Neckwear.*

*This season we are offering special value in English Collars, a line in which our reputation is well known.*

*For a complete range of Men's Furnishings, including Bicycle Suits, Summer Clothing, Underwear, Hosiery, etc., we are showing the best assortment ever put on the market.*

*All we ask is a liberal inspection of our samples to convince you.*

LETTER ORDERS CAREFULLY AND PROMPTLY FILLED.

# CAULFEILD, HENDERSON & BURNS

17 Front St. West, TORONTO.



## The Hat and Cap Trade.

### THE HAT TRADE.

THE demand for stiff hats has gone on later this season than usual, and city dealers, especially, find that the trade in them is good, so much so that furs were interfered with. The jobbers report that orders from hat dealers were received right up to Christmas, due in part, it is thought, to low stocks, and partly to brisk retail trade. There is believed to be an indication that stiff black hats will be in early demand for the Spring retail trade, as dealers are pretty well supplied with colored hats.

### THE TRADE IN FURS.

The cold weather sent in a flood of orders to manufacturers a fortnight before Christmas, with a consequence that some orders could not be filled in time. There was disappointment and a disposition to blame the makers-up of furs. But the dealers should have placed orders early and they would have had no cause to complain. Times are better, and the cold winter was generally predicted beforehand, so that the trade might have taken some risk in carrying a little stock.

Some talk is occasioned in this market by the advance in seals, reported elsewhere in this issue from London. If maintained, the advance would be serious, and experienced fur men doubt if it is warranted. The December sale is rather a rare thing, and there is an inclination among Canadian fur men to wait the results of the regular January sales. Seals are now high, to the point where the public will buy them, and further advance would curtail demand. Trade in the United States in sealskins has not been up to expectations. Persian lamb has sold well in Canada, but not there. Gray lamb has had a phenomenal season, and the outlook is for a high price next season. Persian lamb collections are better, and, perhaps, better prices will rule for them, too, but this may be made up by better quality. Skunk is unquestionably higher. Electric seal has taken a great hold of the market for a moderate-priced article, and, as the finish of this material improves, it will probably hold a good place next season. This has been a good season for grebe. The fur sales attended by Canadian buyers begin in London on the 16th inst.

### THE ORIGIN OF THE SAILOR HAT.

George Cable, the novelist of the Southern States, traces the origin of the sailor straw hat to the French creoles in New Orleans, who, from their connection with, and constant visits to, France

were the fashion leaders of the last century in America.

Many of the residents of New Orleans were French nobles, driven from home by Murat, in his reign of terror. Their clothes were, of course, copied by the provincials, so that New Orleans was the centre of fashion for the new world. Among these

creoles was a young girl who, Mr. Cable writes, was at the very pinnacle of society in Louisiana.

One day it would please her grace to part her hair in the middle, and the next day everybody in her circle would have hers plastered in the same style. One day this autocratic young woman, looking out of her window, saw a small slave child being run over in the street.

Out she dashed to snatch the child from under the prancing hoofs. At the door, the fierce sun beat down on her uncovered head, so she seized the first hat she laid her hands on, and flew to the succor of the child.

The hat she had donned so hastily was one made of straw belonging to her brother. Instantly her quick mind grasped the situation, and she saw a new world to conquer and convert.

Begging the hat from her brother, she trimmed it with feathers

and wore it to church the next day. The idea took like mad, and by the next Sunday every woman in New Orleans had a straw hat perched on her wonderfully piled up headgear—and women have worn straw hats since that day.

The Louisiana production was more like the straw hat worn by real sailors, flexible, with turned up edges. One can watch the growth of this hat through the old portraits. A hundred years ago it

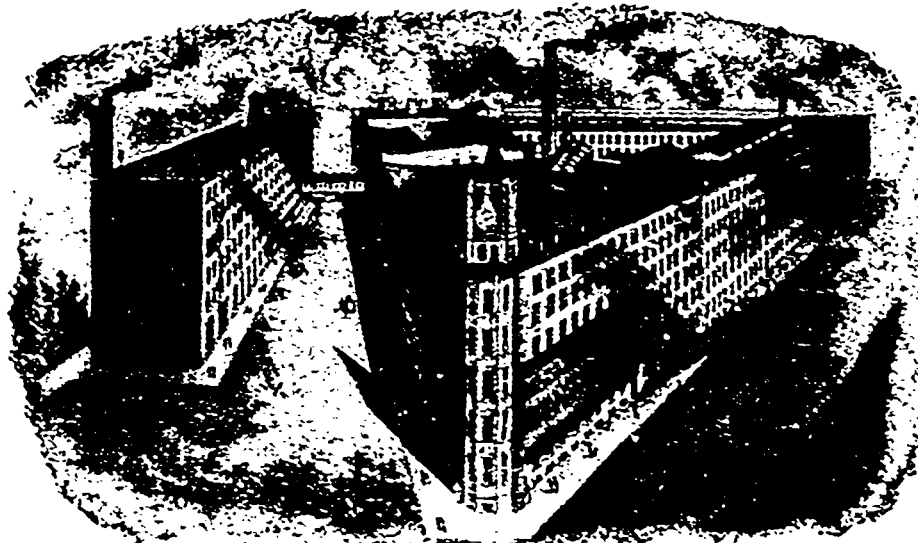
was low and flat, and about the same size it is at present, but with the rolling brim. The same hat can be followed through its stages of larger and smaller and stiffer and harder until it merges into our well-beloved utility hat.

### A FEW WORDS ABOUT STETSON HATS.

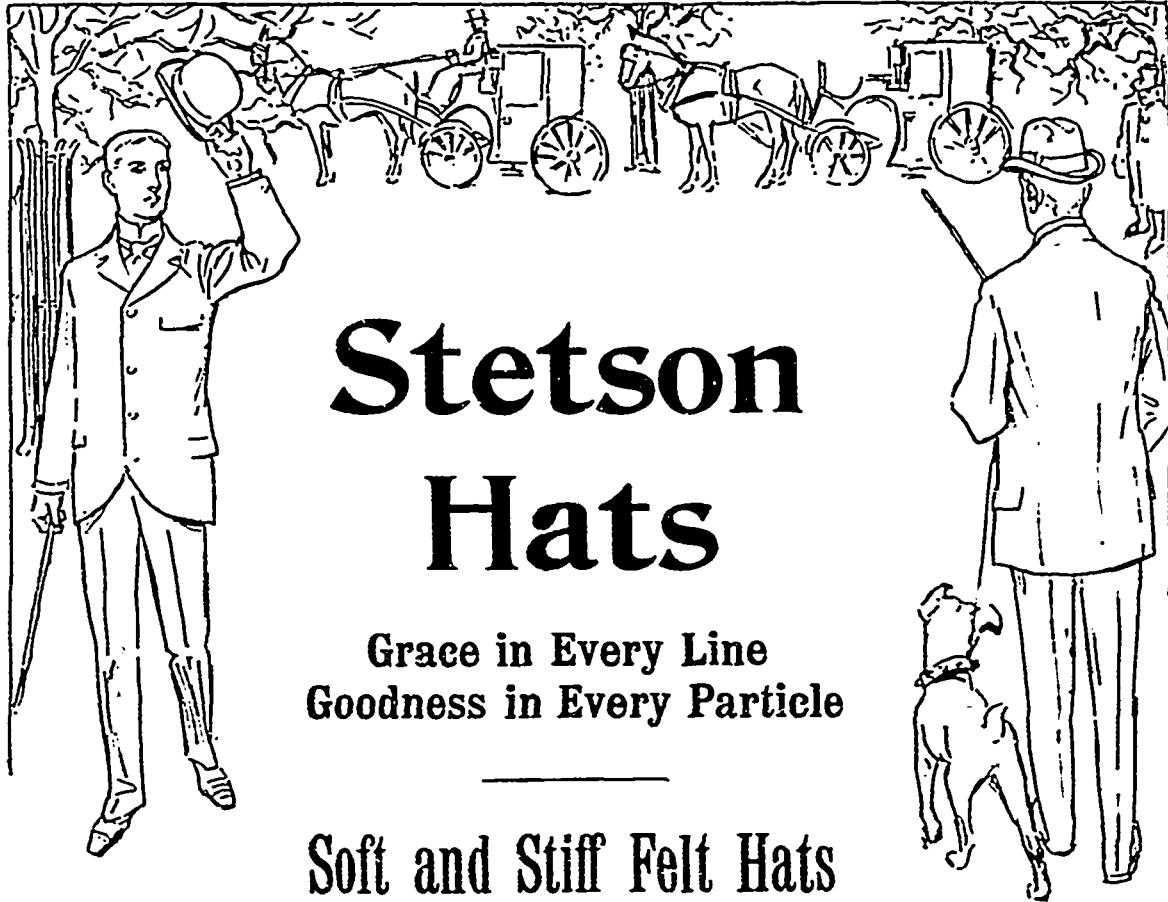
The fame of Stetson hats is world-wide. The Stetson factory, in Philadelphia, is the largest fine-hat factory in the world, and Stetson hats have made it so.

This industry was founded in 1865, by John B. Stetson, with a very small loft for a factory, a kit of hatters' hand tools for a plant and an unlimited amount of determination for a capital. Mr. Stetson started out with the determination to produce the finest hats made, and nothing could allure him from maintaining the standard of excellence he had established.

From this little loft of 1865, with not more than 1,500 square feet of flooring, there has grown 275,000 square feet of floor space—a factory sufficient to cover more than six acres of ground if the buildings were but one storey high. From an output of 100 dozen, which was about the total for the first year, the capacity has been



The Stetson Hat Factory



# Stetson Hats

Grace in Every Line  
Goodness in Every Particle

Soft and Stiff Felt Hats

that show hat-making in its very highest development. Their quality and finish, grace of outline, richness of color, delightful velvety "feel," light comfortable weight and wonderful wearing capacity class them as pre-eminent.

Eleven hundred employes are kept busy satisfying the demand for Stetson Hats that comes from all over the globe. Their reliability has made their popularity.

Stetson Hats bring permanent custom—the kind that counts.

Our representative, Mr. Charles S. Duke, will be in Canada during February with samples of our new styles for Spring, 1899.

## John B. Stetson Company

PHILADELPHIA, U.S.A.

**HATS AND CAPS—Continued.**

increased to more than 50,000 dozen of fine hats per year. The original investment, which could not have amounted to more than \$1,000, has grown to a corporation with a capital of \$2,750,000, United States gold, or about £570,000 sterling.

The knowledge that hats of such merit were being produced could not long be limited to the United States. Orders from various sections of Canada, Europe, from Mexico, from South and Central America and from South Africa and the East began to be received, until the foreign trade has assumed such a degree of importance that special attention and facilities have recently been adopted for the proper handling of it. But it is "quality before quantity" at the big Philadelphia factory—The John B. Stetson Co. points to the unsurpassed excellence of Stetson hats rather than to the enormous output. Every process in the evolution of the hat, commencing with the cutting of the fur, is conducted right at the Stetson factory. This has a twofold advantage. It insures the nicest attention to every detail and saves outside profits, thus reducing the prices at which Stetson hats are sold. In the making of this famous head-wear, while grade is the first consideration, no effort is spared to produce that grade at the least possible cost. Every invention in labor-saving machinery is utilized. Indeed, the Stetson Co. controls exclusively many appliances of its own invention which accomplish magnificent results at a very low expense. The immense amounts of materials consumed permits the obtaining of unusually favorable rates, another great saving which lessens prices.

Charles S. Duke, the company's representative, will be in Canada during February, to afford our hatters an opportunity to see the many graceful styles, in stiff and soft hats, prepared for the Spring season.

Heath, the famous London hatter, had on exhibition in his Cornhill branch, the other day, during the war excitement over the

Fashoda affair, the field marshall's hat worn by the Duke of Wellington. It expressed the general feeling in London toward France, and the crowd around the window was so great you could hardly get past.

**MR. STAPLETON CALDECOTT.**

THE REVIEW is informed, on good authority, that its old and esteemed friend, Mr. S. Caldecott, of the late firm of Caldecott, Burton & Spence, although he did not take any shares in the old firm's successors, The Merchants Dyeing and Finishing Co., Limited, wishing rather to be relieved from business responsibilities after a career of about 50 years, has now decided to leave his capital in the company's hands as an investment, being assured of a comfortable income thereby. He will also represent the well-known firm of Debenham & Freebody, London, whose specialties are dress goods, silks, ribbons, etc., of a high class, suitable for the very best retail trade. The two interests do not clash, as the classes of goods are different in the two concerns, and there is the best of feeling between Mr. Caldecott and the present directors of The Merchants Dyeing and Finishing Co.

**REFILLS FOR CALENDARS.**

Last January, John Barrett, manufacturers agent, 32 Lemoine street, Montreal, sent out a handsome leather calendar holder with '98 calendar pad to his friends amongst the dry goods trade. He has procured a supply of '99 calendar pads to refill the holders, and anyone who has the latter will receive a pad if he sends Mr. Barrett his address.

J. L. Mader, formerly of Kincardine, has started a new dry goods store in Birss' block, Walkerton, Ont. He has christened his store "The Big 22."

Where did you get that —



Why, from the ROYAL HAT CO., of course! They make the best \$2.00 hat in fur felt, either soft or stiff, to be found on earth.

Price, per dozen, lined, \$16.50  
Price, per dozen, unlined, 15.00

Made in all the latest American shapes. Write them for samples or photos, and address

**ROYAL HAT CO., Hamilton, Ont.**

- 1 of these days you should calculate  
8 the advantage of buying standard goods.  
9 times out of 10 you get cheated, if  
9 tenths of your stock is bought "cheap."

**OUR** { Cords, Braids, Gimps,  
Tassels, Fringes,  
Barrel Buttons, etc.

*RMW*

TRADE MARK.

Are the BEST in the market.

**Moulton & Co. - - Montreal**

**A. A. ALLAN & CO.**

51 Bay St., Toronto.

English . .  
. . Felt Hats

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

WAKEFIELD  
LESLIE & CO.  
ROYAL BRAND  
EXCELSIOR  
STARLIGHT

These names are a guarantee of excellence.

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

Letter orders promptly attended to.

# CRASH! BANG!

Crash Hats and Caps

AND

Light Weight Caps

for Spring and Summer Wear.

## BANG-UP GOODS

We are determined to sustain our reputation for making the best goods in the market.

ALL REPRESENTATIVE JOBBERS  
HANDLE OUR LINE . . .

Request Your Jobber to Show You Our Goods.

Mohawk Valley Cap Factory  
UTICA, N.Y.

# AMERICAN STYLES IN LADIES' HATS

A steadily increasing demand for these goods from The States is apparent each season.

However full the European importation of any dealer may be, it requires to be supplemented and reinforced by goods from "over the line," representing American ideas, or Parisian and London ideas modified and adapted to the prevailing taste in New York.

## The Buyer of Your Millinery Department

understands this already; and to the attention of such we desire to bring the announcement that we shall be ready on February 1, to show a large and varied assortment representing the new Shapes, Fabrics, Colors and Combinations.

Fashion Plates, Plates illustrating choice styles for the Spring season, mailed free if requested. Please mention this paper.

Our first regular Opening, at which we shall show Paris Pattern Hats, and a large exhibit of the Season's Novelties, will occur about the middle of February.

## HILL BROTHERS

806-808 Broadway, New York.



C. K. HAGEDORN, Manager.

Our travellers are on the road with

# SPRING LINES.

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



"We Fear Not For."

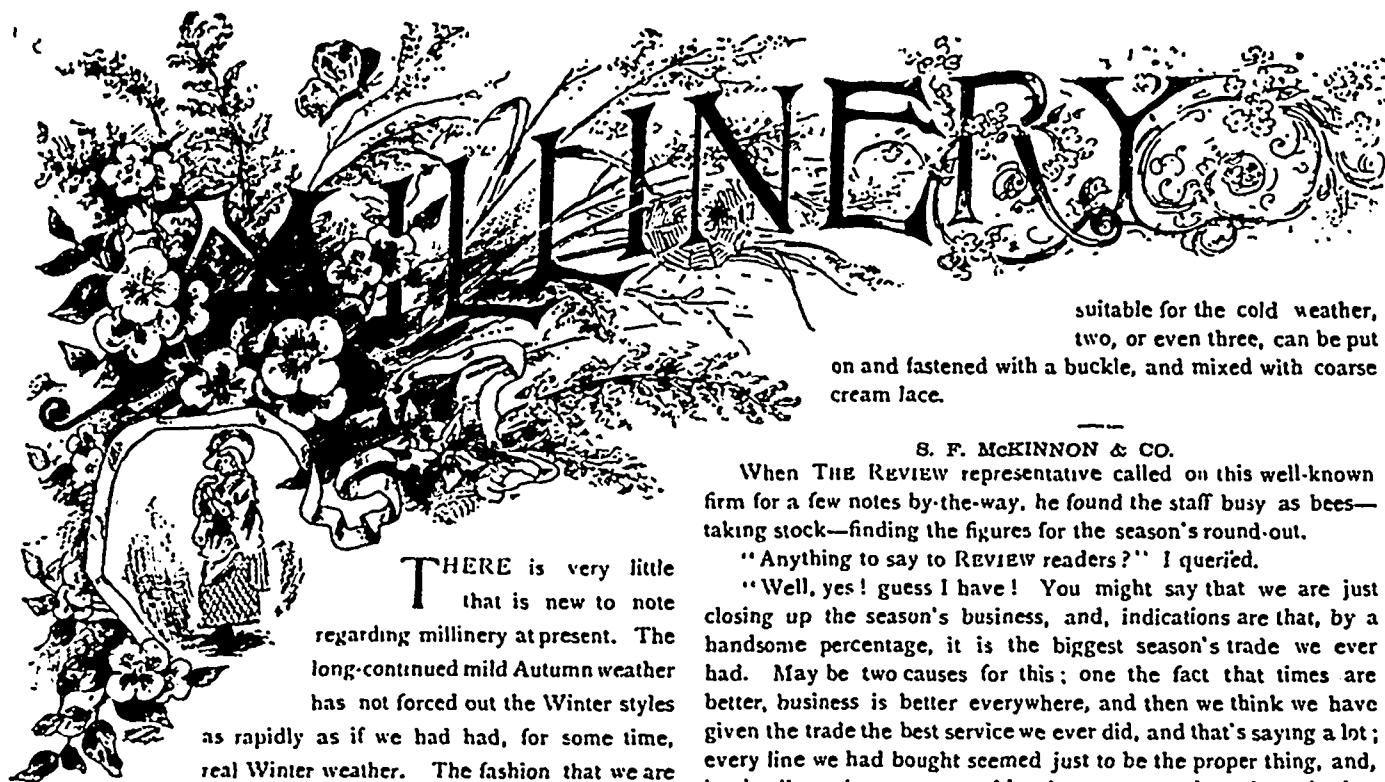
A trial order solicited.

Remember we guarantee satisfaction.

## A Happy and Prosperous New Year

TO ALL OUR FRIENDS IN THE TRADE.

The Berlin Suspender and Button Co.



suitable for the cold weather, two, or even three, can be put on and fastened with a buckle, and mixed with coarse cream lace.

S. F. MCKINNON & CO.

When THE REVIEW representative called on this well-known firm for a few notes by-the-way, he found the staff busy as bees—taking stock—finding the figures for the season's round-out.

"Anything to say to REVIEW readers?" I queried.

"Well, yes! guess I have! You might say that we are just closing up the season's business, and, indications are that, by a handsome percentage, it is the biggest season's trade we ever had. May be two causes for this; one the fact that times are better, business is better everywhere, and then we think we have given the trade the best service we ever did, and that's saying a lot; every line we had bought seemed just to be the proper thing, and, in the lines that were considered scarce, we showed an absolute leadership. So much for having a resident buyer in Europe, who watches the trend of fashions like a cat watches a mouse, so that as quick as a thing's the thing, the trade can bank on getting it at McKinnon's.

"Yes, our foreign buyer is busy in the European markets now, picking up and forwarding to us new lots for Spring—but it's premature to give any detail of what turn fashions will take.

"We're making grand preparations for the Spring trade, and our travelers are on the road with the finest and most complete range of samples we ever started them off with, and orders are already coming freely."

"How's the new enterprise, the mantle-making department, coming along?"

"Well, that's been a big surprise to us. We're pretty sanguine, as a rule, in our undertakings, and never put the mark low, but the McKinnon-made mantle trade has gone away and beyond our biggest idea that it might go. We're going to do the lion's share of the mantle trade in Canada, do you know—it's shaping that way. It taxed our capacity all Fall to keep pace with orders, and we haven't heard of a complaint of our goods from anybody.

"At present, of course, we're busy on Spring garments, and, in another issue, we'll be able to say more about this promising addition to our business.

"Perhaps the most convincing proof of the growth of the McKinnon business is the fact that we are continually outgrowing our premises, and just now are putting an addition to our big York street warehouse, which we thought would accommodate us for years, that will increase our selling and manufacturing space at least one-third."

"How about 1899?"

"Bright prospects. We're laying our plans for the biggest kind of trade, and when we're doing good trade, it goes without saying that traders in the country are selling more goods. More goods, more profit. More profit, more success. We wish you and your readers the compliments of the season—Good morning."

THE JOHN D. IVEY & CO., LIMITED.

In conversation with The John D. Ivey & Co., Limited, THE REVIEW was informed that the millinery trade with this house dur-

THERE is very little that is new to note regarding millinery at present. The long-continued mild Autumn weather has not forced out the Winter styles as rapidly as if we had had, for some time, real Winter weather. The fashion that we are

to have for mid winter is the small, fur, much trimmed toque, set well back on the head with a fairly developed pompadour. The style is to be small, either in fur or velvet, with a wealth of ostrich plumes on the latter. The "Picture" hat is not so much in evidence now as formerly, and can be said to be dying out, but slowly. For young girls, bridesmaids and five o'clock teas they are in certain demand. But women, on the whole, are showing more of the head and hair now, and, for many, it is a vast improvement

Black and white, which is such a favorite combination in gowns, is seen quite frequently on headgear as well, and black and white ostrich plumes, artistically arranged, form a strikingly becoming and smart trimming for many hats.

There is every promise of a profusion of foliage and flowers for hat trimming next Spring, unless another wet Easter forces a sudden invention, as was the case last year, when the "Rondeau" hat was of necessity improvised, and proved a "stayer." Small hats off the face, lots of foliage, taffetas, braids, flowers, and what not, will be worn; everything small and trim, hats, sleeves, sheaf skirts, etc. White is greatly used, to show up dark shades, this Winter, but it has to be used with the utmost care, as it would otherwise ruin the effect. A white ostrich plume in a blue velvet toque, if placed properly, is exquisite, but nothing is in worse taste than patches of white on color.

#### NEW COLORS FOR SPRING.

There is some talk of yellow and pale maize being the coming color for next Spring, but the woman at the counter will decide this later on. There is no doubt it is a lovely Spring shade and suits a wide variety of women.

Hongrais is a new blue shade, and iris tells what it is. Later on it will be easier to decide as to what will be first favorite.

A pretty toque for winter wear has a turban brim of fur of medium depth, a full velvet crown piped across, or trimmed with crinkled baby ribbon. The front is trimmed with large fan bows of velvet cut on the cross and edged with baby ribbon or sequins, fastened in the centre with a rhinestone clasp and finished off with a quill or plume. A couple of handsome pins can pierce either the bows or the crown.

A sable tail or two in a winter toque is much worn, and is most

# The Mil



The **JOHN D. IV**  
TORONTO      MONTREAL      PARIS

## WHOLESALE MILLINERY.

**Substantial  
Appreciation**

We have already received from all parts of Canada **substantial appreciation** of our extensive range of samples for Spring season.

**Comment unnecessary**—The unusual enthusiasm displayed by buyers who have inspected our samples—the large and numerous orders received is sufficient evidence of the merits of our goods, and requires no word from us to attract the attention of the trade to

The Superior Values.      The Extensive Variety.      The correctness of goods.

*Inspection of samples respectfully solicited.      Kindly reserve orders.*

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



## REVIEW

same color. Stole fronts for capes. Chiffon stocks  
les of color. Plaid skirts for golf, with capes to match  
handkerchiefs with inner row of embroidery. Tartan  
umbrellas. Kaki cloth for bicycle suits next Spring.  
ed at the back with rows of buttons. Chine effects for  
White kid gloves still the rage. Lace cravats and  
every kind of gown. Lawn handkerchiefs embroidered  
ys. Fur in folds and bows on capes. Old-fashioned  
once more worn. Muslin chiffonette, a fabric that will  
epherd's plaid shirt waists, in silk and wool, for  
ar. Glace gloves for the street, mousquetaire suede for  
r.

### PRESENTATION TO MR. W. E. YOUNG.

Some presentation was made to Mr. William E. Young,  
ario traveler for The W. R. Brock Co., Limited, on the  
his marriage, Dec. 20, by the members of the firm and  
aff. Mr. B. B. Cronyn made the presentation, and the  
members of the company and staff were present, including  
Messrs. Jermyn, W. L. Brock, W. R. Small-  
piece, John Ross, etc. Mr. Cronyn spoke  
in the kindest way of Mr. Young's service  
to the house and the good wishes which  
followed him from all the staff. The present  
was a complete and magnificent service of  
table silver, comprising every possible new  
article.

### "THE OPEN DOOR."

Britain's policy is the "open door."  
John Bull is plucky. All he wants is a fair  
field and no favor. The dye works of The  
Merchants Dyeing and Finishing Co., situ-  
ated on Liberty street, near King street west,  
Toronto, under the management of Mr.  
Alfred Burton, maintain the policy of the  
open door, and do work for wholesale or  
retail, Canadian manufacturers or Euro-  
pean, same terms to all, the price depending  
simply upon the quality and quantity of the  
goods, and the number of pieces dyed to  
one shade at a time. THE REVIEW has  
always taken a great interest in this in-  
dustry, and has been surprised at the devel-  
opments made from time to time, and the  
variety of goods handled. Many of our  
own Canadian mills would do well to get  
some of their work done there. In all

such matters it is desirable to address the works direct.

One of the best calendars of 1899 is a wall-map of the world,  
especially showing the British Empire in colors. The map is  
mounted, and any REVIEW reader may have one on sending a card  
to The W. R. Brock Co., Limited, Toronto.

The Star Whitewear Manufacturing Co., of Berlin, Ont., are  
showing some new things in ladies' wrappers, shirt waists, children's  
wear, etc., which the trade will like to see. The information will  
be supplied to any merchant inquiring.

Fire broke out in the store of The S. Carsley Company, Limited,  
Montreal, at an early hour one recent morning, and the fire depart-  
ment was promptly on the scene and had it under control before  
extensive damage was done. The store was opened for business  
as usual, and, beyond a smell of smoke, there were no traces of the  
fire to be seen. The fire was caused by an overheated furnace  
pipe in the basement. The damage caused by smoke is estimated  
by the firemen at \$5,000.

ed to be a big trade in foliage.

In hats, the early trade is principally  
in sailors and walking hats, and there are  
as yet comparatively few dress hats shown.  
It is probable that the dress hats for the  
coming season will be made up by the mil-  
liner as heretofore, utilizing the ever-popular  
straw plaits, which are exceedingly hand-  
some in the new designs and colorings.

Veilings will be much used for the drap-  
ing of hats for Spring. The new chiffon  
veilings are very effective, and are made in  
a great variety of colors. A big trade  
promises to be done in plain taffeta ribbons  
and nets of all kinds, especially those of a  
stiff finish.

### THE D. MCCALL CO., LIMITED.

The D. McCall Co., Limited, report that the past season's busi-  
ness has shown a marked increase over former years. The pro-  
spects for Spring trade, they state, are exceptionally bright. They  
have been showing, for a month back, a full range of Spring  
goods, and have sent their travelers out earlier than usual, and  
find a satisfactory improvement in orders from all sections of the  
ground they cover, practically the whole Dominion. Their resident  
European buyer has placed his Spring orders, but will remain on  
the ground, so that all repeats will be secured with utmost despatch.  
In every way The D. McCall Co., Limited, are preparing for one  
of the largest Spring trades they have ever done.

### BRIEF NOTES OF PRESENT AND FUTURE FASHIONS.

Black and white. Skin-tight sleeves. Lace on furs. Fur  
trimming on lace. Sash window draperies with two and three  
frills. Black and white blonde lace for trimmings. Stock collars  
higher than ever. Fur toques for morning wear. Silk linings for



MR. R. W. MACDOUGALL,  
Managing Director of The Gault Bros. Co., Limited,  
non-life of the Wholesale Dry Goods Association  
for membership on the Council of the  
Montreal Board of Trade.



### *Retrospective and Prospective.*

Years ago we started in a smaller way than you find us to-day to make a business in our particular lines, taking as our creed on which to build it the principle—"Do the best for the man you sell to—merit his trade, and wait results." It took only a short while to put us past the "days of small things" and land us in the position of absolute leadership, as importers of mantles—millinery—millinery trimmings—fancy dry goods—novelties, etc., and to-day finds us with a fast hold on first place—with running easy and the lead increasing.

Premises after premises have grown too small to accommodate our increasing trade, and while at present we occupy the largest premises in Canada devoted solely to millinery and mantle trade, wholesale, it has proved far beneath our requirements, and we have in course of erection an addition to our warerooms, which will give us fully one-third more manufacturing and selling space.

Our organization includes a resident European buyer—two special European buyers—and an American buyer, who makes fortnightly trips to the American metropolis in picking up the newest of the new.

Old things have passed away—instead of importing mantles from Berlin, we manufacture them under our own roof—that the enterprise has been appreciated is proved by the hundred-fold increase in the mantle trade.

Ample capital makes us dictators in the closest market—our liberal terms to the trade goes points in our favor—our travellers are on the road to-day with the grandest range of samples for spring we've had the good fortune to start them out with—ponder their trunks to your own profit.

Wishing you the compliments of the season, we are, yours for bigger business,

# **S. F. McKinnon & Co., Toronto**

71-73 YORK STREET.

**MILLINERY  
MANTLES**

## Woollens and Clothing.

### HORSE BLANKETS.

THE other day, the use of horse blankets for other purposes than covering the animal was proved to me. A man was looking for a pair for use as sleigh and carriage rugs, and to wrap around young children going out for an airing in the cold weather. There is quite an extensive trade in the cheaper grades of horse blankets, and the call is for a cheap but decidedly strong article. On these goods, as well as on most others, the selection of the stock is the most important item in its manufacture, for the labor cost of producing them is comparatively slight. What wool is used in these goods should, above everything else, possess the felting quality in a marked degree, and, if this is mixed with some longer stapled and coarser wool, a cheap mix may be obtained.

### TWO WOOLLEN CHANGES.

The large tailoring establishment heretofore conducted in Belleville by Frank Broderick, under the firm name of Frank Broderick & Co., has been sold by Mr. Broderick to James H. Mills, who, for the past few years, has been in charge of the tailoring department of Geo. Ritchie & Co., and who, prior to that, himself conducted a successful merchant tailoring business in Belleville. Mr. Mills takes possession of the business on January 1. Mr. Broderick is starting a new establishment on a larger scale, in Toronto, and will open in the new year in that city with a special equipment for handling large clothing contracts.

### MAKING WOOLLENS IN CHINA.

Canada sends no woollens to China, although one or two experimental shipments in clothing have been sent to Hong Kong the last few years. The first woollen mill in North China is now being equipped at Tientsin. It will make blankets and flannels, and the machinery is being made at Philadelphia. This is in every respect a remarkable incident in textile annals. There are 300,000,000 inhabitants in China, and the people of the north will become vast consumers of woollens as western civilization achieves its manifest destiny in the Orient.

### ENGLISH WOOLLEN HOSIERY.

An importer told THE REVIEW the other day that the quantity of English woollen hosiery sold this season in Canada was three or four times that of last year, and that certain lines of Canadian hosiery might be affected by that. We in this country did not make the highest grade of woollen hosiery as well as the English manufacturers. It is purely a matter of machinery and facilities, and he thought protection played a smaller part in it than was really imagined. Trade has been very good. This season's results, he thought, should be highly satisfactory to the English makers.

### CUTTING BY HAND ON A LARGE SCALE.

The man who desires to keep in touch with the dry goods business in these times has to keep his eyes open. It is an admitted fact that the buying public are ready to accept any new development in trade which commends itself because of utility or economy. A striking manifestation of this truth is given by the development of the ready-made clothing business in recent years. It is a short time since ready-made goods were only worn by those who had not the desire, or the cash to be "well dressed." Now, the ready-made goods manufacturers do not hesitate to compare their pro-

ductions with those of the tailor who "makes to order," knowing that in the matter of price he has an advantage, and believing that as regards style and finish he has nothing to lose by such comparison. That Canada is not in the rear of this development must be evident to one who has seen the magnificent building erected by

Boisseau & Co., on Yonge street, Toronto, and devoted exclusively to the sale of these goods.

Mention has been made in these columns of the architectural beauty of this establishment. The methods of manufacturing pursued by this firm are up to fully as high a standard as the building in which they manufacture. Boisseau & Co. hold to the belief that anything which could be made in an ordinary tailor shop could also be satisfactorily turned out in large quantities, and that, with first-class material, machinery and labor, just as excellent clothing and as perfect a fit could be obtained in ready-made as in tailor-made goods. Their warerooms are a practical demonstration of the truth of their theory. In the cutting department, on the third floor of this building, a large staff of experienced cutters are kept constantly busy preparing work for the little army of machine operators who occupy the top flat. A thing that will strike an observer forcibly on entering this room is the absence of machinery, which, according to the popular belief with regard to ready-made clothing, should be there. Their absence is not due to the fact that time has not permitted their being placed yet, but to the fact that Boisseau & Co. believe in having all their cutting done by hand. Their reason for this is that they believe when clothing is cut by dies there is too much sameness about it, and, if half the people in the city were dressed in such clothes, they would look as though they were attired in a uniform. There was also the danger of uneven cutting, where large quantities of cloth were cut at one time, and that would also spoil the fit of the suit. A very important reason for their not using machines, however, was that the quality of the cloth they make up is of too fine a quality to run any risk of injury to it.

### CANADIAN BLANKETS.

A Glance at the samples of a firm like Logan Bros., of Renfrew, makes one proud of Canadian manufactures. Their white and grey blankets are pure wool, and are made and finished in the best possible style, while their kerseys and coarse tweeds are exceptionally creditable goods. Friezes and etoffes complete a range of which any manufacturer might be proud. Their goods are handled by the majority of wholesale houses, from whom retailers may secure what they require.

### A FRIENDLY WORD.

Mr. James Castell, Brandon, Man., writes:

BRANDON, Man., Dec. 12, 1898.

Enclosed find P.O. order for \$4 for subscription for THE DRY GOODS REVIEW up to February '99. I understood that your traveler would come out this way or I would have remitted the amount sooner. I would not be without your paper, as it is a perfect mine of information in the dry goods line.

Emil Pewny & Co., of Grenoble, France, have completed arrangements with the firm of Foster, Porter & Co., Limited, of London, Eng., to represent them in the United Kingdom. This firm is one of the oldest of English dry goods concerns, and the fact that they have accepted this agency may be looked upon as a testimony to the quality of Pewny's kid gloves. S. Greenshields, Son & Co. represent Pewny & Co. in Canada.

The Beaver Rubber Clothing Co., of Montreal, are distributing a very pretty calendar among their trade friends. Retailers who would like to have one should send their address to the company on a post card, mentioning THE REVIEW, and it will be sent them by return mail.

# SPRING 1899

## Fine Woollens AND Tailors' Trimmings

### NEW AND ORIGINAL PATTERNS

A feature in our business is Ladies' Dress and Mantle Fabrics in Scotch Tweeds, Broads, Box Cloths, Serges, etc., suitable for Tailor-Made Costumes, exclusive in design and confined to ourselves for Canada.

*Sole Selling Agents for Ontario for the*

**FAMOUS OXFORD HOMESPUNS**

For Ladies' and Gentlemen's Wear.

SAMPLES FURNISHED TO THE TRADE ONLY.

# HUTCHISON, NISBET & AULD

34 Wellington Street West

TORONTO

## AN OLD FIRM'S JUBILEE.

**D**URING 1899, the firm of John Macdonald & Co., Toronto, celebrates its Jubilee, an honorable event in the history of any house. In September, 1849, the firm first made its appearance in Toronto as a retail store, with a limited capital and two employes. The progress of the house is already well-known, not only in Canada, but in Great Britain, the United States and Europe.

Its founder, the late Hon. John Macdonald, was a man who not only made his mark in the commercial life of the country, but became prominent in public life, serving first in the House of Commons as one of the members for the city of Toronto, and afterwards being appointed a Senator. He was also an influential figure in the religious and benevolent movements of his time, and the firm he had founded shared the prestige which his honorable career had gained.

The Hon. Mr. Macdonald died in February, 1890, and his eldest son, John Macdonald, who was a partner, became head of the firm, and, as the result of his father's expressed wish, his second son, James Fraser Macdonald, was also immediately admitted a partner. The house was left in a flourishing position at the death of its respected founder, and the progress it has made since, despite the periods of depression through which all business in Canada has passed, is a tribute to the management of the younger John Macdonald, who has labored early and late with success, so that the year 1899 sees the firm on the crest of that wave of prosperity which is now happily passing over Canada.

The attentiveness of the partners to the business is no slight factor in the situation. In 1895, the two younger sons of the late Hon. John Macdonald, Duncan M. Macdonald and Arthur M. Macdonald, were admitted to the firm. The latter is not actively engaged in the business. Thus, the three active partners came in as boys, worked their way up to positions of trust, the same as other young men, and are familiar with every detail of the work done in the warehouses. They are clean, energetic and thoroughly trustworthy business men, and the record of the house is well maintained by them in every particular.

The growth of such a firm is like the growth of the oak, gradual, and strongly rooted in the soil of the country, with widely extending branches, and, no doubt, the future, like the past, will be steady and safe as the expansion of Canada itself. Toronto was a small city, and the late John John Macdonald's was a small business 50 years ago, and Toronto 50 years from now will be a very large place, and there can be no doubt that the Macdonald business will be in proportion to it. The firm, and its energetic, capable partners, have the good wishes of THE REVIEW in the celebration of their jubilee.

### FEATURES OF SPRING TRADE.

JOHN MACDONALD & CO.

In carpets and curtains, John Macdonald & Co. are making a point of all curtains, sashnet muslins, pillow covers, quilts, etc., which were opened up in December. The shipments of floor oil-cloths and linoleums are due to arrive this month, and will be delivered as quickly as possible. This year a full range of everything in carpets and housefurnishings will be found in the department, all the old, strong lines, with several new lines, that will give them a place in the front rank. A line of Crossley's Wilton velvet carpets is being handled in a large range of patterns. The firm have them exclusively for the jobbing trade of Canada, and are carrying stock so that orders can be promptly filled. They are also jobbing agents for the celebrated line of Axminster squares, in different qualities and assorted sizes. Photographs of these may be had by the trade on application.

The department also has a larger and more extensive stock than ever of tapestry, silk and chenille covers, and silk and chenille curtains, including all the leading lines of the best manufacturers. Also, a varied range in piece goods. The foreign buyer, Mr. Mitchell, leaves this week to make his Fall purchases.

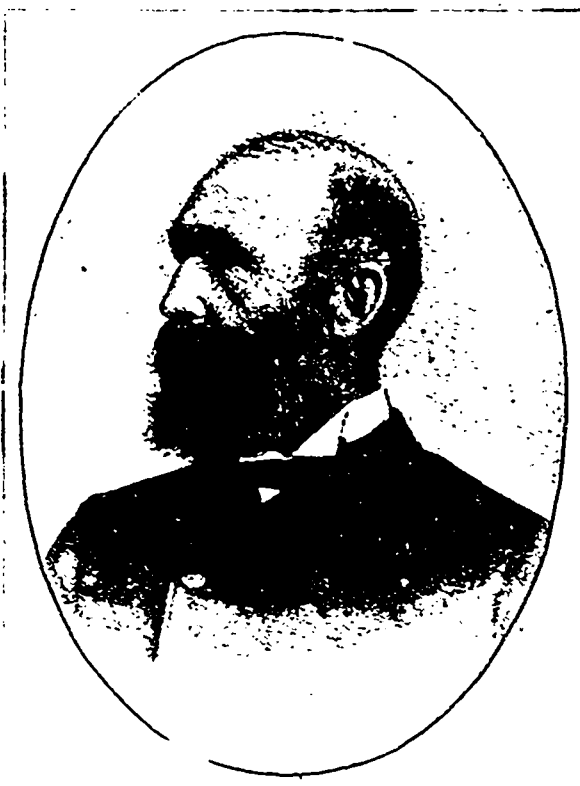
Some striking lines in shirts are shown in men's furnishings. Some excellent values in standard goods, plaids, checks, etc., and soft bodies in regattas, with collar attached, are shown. Two special lines, to retail at 50 and 75c., are indicated as the best values offered. In braces, the department is agent for the largest United States concerns, and their line to retail at 25c. is unsurpassed. The newest in neckwear includes puffs, flowing ends, graduated and straight derbies and lombards. There are over 100 different styles in tweed caps, to retail from 15c. to \$1.

In trimmings, a large range of jet and colored bead trimmings is shown, and a full stock of san silk is carried all the time. A nice line of umbrellas, with leather covers, to retail from \$2 to \$3, is shown.

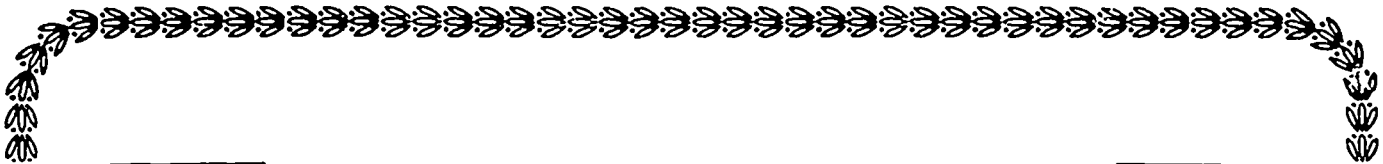
The silk department contains some handsome fancies, stripes and checks, in taffeta finish and satin broches, for blouse waists. A novelty in Japanese is a floral design with a large overcheck, and in all the fashionable shades. In shot silks, shot taffetas are selling freely, and in plaid taffetas a line of the leading colors are shown. A line of low-priced imitation taffetas, shot and plain, much used for linings, is interesting. Black and white damas have rich floral effects and stripes. A job line of 24-in. tartan silks will retail at 50c. The firm are showing their line L4 of black peau de soie and other lines of blacks at the old prices, in spite of the advance in these goods.

In dress goods, John Macdonald & Co. have had the most successful Spring season yet experienced. The demand is principally for fancy blacks, matalasse effects, and in colored of fancies, mixture coatings, covert coatings, plain and two-tone effects, plain se dian cloths in all the fashionable colors, and bedford cords.

The valenciennes lace trade promises to be active, and the range includes real torchons, chanilly and many novelties, with a



The Late Hon. JOHN MACDONALD.



MANUFACTURERS OF  
*All Wool and  
Union Hannels.*



*Tweeds, Serges &c.*

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

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



WE DON'T WANT THE EARTH

or we don't claim to be the only people in it, but we do claim that you can't buy a better or more uniform

**HAND-MADE  
WOOL MITT**

THAN THE

**"P. & D."**

For sale by all first-class wholesale houses in Ontario, Quebec, Manitoba and British Columbia.

**Page & Desrosiers, Sandwich, Ont.**

range of fancy cottons. A special drive in muslins is shown. As the coming season will be a white season, a large range of whites and piques are shown. Special values are given in Victoria lawns, nainsooks and India linons. There has been a big run on the B. B. and C. C. 45 inch lawns, and the third repeat has been placed. The firm's line of hosiery meets with great success; two special leaders retail at 15, 20 and 25c. in German fashioned hose, Hermsdorf dye; there is a large range of boys' black ribbed, double-kneed hose, black lisle thread and fancy hose, tartan, striped, etc.

The woollen department is strong for Spring, in both Canadian and imported goods. In the former, special values are shown in 3-4 blue serges, and 3-4 and 6-4 tweed suitings in all the latest patterns.

In imported lines, the range of 6-4 Scotch tweed suitings includes the latest herringbone effects in tweeds, for both suitings and Spring overcoats. In 6-4 worsted suitings, the range includes mixture twills, fancy checks and birdseye effects. They have a nice range of black dressed German worsteds and covert overcoatings for Spring, a high-class line. The range of tailors' trimmings includes Italian cloths, fancy sateens, pocketings, etc. Any merchant doing business with the firm may receive rules and a measure-book, free. A specialty is made of cloths suitable for tailor-made costumes. The range of Belwarp worsteds and serges for Spring is the most complete ever shown the trade.

K. ISHIKAWA & CO.

The latest cable to this firm from Yokohama announces a steady rise in silks, affecting both raw silk and piece goods. The cause of the rise since July last is the poor crop of cocoons in Japan



MR. JOHN MACDONALD.



MR. JAMES FRASER MACDONALD.

and China last year. The United States imports of raw and piece silks from Japan have much increased since the close of the war, so that dealers need not look for any decrease until the new crop in July next.

As to Spring silks for import orders, they have been very heavy, and this firm expects the coming Spring to be a regular silk season.

The matting trade for Spring has been very satisfactory in orders, and good deliveries of Japanese mattings are expected. The first shipment of Ishikawa & Co.'s mattings arrived at the Pacific Coast a week ago.

As to new fashions in silks, recent reports from Paris and New York show that stripes are ahead of all fancies. Small checks will also be sought after during the early part of the season. The floral effects in jacquard brocade are coming steadily to the front. As to color for dress silks, red will prevail, followed by certain tints of moss green and dark gold. The newest shade is amaranthe, a dark fuschia, and is the Easter color. Violet and a dark purple will be more popular than ever for Easter costumes. Rouen is the new shade of blue, and there will be a good demand for royal and natural shades of blue. Havana, a rich brown, and dark gray are also favorites.

K. Ishikawa & Co. always carry the latest up-to-date colorings, and are satisfied with the year's trade, the Fall season having been the best they ever had.

THE GAULT BROS. CO., LIMITED.

Any orders for The Gault Bros. Co., Limited's standard lines of coatings will be accepted up to February 1 at old prices, after that prices will probably be advanced.

The fact that metallic and mercerized printed effects on Italian cloth fabrics are sometimes copied with colors that are not fast, so as to bring the price down, brings an announcement from The Gault Bros. Co., Limited, that they carry fast color lines only. They invite the trade to test the quality before purchasing.

# Just Think Of It!



No. 136.

No. 141, to retail at 25c.  
No. 127, to retail at \$1.25

No. 136, to retail at 50c.  
No. 132, to retail at \$1.25

No. 122, to retail at \$1.50.



No. 127.

These numbers stand a splendid profit, and we have a whole trunk full of others just as good value.



No. 122.

If our representatives do not happen to see you at the right time, drop us a card for a sample dozen of our best numbers.



No. 161.

Veilings, Ladies' Neckwear, Dress Trimmings,  
Handkerchiefs, and other Specialties

**F. C. Daniel & Co.,** 3 Wellington Street West  
**TORONTO**



No. 132.

# FLETT, LOWNDES & Co.

TORONTO

DRESS TRIMMINGS

LININGS

LACES

EMBROIDERIES

VEILINGS

NOTIONS



REMOVED TO 61 BAY STREET.



## DISASTROUS FIRE IN MONTREAL.

ONE of the most terrible conflagrations that has ever visited Montreal destroyed the warehouses of S. Greenshields, Son & Co. and McIntyre, Son & Co. on Tuesday evening, December 20. The fire started in the basement of the Greenshields building, and its cause will probably never be known.

It was about 11.15 p.m. that a group of passers-by noticed a peculiar light reflected in the lower windows of the warehouse. Investigation showed that the basement was in a blaze, and, in an incredibly short space of time, the flames had spread from floor to floor, until the entire structure was one blazing mass. It was soon evident that the Greenshields warehouse would be a total loss, and, in less than an hour, the stately block of buildings, with its immense stock of dry goods was a smoking ruin. Both the south and east walls of the building fell into the street, and several firemen had narrow escapes from being crushed to death. The fire spread to the McIntyre store, which adjoined, and it was soon as complete a wreck as its sister warehouse. Mark Fisher & Co.'s establishment, which was opposite Greenshields', suffered a small amount of damage from water and smoke, while the shoe factory owned by James Leggatt, which stood to the east of this building, was badly scorched.

Greenshields, Son & Co.'s stock, which was, of course, a complete loss, was valued at about \$500,000, and was amply insured. The buildings were the property of McIntyre, Son & Co., who suffer a certain amount of loss on them as well as on their stock. Mark Fisher & Co.'s loss amounted to about \$5,000, fully covered by insurance. James Leggatt's loss is said to be in the neighborhood of \$50,000, covered by insurance. S. Greenshields, Son & Co., acting with characteristic promptness, immediately engaged the large warehouse at the corner of St. Helen and Lemoine streets, lately occupied by Robert Linton & Co. Orders were cabled for an entire new stock, and goods are arriving every day. Fortunately, the bulk of their Spring goods were either en route or were in the Customs House, so that they are ready for immediate use. The firm state positively that

there will be little or no delay in filling orders. Nothing is known of McIntyre, Son & Co.'s intentions for the future. A member of the firm refused to answer a question from a REVIEW reporter as to the prospect of their reembarking in business.

The fire may be said to have taken place in the very heart of the wholesale dry goods section of the city. North of Craig street, on Victoria square, are no less than five prominent houses; directly to the south of the burned block is the warehouse of P. & D. corsets, which fortunately escaped injury, and south of that, again, is a building occupied by Perrin Freres, John Fisher, Son & Co. and Z. Paquet. In the immediate neighborhood are fully half-a-dozen other dry goods warehouses and agencies.

### GALT RETAILERS' ASSOCIATION.

Galt merchants will meet on the second Monday in January, and resolve themselves into an organization that will be known as



Specially Photographed and Engraved for THE DRY GOODS REVIEW.

Destruction of the Greenshields and McIntyre Warehouses by Fire.

The Galt Retailers' Association. Not only will the business men be brought into closer and more intimate relations with each other, but they will also be better able to protect their individual and collective interests. Such an association has been in contemplation for some time, and the interest and enthusiasm manifested will ensure the success of the movement.

W. E. Walsh, manufacturers agent, of Montreal, sailed last week for Liverpool. He will be absent about two months and will pay business visits to London, Paris, Berlin and Vienna.

The J. R. Stouffer Manufacturing Co., Limited, of Berlin, incorporated with a capital stock of \$40,000, will manufacture buttons and suspenders, and "other articles and things." The company includes J. R. Stoffer, Josiah Betzner, Martin F. Anthes, Mrs. Simonds, of Berlin, and Herman Greef, of Germany.

1899

# A STATEMENT

1899

INTERESTING TO THE

AND EQUALLY SO TO THE

## Dry Goods Trade      Millinery Trade.

We have catered successfully for the Dry Goods and Millinery Trades of the Maritime Province during the past thirty years, a convincing proof that our prices are right and our stock large, attractive, and replete with the newest goods.

Our Travellers are now waiting upon the trade with full ranges of Samples for Spring delivery. We thank our friends for the generous support already accorded them.

SMITH BROS.      -      HALIFAX, N.S.

### SPRING      Wholesale Dry Goods.      1899



Hats and Caps

Gents' Furnishings

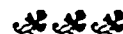
Smallwares

Notions

Fancy Goods



*Sept 11/99*



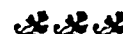
Ladies' Wrappers

Blouse Waists

Separate Skirts

Laces

Ribbons



**W**E beg to thank our many friends for their liberal support during 1898, and to inform them that our travellers are now on their respective routes, with a full range of samples of our extensive stock. Kindly reserve your orders.

**A. B. BOAK & CO., HALIFAX, N.S.**

# 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.

### GREAT JANUARY SALES.

**A**FTER Christmas there is usually a great lull in business. How great this lull will be depends to a great extent upon the store management and the store advertising. There appears, however, no insuperable difficulty to surmount in making January a busy month instead of a dull month. This desire to make a busy month out of what is usually a dull one is the reason why so many special sales are scheduled for this particular time of the year.

The special sales must be thoroughly planned and thoroughly carried out. The advertising of them must receive particular attention. Therefore, let us discuss January advertising.

Some of the remarks which I make in this issue of THE REVIEW on this subject are intended more particularly for large stores and some for smaller stores. But there is scarcely a merchant, large or small, who cannot apply some of the remarks to his particular case.

The pre-inventory sale is an important sale. It usually occurs immediately after New Year's. It sweeps the counters clear of "left overs" from the holiday stock. It makes the Fall stragglers say "a quick good by." It trims the stock down to a point where inventory taking becomes an easy matter. It converts undesirable stocks into desirable dollars.

The pre-inventory sale, or before-stocktaking sale, usually lasts a week. Prices are, of course, cut away below the usual. The illustrations in the ads. show the ticket-writer making the cut prices, the clerks arranging lots of goods, the porter wheeling goods to the counters, and similar subjects bearing upon the point that every possible preparation has been made to make the sale a success. To say that the text should strongly convey this impression is, of course, superfluous.

Right on the heels of the pre-inventory sale, comes the muslin-underwear sale, and many retail houses also have a January sale of men's clothing and furnishings. But, to the sale of muslin underwear:

This sale usually lasts a week. If the first week is a glittering success, it may be continued a second week.

First and foremost, a special window display should be made. As the materials are all white, it is difficult to make a striking display. Effects of color are out of the question. The usual window displays of muslin underwear are flat, stale and unprofitable. But there is a better way:

A dressing-room scene could be arranged, showing bureau, dressing-table, mirror, etc. Figures in gowns, corsets and chemises could be grouped, and, back of all, could be a white wall of dainty lingerie. This idea, if properly worked out, need not be considered objectionable. A neat placard of black and white, in the foreground, could announce the fact that the January sale of muslin underwear is now in progress. Another idea: The three sides of the window space could be artistically draped with gowns, chemises and drawers. In the centre, could be two wax figures clad in corsets, chemises and gowns. One figure could have the left hand

outstretched to meet the right hand of the other—both hands supporting an announcement ticket.

If figures are too expensive, or cannot be had, try something like this:

Have the three sides banked with underwear. Have the floor covered with negligé heaps of underwear. Have wires running crossways from the top corners, and, on these wires, hang an assortment, so arranged as to hide the supports. In the centre, have a huge black and white showcard.

For interior displays, the most practical plan is to have heaps on counters and tables at various prices. Effectiveness could be heightened by draping the department with the snowy folds of lingerie.

As for the advertising: Dilate upon the underwear being made under healthful conditions—not by sweat-shop operatives—that the sale was planned long in advance, that market conditions made prices very low, that your buyer spent some time in Toronto or other sources of supply, and that nothing was left undone to make this event the greatest of all your muslin underwear events.

The January sale of men's clothing and furnishings is a feature most important with many department houses. Overcoats, ulsters and heavy winter wearables can be made to travel the road of small prices and quick returns if the advertising and store management is as it should be. Cuts are very necessary in the advertising—more so than in almost any other line of retaildom—unless it is ladies' garments.

And ladies' garments! Ah! There is a chance there. The knife of low prices is busy in the suit and cloak department, and the fact should be told tersely and strongly in your January advertising. The cloak man and the clothing man should, with the advertising man, resolve themselves into a committee of three to see that the window and interior displays, as well as the advertising, are up to the high-water mark.

A suggestion on this point:

The mere fact of a January clearance sale of garments is usually enough to vitalize the happening with success. But the sale could be made stronger if one or two stocks could be secured from well-known wholesale concerns. The names of these concerns, and the fact that the stocks were solely secured for the purpose of swelling the sale's list of values, would be a big point.

The great January mark-down sale takes place about the middle of the month. It is the supreme effort to get rid of all sorts of Fall and Winter merchandise, and its average life is a fortnight. The New York papers—in fact, the papers in every large city—will be full of such sales, and it behooves the small-town merchants to watch the columns of metropolitan papers, in order to gain points. A large space should be given to the first ad. on this sale, at least, and the succeeding ads. ought not to be skimpy in size. Cuts should be secured in advance; window-tickets and price-cards should be all planned and finished; prices should be cut to the proper point (every merchant should be a law unto himself on this).

We have secured large premises at  
**Cor. St. Helen and Lemoine Sts.**

(LATELY OCCUPIED BY ROBERT LINTON & CO.)

New goods are arriving every day, and, in spite of the disastrous fire which destroyed our former quarters,

# Spring Deliveries will not be delayed.

Orders will be promptly filled for special lines of **Cotton Goods**, etc., advertised elsewhere in this number.

## S. GREENSHIELDS, SON & CO.

NOTE NEW ADDRESS. 

Montreal, and Vancouver, B.C.

**ALWAYS RELIABLE.**

# “Perfection” Brand

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

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

**GOOD QUALITY. HANDSOME DESIGNS. LOWEST PRICE.**

**Mail Orders given our best attention.**

## **CANADA FIBRE CO., Limited**

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

OFFICE AND WORKS: 582 WILLIAM STREET, MONTREAL.

## FEATURES OF SPRING TRADE.

### KYLE, CHEESEBROUGH & CO.

A COMPLETE stock of laces is, as usual, a leading feature with Kyle, Cheesbrough & Co. All lines have been carefully selected, and many novelties are noted. A large assortment of blouses, including all the new American novelties, is worth noting. Their silk blouses, in crossover stripes and plaids, as well as in plain white and blacks, should be seen by buyers. They report a big demand for their chiffon and fancy muslin ruchings. In trimmings, the firm reports several strong lines in sequins, jets, etc.

Their assortment of blouse silks and dress goods is exceptionally fine. In the latter, blacks are a strong feature. Austrian belt buckles, in jewel effects, contain many pretty novelties. A leader in this range is their jewel belt, to retail at 25c. They are showing a very fine belt, silver applique on leather, with silver check effect, in tans, blacks and assorted colors, to sell at 75c. This is a leader, and is controlled for Canada by Kyle, Cheesbrough & Co.

### THE "GOLD MEDAL" BLACK DRESS GOODS.

In these days of keenest competition among dry goods importers, straining after the finest black dress fabrics of genuine materials and fast colors, it will be interesting to the trade throughout the Dominion to learn that still another product of European manufacture, than which there is probably no more reliable line in the world's markets, known as the "Gold Medal" black dress goods, is being sold in Canada by John Macdonald & Co., Toronto, sole agents for the Dominion. Dry goods merchants and others handling such goods, requiring a very fine article for their trade, will be forced to keep the "Gold Medal" fabric, every yard of which is guaranteed. An erroneous idea prevails among many wearers that all black goods are alike, except in pattern or style of weave; but if the dye be faulty it rots the threads that hold the seams, and if there be cotton mixture in the goods it will not hold the color. "Gold Medal" black fabrics are all made from selected yarns, long fibre, thinly dyed in a pure dye of fast color—every five yards being stamped with "Gold Medal" and rolled on a board, having a nickel-plated cord with the trade mark "Gold Medal" plainly in sight. This protects buyers against imitations. Sarah Bernhardt, the celebrated actress, in testifying to the high standard, superior finish, and wearing qualities of "Gold Medal" black dress goods, says they excel all others that she has seen, and should occupy a prominent place in every lady's wardrobe. A full range of the Spring season's novelties in patterns of this renowned fabric are to be seen with the traveling salesman of John Macdonald & Co. This well-known firm are also sole agents in Canada for the increasingly popular "Seabelle" serge, whose fast dye is warranted to stand both the sun and sea water. The illustration of a sea belle, arrayed in this favorite summer costume for ladies, will be seen on the back cover of THE REVIEW.

### MERCHANTS DYEING AND FINISHING CO.

The Merchants Dyeing and Finishing Co.'s warehouse, 42 Front street west, presented a very busy appearance the other day when we visited it. Stocktaking is over, and they are busy opening up Spring goods. A year ago, they thought their new premises fully large; now they are afraid they will not have room enough. The business has grown rapidly in their own special departments, and amply justifies the concentrating of the energies of the directors, the travelers, and the employes on a few lines. In connection with the dress department, they are developing tailor-made dress skirts

in plain and figured goods, which enables their customers to show a large variety on a small investment. In undershirts, some beautiful new styles were seen, which have already commanded a very large sale. Their hosiery and glove department, also, is busier than ever. The forward orders are very satisfactory.

### HUTCHISON, NISBET & AULD.

The Spring trade in men's tailorings has opened auspiciously with Hutchison, Nisbet & Auld. Comparatively few tweeds are selling, the demand having turned towards serges and worsteds, especially the latter. Smooth-faced worsteds, with small patterns, or small checks, in light browns and olives are popular. Grays, are still favorites, however. A very small herringbone check, in drabs and fawns, is attracting much attention. Worsteds and serges in blue, especially the light shades, are moving in large quantities.

Venetians and coverts are coming back into great favor as overcoatings, and are now selling freely.

In trouserings the demand is for lighter shades of gray than have been popular for some years. The stripes are neater this year than usual. They are, in fact, almost invisible.

One line of blacks, with faint blue or white stripe, is meeting with considerable favor for suitings and trouserings.

Fancy vestings are becoming more popular every season. Hutchison, Nisbet & Auld's sales of this class of goods, during the past six months, have been greater than in any previous eighteen months. Any increase in the sale of these goods should be welcomed by the merchant tailor, as it is practically an extra sale, over and above the sale of suitings, for no person is likely to refrain from purchasing the vest with his suit because he intends purchasing a fancy vest.

### WILLIAM AGNEW & CO.

On another page, in this issue of THE REVIEW, William Agnew & Co. make a special offer to the trade. For thirty days they will send C.O.D. to any dealer, between Halifax and Winnipeg, one or more pieces of their special line of A 85 black Vélour finish Henrietta, which is 38 inches wide, at 36c. per yard. A post card mailed to the firm, stating the number of yards required, will receive their prompt attention.

### WYLD, GRASSETT & DARLING.

Wyld, Grasett & Darling will have in the linen department of their warehouse in January some special values in bleached and unbleached damask, which will be offered at much below regular prices, though they are perfect goods. They will also have an additional shipment of fancy linen, such as 5-o'clock tea cloths, sideboard scarfs, pillow shams, tray cloths, hemstitched table covers, with napkins to match, etc. This shipment includes a magnificent range of napkins in all prices. This firm are now showing the best range and values they have ever shown in French elastic canvas in naturals and black, in the new finish.

In men's furnishings some special values in men's black cashmere half-hose, ribbed and plain, are offered. They are also making some special offers in men's and boys' sweaters in greens, heather, navies, cardinal, tans and white, with either plain or striped roll collars.

A fine range of negligé shirts in men's and boys' black sateen, Harvard, Oxford, Madras, etc.; also regatta shirts, with white bodies and colored fronts, are in stock in this department.

For January trade, a great range of white Valenciennes, Torchon and fancy laces, are being shown; also a big assortment of Swiss embroidery in cambric and muslin. These goods are in good demand for the whitewear sale so generally held in January.

Wyld, Grasett & Darling will have in stock in January special lines of ribbed and plain seamless cashmere hose to retail at 25. 35.

# Kid Gloves

## IN STOCK

NEW BLUES  
 MYRTLES  
 OX BLOODS

Several ranges of assorted packages

ROYAL PURPLE 2 clasp, fancy backs  
 BEAVERS  
 TANS, Etc., Etc. \$9.00, \$9.50, \$11.50

EUGÈNE JAMMET'S FRENCH Kid Gloves.

FITZGIBBON, SCHAFHEITLIN & CO.  
 MONTREAL.

# STOREY

## Spring Trade.

**Gloves.** New and desirable lines.

**Travelling Bags.** The latest designs.

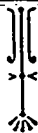
**Women's and Men's Belts.**  
 New patterns and styles of excellent value.

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

# W. H. Storey & Son

THE GLOVERS OF CANADA  
 ACTON, ONT.

## Are You in Ingrain Trouble?



If so, we believe we can help you out. Possibly you have not handled the RIGHT goods at right prices. We have made Ingrains a life-long study, and believe we can furnish any live carpet dealer with a stock which will increase his business and profits.

Our samples for SPRING 1899 are ready for your inspection.

Take our word for it, and at least look them over.

Empire  
 Akola  
 Almo  
 Alpine  
 Aral  
 Alta  
 and four Union grades.

ART SQUARES in 3 and 4 yards Wide any Length.

# EMPIRE CARPET CO.

St. Catharines, Ont.

## CORSETS WITHOUT WHALEBONE.

Invented by a Doctor.

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

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

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

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

## SPECIAL NOTICE.

Buyers who intend placing spring orders for Mackintoshes will do well before buying elsewhere to see our "Celebrated BEAVER Brand" Mackintosh. Not only do we guarantee it to be thorough waterproof and never to get hard, but we also guarantee that our prices are at least 20 or 25 per cent. cheaper than any other house.

Our motto is, small profits and quick cash returns. Send sample order and be convinced.

The Beaver Rubber Clothing Co.

Sole manufacturers of the

"BEAVER BRAND" MACKINTOSH

No. 1490 Notre Dame St., MONTREAL.

# Enormous Sale



## FANCY STRIPED METALLIC UNDERSKIRTS

Superior to silk and at half price.  
Samples sent prepaid on application.

**Knitted Underwear  
Austrian Collars and Cuffs**  
MEN'S FURNISHINGS

**The Canadian Underwear Co.**

18 St. Helen St.

MONTREAL

## FEATURES OF SPRING TRADE.—Continued.

and 50c. per pair. They are making a great specialty of the lace curtain trade this season. They are opening up some very exceptional qualities in these goods in a complete range, from the lower numbers to the very finest goods.

There is now in stock a very attractive range of dress fabrics in box cloths, French suitings, poplins, etc., in all the newest shades. Their assortment is particularly strong in serges, in pearl twills, coating twills, etc. Velveteens are expected to be in large demand, and this firm are showing a complete range in colors and blacks in their "Belgravia" brand.

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

In their carpet and upholstery department The W. R. Brock Co., Limited, have made extensive preparations for Spring trade, and are showing the very latest productions in every line of carpets. A large number of carpet squares are being sold this season. The firm are going more extensively into curtains, curtain materials, and art muslins, and are showing a magnificent range, both in English and American makes.

Orders for Spring goods have come in very satisfactorily. The demand for fancies is chiefly for moderate-priced lines, the high-priced fancies, except in blacks, not selling so freely as in previous seasons. Better goods are in demand, and so, plain cloths are having the "turn," especially in ladies' cloths, sedans, amazons, whipcords, velours, elastic coatings, covert coatings, mixed twills, vigoureux, and similar materials, which are a strong feature for Spring. An extensive season is also predicted for black goods, both plain and fancy; in these, lustres and mohairs, both plain and fancy, and blister effects, will lead. An increased demand is recorded for plain black cashmere, and for cashmere velours and serges, in which The Brock Co. are specially well supplied, both as to quality and price. Their celebrated "936" silk and wool tartans will be sold at the old price, despite an advance of 20 per cent., and the makers report that this is the last lot at the old price.

In printed muslins, stock lots secured from both American and foreign makers, and offered at irresistible prices have occasioned early sales. The higher-priced lines also sell well, both in Scotch and French goods, and in style and up-to-date patterns the range is unsurpassed in the market.

Shipments of Spring silks were received early for Christmas trade and an immense success was the result. The firm never showed so extensive a range of fancies and they believe that no more desirable goods can be found in Canada. Particularly noticeable are some tartan surahs, fancy check surahs, check and striped glaces in a great range of colorings, black and white check and broken check glaces, plain and shot glaces in an enormous variety of shades and at very special prices. In plain blacks, all their well-known numbers are in stock again, in peau de soies, surahs, merveilleux, duchesse, tricos, satins, etc.

Since opening a special department for linens, the firm's success has been exceptional. Attention is drawn to the range of cream and damask table linens, in both of which are leading lines to retail at popular prices. By the firm placing large contracts for these, and for the range of towels and table napkins, crash towels, butcher linens, etc., the retail trade get a marked concession in price. Crash suitings for both sexes will be in favor this season, both in plain and fancy materials, and early orders are suggested, owing to the scarcity of these goods last year.

In tailors' linings, special values in French canvas and black Italians are offered, and the stock of sleeve linings is most extensive ever shown for Spring.

In prints and wash goods, a range of 102 patterns in their best 32-in. English cambric, in regatta, zephyrs, checks and blouse

# THERE IS ONLY ONE



make of Dress Stays no up-to-date merchant can afford to overlook—those bearing our name. Being made with the greatest care and best materials, they are bound to please. Not only for their wearing qualities are they popular, but because of their handsome appearance, and the finished look they give to a costume—that's why women want them in preference to others. A sample order will convince you of their merits.

The . . .  
**Ever-Ready Dress Stay Co.**  
WINDSOR, ONTARIO.

## Hamilton Cotton Co.

HAMILTON.

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

### CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

**W. B. STEWART**

20 Front Street East, TORONTO.

## Wyld, Grasett & Darling Linen Department.

Stock well assorted in HOLIDAY NOVELTIES  
in . . . . .

Linens, Sideboard Scarfs,  
Pillow Shams, Tray Cloths, D'Oylies,  
Five o'clock Tea Cloths, with Napkins to match,  
Irish and Swiss Embroidered Handkerchiefs,  
Initialed Handkerchiefs,  
Japanese and Fancy Silk Handkerchiefs,  
Etc.

**WYLD, GRASETT & DARLING**

TORONTO.



**FEATURES OF SPRING TRADE.—Continued.**

effects, are shown, and the success of this complete range has led to six repeats. Two lines of American shirtings, 36-in. wide, Wauregan and Morley, are worthy of note. In fancy prints, checks generally are in demand, and mercerized goods cut a figure. In staple prints, indigos lead as usual, and burgundy, lilac and madders are in demand.

A limited supply of a job lot of black brocaded sateens are being offered. Early ordering of dress zephyrs and gingham is advised, especially Scotch and Canadian goods. Two special lines in flannelettes for close buyers, one a range of dark checks, and the other light stripes, are shown.

In hosiery and gloves an immense range of special values and prices is shown. Their seamless hose, it is claimed, outrival all competitors, and the firm are ambitious to be the hosiery, glove and underwear house of the Dominion. In hosiery, 25c., as a popular retail price, has been kept in view. Three special lines of men's black cashmere should be noted. The underwear range includes all weights and prices, from "complexion" to natural wool. Bal-briggans, to retail from 25 to 75c., are shown; wonderful value. Overall, pants and smocks are well made and not slop goods.

The new quarters for men's furnishings have enabled The Brock Co. to show a greatly extended range in all up-to-date goods. White shirts are extra fine in fit and finish; soft front regattas retail from 50c. to \$1.25; silk front negligee shirts are a novelty; their blue denim F 121 is pronounced a "corker" for wear and value; three special lines of unlaundried shirts, retailing at 25, 50 and 75c., should be seen.

The firm have a brush skirt binding, similar to Feder's patent, that can be retailed at 5c. per yard, or 50c. per dozen. Leather belts, to retail from 10 to 50c., will be in favor.

**UTICA CAPS IN CANADA.**

The Mohawk Valley Cap Factory, of Utica, N.Y., are making special efforts this year to increase their trade in Canada which is already large. For over 20 years this concern has devoted itself to the manufacture of caps, and possesses the largest factory for this purpose in the world. They guarantee the quality of all goods, and have thus built up an extensive trade. They sell only to jobbers.

**CANADIAN HAIR CLOTH.**

Wm. Stagg, who has been employed by James Prior, proprietor of The Stag Dominion Hair Cloth Co., St. Catharines, has severed his connection with the company. The Stag Dominion Hair Cloth Co. have moved their plant and machinery to more commodious premises, which, owing to increased business, will give greater facilities. Size of the factory is 200 x 30, and it is now in full operation again.

**WREYFORD & CO.**

Shepherd's plaid as a covering for the lower extremities has been fashionable for many years, but shepherd's plaid for Summer waistcoats is to be the correct thing for Summer 1899. In fine silks, in cashmere, with spots of blue or red introduced, and in drill it is to be worn. The checks are various in design, but all of the black and white associated with the name of shepherd's plaid, and stylish and cool-looking they are, as made by Young & Rochester,

of London, England, and to be obtained from the agents, Wreyford & Co., of McKinnon Building.

Referring to the notice in last month's issue, as to khaki coming into favor for summer clothing, Wreyford & Co. say that they introduced last season, as a Jaeger specialty, pure wool and camel-hair khaki, which had previously been tried with excellent results in African travel, and it took so well in Toronto that they are anticipating large sales for it for next season. As agents for Young & Rochester, they are also showing summer clothing in all styles or by the piece, in khaki drill.

**"S. H. & M." VELVETEENS AND SKIRT BINDING.**

**T**HE STEWART, HOWE & MAY CO., Manchester, Eng., made no mistake in establishing a Canadian agency in Toronto. The success of this branch has been remarkable. "The S. H. & M." bias brush-edge skirt binding and the "S. H. & M." Red-fern skirt binding have already been placed with nearly all the best merchants, and seem to be giving general satisfaction. They have now ready for the market a line of silk finished velveteen, manufactured specially for the Canadian trade. This will be known as "S. H. & M." velveteen. A complete assortment of shades will be carried at the Toronto salesrooms. As Stewart, Howe & May are making a determined effort to reach the buying public by means of the daily papers, the demand for these goods will be worth preparing for. Their travelers start out on Monday, January 2, but any dealer wishing samples or shade cards may secure them by applying to the firm's Toronto office, 24 Front street west, Toronto.

T. T. Brown, of Baker & Brown, Montreal, called at the London office of THE REVIEW, in Fleet street, last month.

The Galt Knitting Co., Limited, have issued a pretty blank book for the vest pocket, bound in white celluloid cover. A copy sent on application.

As pretty a novelty as THE REVIEW has seen is the Jubilee souvenir of Barbour's linen thread. It may be obtained from the agents, Thomas Samuel & Son, Montreal.

Prime & Rankin have removed from Bay street to 22 Front street west, Toronto, where larger premises give greater facilities for the display of their specialties in buttons, laces, underwear, etc.

Page & Desrosiers, Sandwich, Ont., are showing hand-made mitts, which, from superior finish, being strictly hand-made, are well adapted for Canadian trade. They sell the jobbing trade only.

A. Burritt & Co., Mitchell, Ont., have issued a nice blotter designed to draw attention to the new line of bicycle hose, samples of which they are now showing. The trade should see these, as they are novel and beautiful goods.

W. B. Mathews, formerly representing The Gault Bros. Co., in the Ottawa district, and who is now in charge of the smallwares, carpet and curtain department, sailed on December 28 for England to secure the latest Spring novelties for his department.

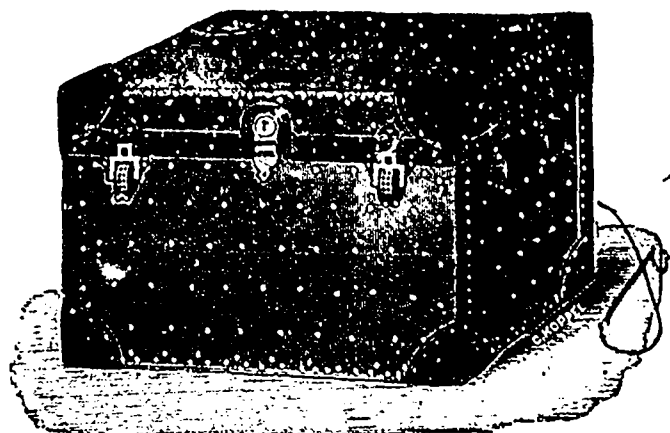
Jos. Beaumont, woollen manufacturer, of Glen Williams, met with a serious accident about two weeks ago. He has recently added glove-making to his business, and a quantity of benzine, which is used in this department, had been placed in a large drum. He carelessly approached the vessel with a lighted lantern. The benzine exploded, blowing out every window in the building, and burning Mr. Beaumont severely about the face and hands.

MANUFACTURERS OF

# Gloves and Mittens

W. CAIRNES & CO.

BERLIN, ONT.



# TRUNKS

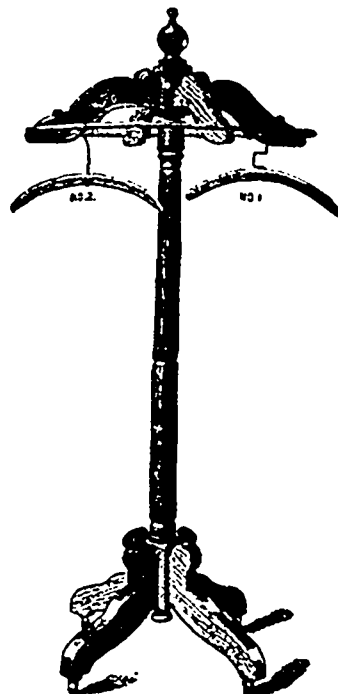
Of all descriptions made to order and to stand the test of the modern baggage-smasher. We make a specialty of Commercial Travellers' Trunks, and can guarantee satisfaction. We make Steel Trunks, Leatheroid Steel Lined Trunks, Kartovert Steel Lined Trunks, Enamelled Duck Covered Trunks, in fact anything in trunks.

**J. EVELEIGH & CO.**

245 St. James St., MONTREAL

Manufacturers of all kinds of travelling requisites

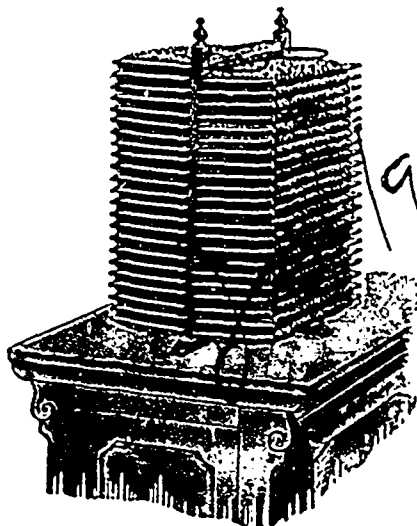
## All kinds Display Fixtures and Forms.



**MANTLE RACK.**

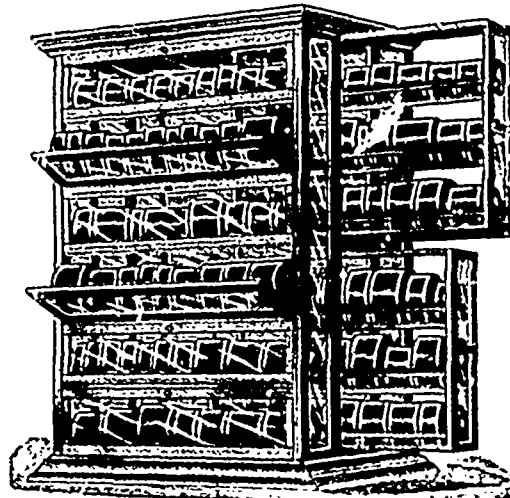
Extensively used both in Canada and United States. No other rack can be compared with it.

All Fixtures sold by us guaranteed.



Velling, Floor and Counter Display Fixtures.

Great reduction in prices for 30 days. Write for Quotations.

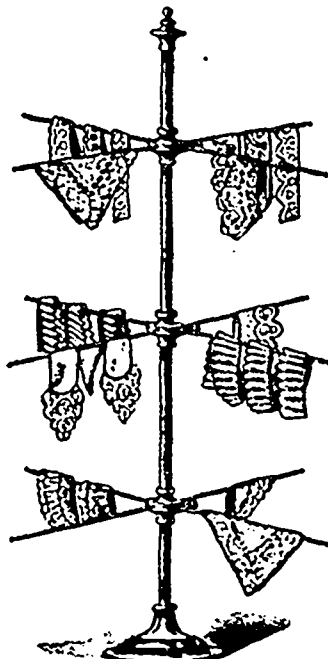


**RIBBON CABINET.** The Best in the market.



**SUIT HANGER.**

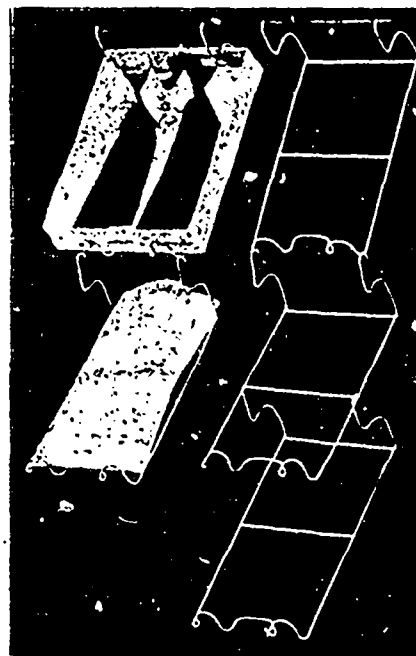
This Suit Hanger is something new for the display of Ready-Made Clothing, as each hanger holds a complete suit. Nothing in the market equal to them for this purpose. We control the patent for Canada. Write for prices.



This Display Rack is the cheapest and most Practical Window Display Fixture in use.

Beautiful window displays can be made, and any articles in Notion Department can be artistically displayed on these Racks.

Made of best Bessemer Steel and finished in Nickel or Oxidized.



**DISFLAY RACKS**—Price, \$3.00 per doz.

NICKEL PLATED FIXTURES OF EVERY DESCRIPTION.

**CLATWORTHY & CO.,** 46 Richmond St. W., **TORONTO, ONT.**  
Manufacturers and Dealers.

# THE REVIEW'S DIRECTORY OF AGENTS.

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

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

Representing—STANFORD BROWN & Co., Bradford, Eng., manufacturers of melton, carriage cloths, rugelings, etc. HESTER, COLLEADAY & Co., Philadelphia, U.S.A., manufacturers of dress trimmings, buttons and upholstery goods. ANSOHN H. HEINE & Co., St. Gall, Switzerland, manufacturers Swiss embroidered handkerchiefs, Swiss embroideries and curtains.

**R. H. COSBIE** Manufacturers' Agent  
Manchester Building, Melinda Street  
TORONTO, CAN.

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

**CARRIER WANTED.**

SECOND-HAND GASH CARRIER WANTED. APPLY BOX 73  
Warton, Ont. (1)

**BUSINESS CHANCE WANTED.**

A YOUNG MAN (30), WITH SOME CAPITAL AND FIFTEEN years business experience in manufacturing Gents' and Ladies' Furnishings, would form partnership with a manufacturer having established plant, requiring more capital and services of a capable, energetic person to enlarge same. Strictly confidential. Address: F.H.G., DRY GOODS REVIEW, Toronto.

## CAPITAL CITY BUSINESS COLLEGE.

A. M. Grimes, M.A., Principal.

Shorthand, Bookkeeping, Penmanship, Telegraphy, Business Correspondence and Proof-reading. Pitman's or Manson's Shorthand, per month, \$4.00. White's Phonography, per month, \$8.00; Telegraphy, per month, \$8.00. Bookkeeping and Business Practice, per course \$35.00. Bookkeeping and Business Practice, per month, \$5.00; Penmanship per month, \$3.00. Night School, per month, \$3.00. Private Lessons, each, \$1.00. Address, A. M. GRIMES, Principal, Cor. Bank and Sparks Sts., Ottawa.

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

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

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

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

...THE...

## Underwood.



Investigate the Underwood before purchasing a Writing Machine:

- BECAUSE it has clear, visible writing from start to finish.
- BECAUSE it has a tabulator for billing, invoicing, etc
- BECAUSE, owing to visible writing, an operator can do one-third more work.
- BECAUSE it will save you money—price no higher.
- BECAUSE it is fully guaranteed.

SOLE AGENTS FOR CANADA:

**CREELMAN BROS. TYPEWRITER CO.,**  
15 Adelaide St. E., TORONTO.

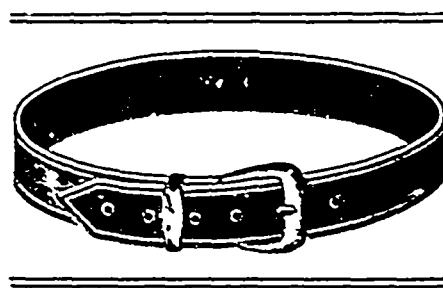


# WM. CROFT & SONS

ESTABLISHED 1855

Travellers are now leaving on their Spring trips, and are showing the biggest and cheapest line of . . . . .

- Ladies' Belts (OWN MAKE.)
- Belt Holders
- Waist Setts
- Waist Pin Setts
- Sash Pins



- Fancy Belt Buckles (THE VERY LATEST.)
- Links and Cuff Buttons
- Stick Pins
- Fancy Hat Pins
- Cuff Pins and Pin Setts

and a splendid line of all the latest Novelties suitable for a Dry Goods Man's Smallware Counter. Our stock is now very large and complete in Fancy Hair Combs, Pompadour Combs, Balero Combs, Side and Bang Combs (fine line), Hair Pins in Horn and Celluloid, and is the largest and best assorted and cheapest line we have ever sent out. Travellers will call on you in due course, and we ask you to inspect our samples before ordering—it will pay you.

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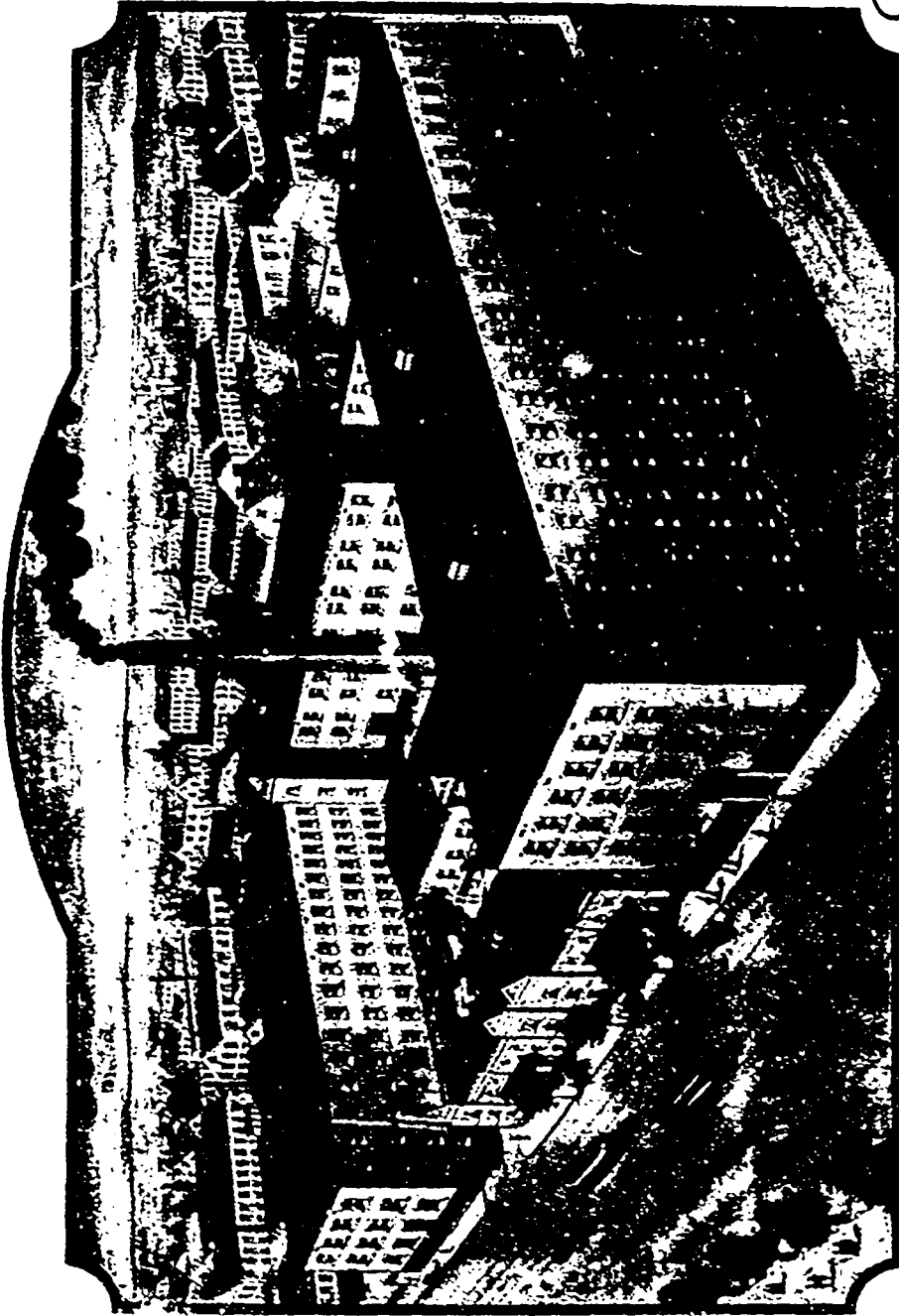
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*Announce heavy shipments arriving of all  
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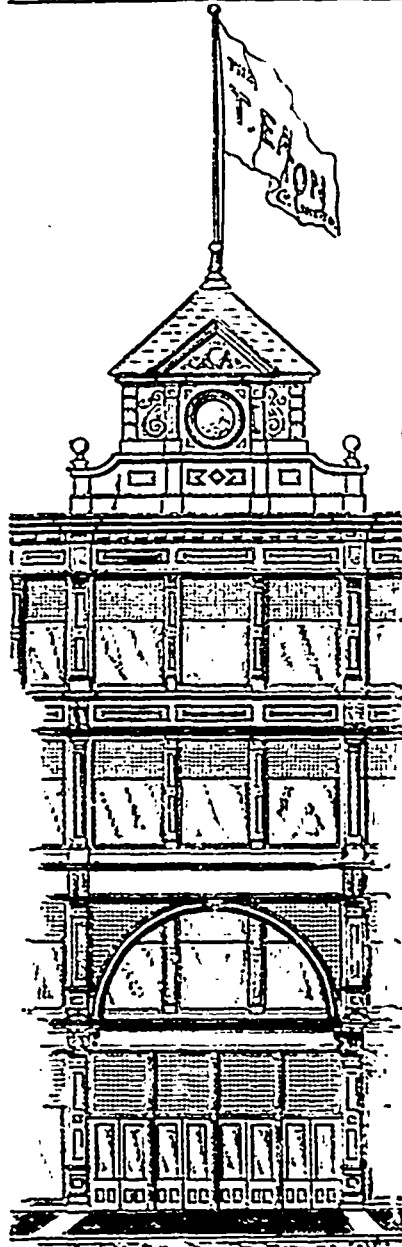
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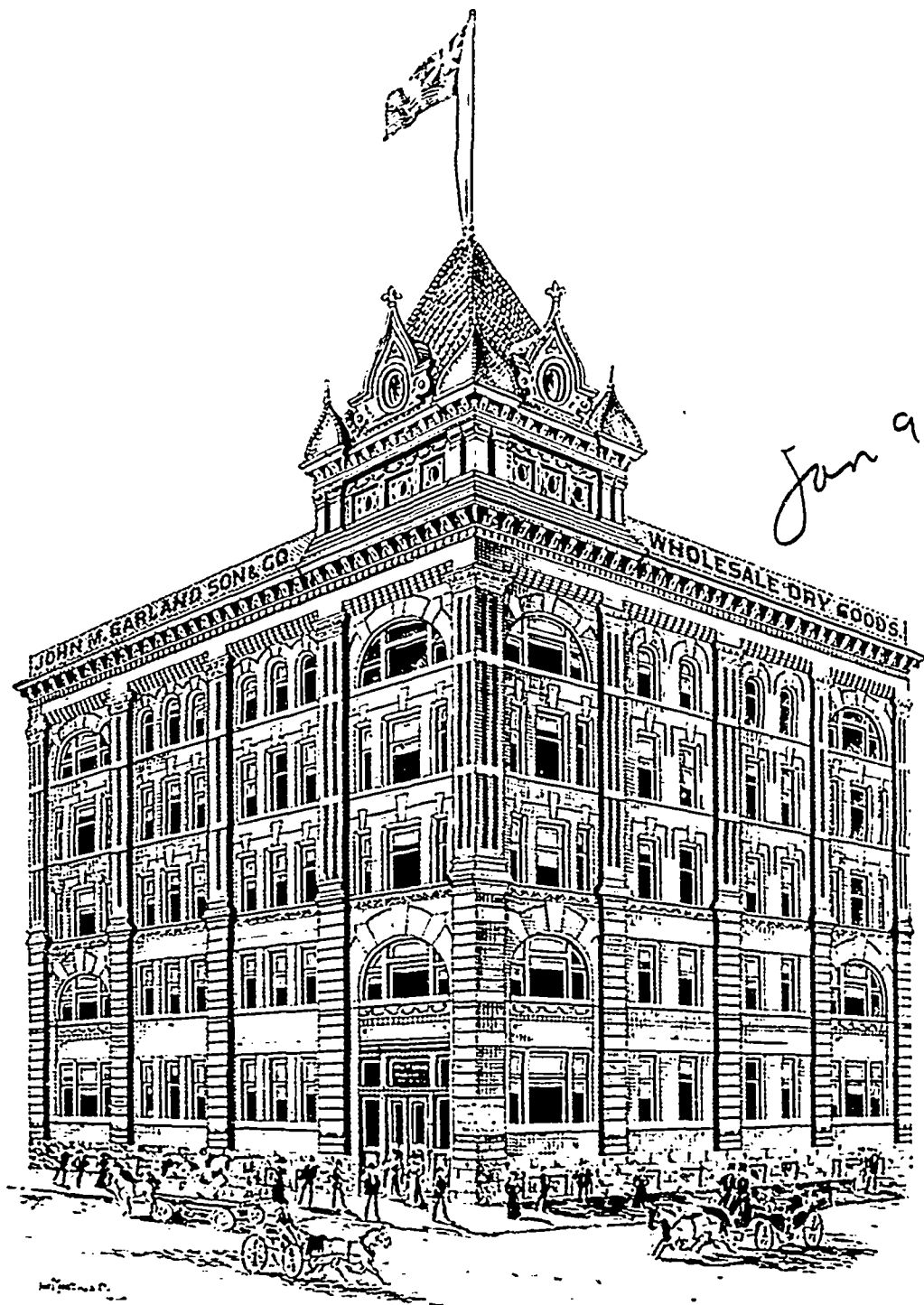


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*Jan 17/98*





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