

Lindsay's Old Established Business Firm has Passed it's Fiftieth Milestone

The Well-Known Firm of Dundas & Flavelles Limited Celebrate their Fiftieth Anniversary this Month

A Sketch of Business Concerns that are a Pride to this Town and a Great Benefit to the County. Their Progress and Prospects

SINCE the days when the saw in Purdy's mill sang it's song amid the cedar swamps and hurled its echoes far and wide upon the wilds, and up and down the river, this town has never been without the sounds of industry and those commercial activities of which its citizens have been justly proud. As the years go by they multiply these sounds and add to those activities. To-day they fill out the measure of a first-class modern town and challenge the admiration of a Dominion familiar with success.

Bigelow, Baker, Britton, Needler, Sadler, Dundas—These are names written large in the commercial and industrial history of the Town. They find worthy successors in the Flavelle brothers who now bear up the head and front of our enterprise and put a fitting climax on the development of more than half a century. They present striking examples of success by sheer force of business ability. Beginning

without large capital or a business of more than modest proportions, they have compelled success until, while young men, they control such capital and have so extended their operations as to gain for themselves a prominent place in the big business concerns of this country, while by imports and exports they have made their name well known abroad.

So rapidly has the extension of the operations taken place that even citizens of this town and county, who followed with keen interest the progress of the firm, have failed to keep pace with its developments and will learn of many details of its operations with surprise, and since they are about to celebrate their Fiftieth Anniversary we will endeavor to give the public some information upon these varied and extensive enterprises.

The Dry Goods Store

The magnificent stretch of 65 x 120 feet, two stories high, with ornate ceilings and the glare of plate glass on two sides comes by a splendid evolution from a very modest building that in 1860 contained the small dry goods stock of Cluxton and Dundas. That building stood on the present Dominion Bank corner, and was owned by Mr. G. L. Roach. Mr. Cluxton was then in business in Peterboro, and Mr. J. R. Dundas came up from that town to manage the business.

Next year, 1864, the building was burned, and the firm got new premises near where the late Dr. Burrows lived on William-st. From there they moved to the Keenan block, then new and occupied the store that the Lyceum theatre now has. Meanwhile Mr. Roach was building on the old site, and after two years the firm moved back to its original stand at the corner of William and Kent-sts. Five years later they moved to the little 21 x 80 store that now forms part of its great successor.

Soon after an addition 40 x 30 was added to the rear of that store. In 1894 the firm required more room. They wanted to double their space. Mr. G. W. Beall's lease of the store adjoining it prevented their getting it, so they came around Mr. Beall, and reached the street in the store below him. The space behind Mr. Beall's stand adjoined these two stores, and for six years the growing business was conducted in those quarters. In the summer of 1900 the Beall store was obtained, and the alterations made that resulted in a store second to none outside the large cities.

During these years several changes took place in the personnel of the firm. In 1870 Mr. Cluxton retired and for two years Mr. J. R. Dundas carried on the business alone. Two years later he took Mr. J. D. Flavelle as silent partner. Mr. Flavelle had been with the firm since 1864, and was familiar with its methods. In 1877 Mr. Wm. Flavelle, who had also been long in the firm's employ, became a partner in the firm of Dundas and Flavelle Bros.. In 1895 at the death of Mr. J. R. Dundas, the Flavelle Brothers bought his interest in the business. In 1900 Mr. Wm. Dundas, who had been in the employ of the firm since 1892 became a member of the firm, and the name was changed to that of Dundas and Flavelles Limited. On the first of May last the firm took into partnership Mr. H. Brimmell and Mr. W. W. Staples, two young men who have been in their employ for several years.



THE LATE MR. J. R. DUNDAS

The Big Store in Itself

What was once three stores is now the one big store in which the firm conducts its business. The solid brick walls that separated these stores were removed. In their places rows of hollow steel pillars support the stories above. These are light and graceful in appearance, and detract nothing from the splendid sweep of floor space. That floor equals 5200 feet in the main store, besides the spacious rear section, the floor of which is a couple or three feet higher than that of the main store.

The ceiling of the latter is finished in steel sheeting, painted white, a color which conspires with the plate glass and big skylight to make the store the bright and cheerful place it is. But it is its front that gives this store its striking and city-like appearance. The whole 65 feet of frontage is practically one transparent plate. It is pierced by two recessed doorways, but these are so nearly solid glass as but to heighten the general effect. The glass extends along the building on York-st., and terminates with another large recessed door. Above the main plates are heavy sections of ornamental glass, while below these narrow strips admit light to the basement, and allow the usual unsightly grating to be dispensed with in the pavement. Heavy single plates of liberal dimensions are set into the walls at the rear and sides of the building. There is no part in the store where the shade and texture of goods cannot be plainly seen. This year the firm changed the whole lighting system of the store, and installed Tungsten lights throughout. These are suspended by heavy brass chains, and present a very striking appearance. When this powerful electric illumination blazes out at night this corner presents a brilliance and animation not surpassed in any Canadian town and quite suggests the Metropolitan state to which this town makes rapid progress.

The great show windows are all backed by massive mirrors, that reproduce the costly and artistic window dressing with capital effect. The variety and richness of the contents of these windows are equalled only by the skill with which they are arranged and the immense stocks of which they are samples.

Running parallel with the two widely separated walls of the store, are two heavy hardwood counters. The floor space is traversed lengthwise by two double rows of shelves placed back to back, in pairs, and each row confronted with its counter, so that in all six counters extend throughout the great length of the store and provides counter space of well up to 1,000 feet. When it is remembered that the measure of these is but the measure of the stock that run parallel to them and rise many feet above them, one gets a slight conception of the vastness of both the accommodation and equipment of this store.

Fine Goods From Abroad

The firm of Dundas and Flavelles Limited, imports heavily from Germany, France and Great Britain. Their buyers visit the great manufacturing centres of these countries regularly. Let it be marked — the manufacturing centres. For they do not buy from wholesalers, but at wholesalers' prices from the manufacturers. They have peculiar facilities for doing this. They are members of the Canadian dry goods syndicate, an organization comprising 18 of the best dry goods concerns in Canada. This syndicate, which is known as Heron Dickson & Co., employs its own staff in Great Britain, to oversee the packing and shipping of purchases and financial matters. By thus pooling their orders, these firms are able to buy directly from the makers in enormous quantities, and hence are able in many lines to retail at the price ordinary buyers pay for their goods. A movement is on foot to buy in the same way from Canadian makers. By these excep-

Clothing and Gents' Furnishings

Entering from York-st., one stands immediately in the clothing and gents' furnishing department. No one going near the corner can fail to notice the large and attractive array of clothing and gents' furnishings that are displayed in that section of the show window.

In this department are Christie's, Buckleys and Hawes hats, W. G. and R's and Tookes shirts, Lloyd, Attree and Smith's neckwear, all the best known makes in underwear and an immense stock of ready made clothing, suits and overcoats in all sizes, patterns and prices. These are made by the famous firms of Fashion Craft, Levinson and W. R. Johnston, and for style and excellence are unsurpassed.

Dress Goods and Silks

Over along the eastern wall are ranged the high piled shelves laden with a display of dress goods never before approached in the history of store keeping in this section of Can-

ada. Here are silks and velvets from England, made by the celebrated Lister firm at whose head is Lord Manningham, the famous scientist, who some years ago lectured in America. The Priestly goods need no advertising. All these goods have the Ripley finish, which means that they will not spot with water.

The best Canadian and German manufacturers and to see them is an education in the quality and styles of the season. Berlin is the great purchasing centre. So great are the houses there that they are divided into sections to sell to customers from different parts of the world. So there are the American, South African, Russian, etc., sections. The goods in these are adapted to the needs of the climate to which they go. When one is quiet the other is active, so that the volume of trade for these houses is balanced the year round. Here this concern buys many mantles and other lines of goods.

Dressmaking

This department is under the direction of the Misses Ingle and Gunn; two thoroughly competent dressmakers, whose work is of the highest order. With the magnificent stock to make selections from, and such capable makers, no lady could be otherwise than satisfied with this department.



DUNDAS & FLAVELLES LIMITED, LINDSAY

tional advantages this firm is able to obtain stocks that for quality, variety and price, could not be otherwise approached.

To consider these stocks in the departments to which they belong may not be amiss; for they are not arrayed in any haphazard fashion, but their location is as definite as is their sort and the uses to which they are put. Order is the first law of this store. Only the broader classification need be mentioned, with perhaps a few examples in each.

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Mantles and Coats

These goods are purchased from

Millinery and Trimming

This department has a charm about it well known to the multitudes who through the rooms twice a year at the openings. For them it is not necessary to attempt description or praise. The newest, most correct things in hats, bonnets, flowers, laces, ribbons, feathers and the endless variety of beautiful things that go into those marvellous creations of women's headgear, are here in great profusion and excellence.



THE LATE MR. WM. CLUXTON

Carpets and Rugs

Axminster, Brussels, Halifax—these are common names to the firm's carpet buyer. The famous John Crossley and Sons, of the latter English city, sell extensively to this firm, and their goods certainly strike one as being of rare quality and in patterns and colors that are attractive. Beautiful tapestries, Brussels squares, made by T. F. Firth and Sons, Yorkshire, England, Wilton rugs and all wool ingrain of English and American makes, are all found in this great stock. Nottingham and Swiss lace curtains, nets, Scotch muslins, chenilles, and tapestry curtains, table covers, and fringes, matting and drapes for door and window furnishings are all displayed here with a beauty and freshness most attractive to intending purchasers.

Floor Oilcloths and Linoleums

This commodious department is in the first basement and is easily accessible from the main floor. A large spacious stairway leading from the main aisle to this section. Here are found the best makes of floor oilcloths, linoleums and cork carpets, in all widths and patterns, including the famous Nairns Scotch inlaid, and other makes.

Haberdaeshery

This unmusical word includes a great variety of goods. Among them are Perrin's famous-kid gloves, imported kid and woolen gloves in all

sizes, the P. N. R. & G. E. T., Cromptons, and the famous P. D. French corsets. The cashmere, woolen and cotton hosiery is interesting because of its variety of color and price, but even more so because the seamless sort, though made in Great Britain, is made on a machine invented in Kingston Ont., by a Canadian. French, English, German and Swiss laces are shown here in great profusion, as is an immense stock of ties, scarfs, fischus, and the bewildering variety of goods for comfort and adornment in which the ladies delight.

Fur Goods

These fill a big space, and include the common and choice furs of this and other lands. They are in sable, mink, French and South Sea seal, Persian lamb, otter, beaver, Astrachan and goat, made into capes, coats, gauntlets, ruffs, caps, collars, etc.

These departments do not include the house linens and other domestics, that occupy a big space on the main floor, nor do they at all complete the list, but they give an outline of the scope of this great concern; for each one is like a store in itself, not just a few articles, but a whole division of the great building, stocked, packed with the different lines.

When the full staff is at work, about 60 hands are employed. For skill and cordial attention to customers, they take a high place, and are in keeping with the general excellence of the store.

The store is under the management of Mr. William Flavelle, ably seconded by his lieutenant, Mr. W. Dundas, whose numerous trips to the European markets and long connection with the business, makes him competent to direct the details that are largely placed in his hands.

The firm have in their possession many interesting relics of their early business life. Among them is the first day book used by Messrs. Cluxton & Dundas, in 1860, which contains many interesting items of goods purchased by the first customers. Some of the names mentioned are Cornelius Russel, H. J. Watt, E. B. Hand, Hartley Dundas, J. W. D. MacLaggan, John Hasle, Peter Marshall, Adamine Shanon, Martin Dundas, Alexander Brown, George Moore, David Brown, James Blackwell, and many others. Many of the entries are made in pounds, shillings and pence, and the list of articles include everything in dry goods, also tea, butter, eggs, candles, and carpet tacks. Some of these first customers are still living. The firm give them a very cordial invitation to visit them on their anniversary days, and they shall consider it quite an honor, indeed. They will place this interesting day book on display, so that all who may be interested in it may have a chance of scanning its pages.

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MILLS OF THE FLAVELLE MILLING CO., NOW A PART OF THE CANADIAN CEREAL AND MILLING CO., LIMITED



MR. J. D. FLAVELLE



MR. WM. FLAVELLE